

CROSSPLAY GAME SYSTEM

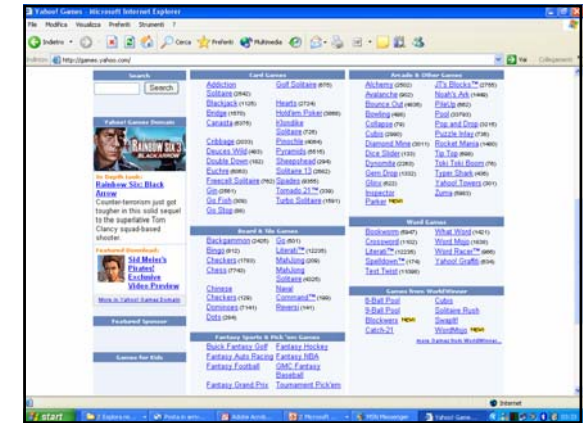
The natural evolution of network gaming

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ONLINE GAMING TODAY | INTERNET PORTALS | CATEGORY FIRST

- » Yahoo Games:
 - » You go online, for instance to <http://games.yahoo.com/>
 - » You select a category
 - » You select a game
 - » You select a person that meets your criteria and skills
 - » You ask him to play
 - » You can "censor" opponents you do not want to play with

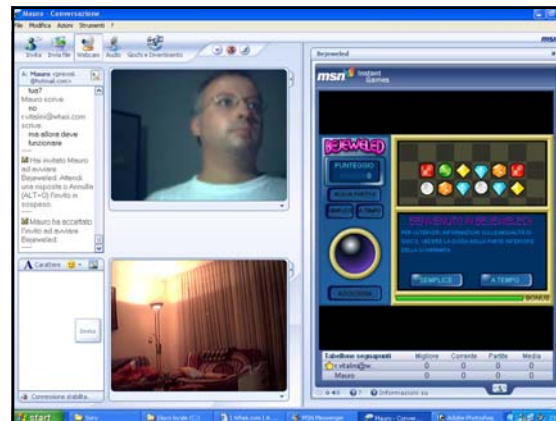
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ONLINE GAMING TODAY | INSTANT MESSAGING | PEOPLE FIRST

- » Via Instant Messaging
 - » You start a game during an IM session
 - » Independent games > the highest score wins
 - » Or classic 2 players games > more funny and competitive

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MAKING THE IM GAMING EXPERIENCE A BETTER ONE



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NEW GAME DYNAMICS

- » What is fun?
 - » People have different preferences, what amuses one might be disturbing to another. The same goes for nudity or violence.
 - » But on one thing we agree, it is fun to play against other people. Especially people you know in the real world. There is much more satisfaction in winning over a friend of yours rather than a stranger.
- » We conclude
 - » Man is a social animal and they enjoy playing against each other.
 - » Game preferences are highly individual.

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IDEA

- » What about making it possible for people to compete across different games?

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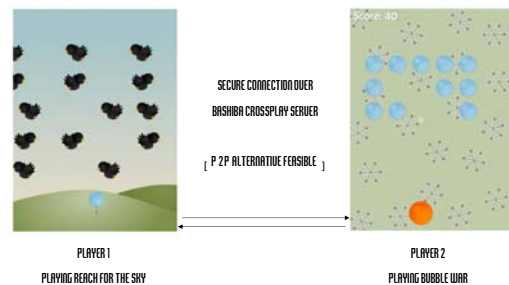
SCENARIO | COMPETING AGAINST YOUR DAUGHTER

- » BASHIBA Crossplay Scenario:
 - » You can select the game you like most and you are good at
 - » She will also play the game she likes best
 - » Both of you will "battle" in real-time
 - » In a guaranteed competitive environment where the BASHIBA crossplay game balancing mechanism guarantees fair competition.

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THE BASHIBA CROSSPLAY FIRST PROTOTYPE



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ADVANTAGES : PERFECT COMPETITION + FUN + UNPREDICTABLE

- » People First:
 - » You can play against the people you know and like, independently from their game preferences.
- » Your favorite game reveals new game dynamics:
 - » Every play/match is a unique game instance, guaranteeing a varied experience.
- » BASHIBA crossplay game-balancing enables competition across asymmetrical abilities, asymmetrical goals, asymmetrical player relations and asynchronous games (chess vs. frogger).

