

GDC⁰⁹ Europe

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August 17-19, 2009

Game Developers Conference® Europe
Cologne Congress Center East
Cologne, Germany

Supported by



European
Games Developer
Federation



gamescom

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Cologne

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Mobile Impossible?

- ⌚ Development, In-House Porting and Distribution with a Small Team
- ⌚ Matthias Hellmund
- ⌚ head of mobile development
- ⌚ exozet games, berlin

TOC

- ④ Intro
- ④ Mobile Impossible?
- ④ Development
- ④ Porting
- ④ Distribution
- ④ Q&A

TOC

- ⌘ **Intro**
- ⌘ Mobile Impossible?
- ⌘ Development
- ⌘ Porting
- ⌘ Distribution
- ⌘ Q&A

The exozet group



⌚ game development studio



⌚ agency for digital communication



⌚ studio for visual effects

exozet games

- ⌚ Founded 2004
- ⌚ 40 employees
- ⌚ PC, Wii, NDS, Xbox 360, iPhone, Mobile Java + BlackBerry + Android
- ⌚ Original IP, Co-Productions, For-Hire, Marketing Games, +Distribution Services

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TOC

- ⌕ Intro
- ⌕ **Mobile Impossible?**
- ⌕ Development
- ⌕ Porting
- ⌕ Distribution
- ⌕ Q&A

Mobile Heaven

- ⌘ ~1 platform: iPhone
- ⌘ 320x480
- ⌘ Finger multi-touch
- ⌘ Accelerometer
- ⌘ (OS 2..3, Processor speed, RAM size, GPS, OpenGL ES version, ...)
- ⌘ 1 distribution channel

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Back in 2004...



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an

AUS DER TV WERBUNG

SAT.1

BEDS ARE BURNING?

JETZT BRENNT AUCH DEIN HANDY!



ZOCK DIR DIE FINGER WUND
MIT DEM BRANDHEISSEN
FUTURE TRANCE GAME!
RETTE DIE WELT VOR DEN
SPACE ANGRIFFEN!



Sende einfach **GAME01** :
als **SMS** an die **82030***

*Alle Netze 2,99/SMS außer Talkline
Das Spiel funktioniert auf folgenden Handys:

Nokia:
3100, 3200, 3300, 3510i, 3650, 3660, 5100, 6100, 6220,
6600, 6610, 6800, 6810, 6820, 7210, 7250i, 7650, 8910i
SonyEricsson: T610

Mobile Hell

- ⌚ Various Java flavors + vendors
- ⌚ 128 x 118 px .. 480 x 800 px
- ⌚ Num/QWERTY keys, finger/stylus/no touch
- ⌚ (+all kinds of firmware bugs)
- ⌚ Hundreds of distribution channels with individual requirements

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A „big player“ solution

- ⌘ Lead studios
- ⌘ Porting studios
- ⌘ QA testing studios
- ⌘ Marketing and distribution teams

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A „small player“ solution

- ⌘ Drop Mobile Java
- ⌘ Go iPhone!

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Thanks.

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END OF PRESENTATION

But...

- ③ What about all those folks, who don't have an iPhone / iPod Touch?
- ③ What about those billion mobile Java phone users out there?
- ③ What about all those Android devices? (which become more and more sexy +are pushed by MNOs)

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They'll eventually buy a used iPhone on ebay.

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⌂ END OF PRESENTATION 2.0

A „small team“ solution

- ⌕ Integrated Development + Porting
- ⌕ In-House QA testing
- ⌕ Integrated Marketing + Distribution + Tool Development
- ⌕ Cooperations with partners

Why not the „big player“ solution?

- ⌚ Only viable for larger head counts
- ⌚ Less „master control“ of portings
- ⌚ Different time zones and cultures, increased communication, delayed responses
- ⌚ The others will fix it...

