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GPS Gaming & Sports

2008.10.21
Navigation World Conference Forum



工業技術研究院
Industrial Technology
Research Institute

GPS Gaming & Sports

1. Introduction
2. Winner of ITRI Special Topic Prize - *Cititour*
Jung-Huang Liao, ITRI
3. *Tourality – Outdoor GPS Multiplayer Game for Mobile Phones*
Jonas Soukup, Creative Workline
4. *Location-Based Games – How User Generated Content Drives the Market*
Georg Broxtermann, Orbster GmbH
5. *The Next Trend in Games: Integration of Real Objects in the Virtual World*
Andy Lurling, iOpener Media GmbH
6. Panel Discussion

*Logic will get you from A to B.
Imagination will take you everywhere.*

- Albert Einstein
1879-1955

Gaming on the Move

- ❖ Location-Based: Accurate Positioning & Precise Timing
- ❖ Multiple Players: Massive & Real-Time
- ❖ User-Generated Content: Multimedia & Interactive
- ❖ Experience: Virtual & Real

Mobile Gaming:

US\$16 Billions by 2012?

US\$10 Billions by 2009?