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VIDEO GAME DESIGN PATENTS | US FOCUS

- » Generally, patents that relate to video games belong to the category of utility-patents.
- » To qualify for patent protection an invention must meet certain criteria. An inventor must show novelty, utility, and non-obviousness of the item.
 - » Novelty: Cross Gaming, Game-Balancing Mechanism
 - » Utility: Social Competitive Environments moderated by computers
 - » Non-obviousness: Cross Competition, never happened in the real world. The evolution of network gaming, getting closer to personalized competition, where people come first!

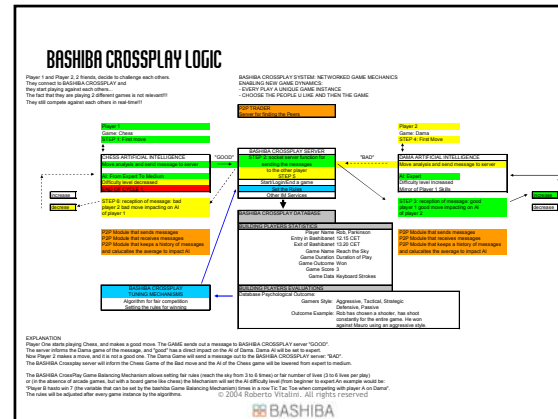
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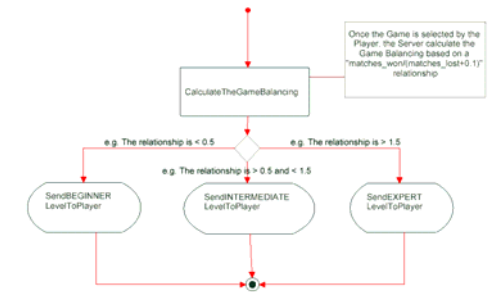
PATENT ABSTRACT | BASHIBA CROSSPLAY SYSTEM | IDEA PROTECTED

- » Crossplay is a novel machine-like software system that allows players to compete across different games. Each player in a session chooses a game and couples with an opponent(s). Once the game begins the system analyses the degree of success in each player's moves and in response influences the difficulty of the opponent's game. Sophisticated game and player profiling allow for real-time handicapping to account for asymmetrical abilities.

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GAME BALANCING EXAMPLE

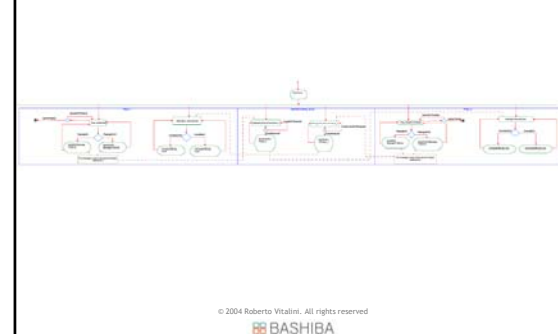


GAME BALANCING CAN IMPACT ON :

- » Rules of the game: more common in arcade games
example: the number of times you will reach the sky
- » Speed of the game: touching up or down the speed of the game. (typical variable during the crossplay match)
- » Number of lives: more common in arcade games
- » AI of the game: more common in board games (chess, dama) In board Games the Play difficulty will be increased by touching up or down the AI of the game (usually just 3 settings: beginner, intermediate, expert)

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CROSSPLAY LOGIC : SERVER-CLIENT



ADVANTAGES TO A GAMING COMPANY

- » Enhance your old games and make them BASHIBA Crossplay enabled, so that to offer a new playground to your customers.
- » Attract a wider audience

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MORE PATENTS

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EMOTIONAL STATE COUPLING SYSTEM

- » The Emotional State Coupling system allows a wide range of data regarding a user's emotional state to improve the accuracy of coupling in social networks such as on-line communities, chat, gaming, and instant messaging. The system gathers information from the user to create a sophisticated emotional profile. This information is combined with emotional state "snapshots" using rapid feedback tests. The user is then coupled with other users based on similar or opposite profile searches.

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BIOFEEDBACK HANDICAPPING SYSTEM

- » The biofeedback handicapping system allows near real-time data from biofeedback sensors to be combined with game play and profiling data to augment competitive and coupling scenarios.

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EMOTUNER EMOTIONAL FRONT END TO INFORMATION

- » The Emotuner is a system that allows the current emotional state of the user to improve the relevance and effectiveness of network searches and coupling.
- » www.emotuner.com

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THE BIG PICTURE

- » Humanizing Machines
- » Social Network Gaming

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