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Toolchain

- ⌘ Device Database
- ⌘ Source + Resource Trees
- ⌘ Target Device Groups
- ⌘ Configuration for Device Groups

- ⌘ => build all

Device Database

- ⌘ Device = Lead Device per Group
- ⌘ „Lowest Common Denominator“
- ⌘ Specs + Known bugs
- ⌘ Worst case (memory, .jar size)
- ⌘ Best case (highest screen resolution + scale ranges)

Device Database Example

```
<api>
  <cldc10>true</cldc10>
  <midp20>true</midp20>
  <mmapi>true</mmapi>
  <wmall>true</wmall>
</api>
<!-- capabilities (e.g. for settings screen) -->
<capabilities>
  <music>true</music>
  <light>true</light>
  <vibration>true</vibration>
</capabilities>
<xoz>
  <bug>
    <noCreateImageOffset>true</noCreateImageOffset><!-- Image.createImage(byte[] da
    <noPlatformRequestTel>true</noPlatformRequestTel><!-- nothing happens -->
    <noPlatformRequestHttp>true</noPlatformRequestHttp><!-- throws exception -->
    <noGameActionsOnNumberKeys>true</noGameActionsOnNumberKeys><!-- now uses default
    <gameActionsOnSoftKeys>true</gameActionsOnSoftKeys><!-- softkeys actions are GA
    <noTrueAlpha>true</noTrueAlpha>
  </bug>

  <width>176</width>
  <height>206</height>
</canvas>
<deploy/>
<hint>
  <supportsJPEG>true</supportsJPEG>
</hint>
<key>
  <LeftSoftKey>-202</LeftSoftKey>
  <MiddleSoftKey>998</MiddleSoftKey>
  <RightSoftKey>-203</RightSoftKey>
  <ClearKey>-204</ClearKey>
```



Source and Res Trees

- ⌘ Text Preprocessor
- ⌘ Sourcecode Preprocessor
- ⌘ Compile Sources
- ⌘ Compile and Compress Assets per Device Build
- ⌘ Postprocessing / Packaging / Signing / Optimizing

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Text Preprocssing

catanboard1_locale_cz_de_en_es_fr_nl.xls [Kompatibilitätsmodus] - Microsoft Excel

StartEinfügenSeitenlayoutFormelnDatenÜberprüfenAnsichtAdd-Ins

EinfügenZwischenablage

SchriftartCalibri11

Ausrichtung

ZahlStandard

Bedingte FormatierungAls Tabelle formatierenZellenformatvorlagen

EinfügenLöscheFormatierenZellen

A1

A	B	C	E	F	fr
1	textkey	descripti	de	en	fr
110	//#f xoz.ui.hasPointerEvents		Durch Anklicken des Icons unten links können Sie würfeln. Falls Sie eine Ritterkarte besitzen, können Sie diese noch vor dem Würfeln durch Klicken des Icons unten rechts ausspielen.	You can roll the dice by clicking the bottom left icon. If you have a Knight Card available, you can play it before rolling the dice by clicking the bottom right icon.	Vous p
111	predicestate.popup.text.empty				l'icône
112	//#elif xoz.ui.labelOrderType == 1				d'une c
113	predicestate.popup.text.empty		Mit der linken Auswahl~taste können Sie würfeln. Falls Sie eine Ritterkarte besitzen, können Sie diese noch vor dem Würfeln mit der rechten Auswahl~taste ausspielen.	You can roll the dice with the left softkey. If you have a Knight Card available, you can play it before rolling the dice by using the right softkey.	avant c
114	//#else				
115	predicestate.popup.text.empty		Mit der rechten Auswahl~taste können Sie würfeln. Falls Sie eine Ritterkarte besitzen, können Sie diese noch vor dem Würfeln mit der	You can roll the dice with the right softkey. If you have a Knight Card available, you can play it before rolling the dice by using the left	Vous p
116	//#endif				de navi
129					d'une c

InfoGlossaryingametutorialalmanacai quotesadditionalMarketing

Bereit

Source Preprocessing

```
public static final int NUM_OF_MUSIC_INGAME = 3;
/** number of music tracks */
public static final int NUM_OF_MUSIC =
    /*#if no_soundlib
    /*# 0;
    /*#elif only_menu_music
    /*# 2;
    /*#else
    5;
    /*#endif

/** number of sound effects */
public static final int NUM_OF_SFX =
    /*#if no_sfx
    /*# 0;
    /*#else
    6;
    /*#endif

/** sound index for building a settlement */
public static final int SOUND_SETTLEMENT = 5;
```


Libraries, Frameworks

- ⌚ Preprocessor-loaded Classes for Generic Features to minimize handset specifics
- ⌚ Sound Handling
- ⌚ Input Manager
- ⌚ Base/Canvas class


Resource Management

- ⌘ Resolution Groups
- ⌘ Reduction Levels
- ⌘ Image Grouping with Loading/Unloading in Mind
- ⌘ Leverage fixed width

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Resolution Grouping



- objects_128x1
- objects_176x200
- objects_240x256
- objects_352x1
- objects_352x416
- objectswidth_128x146
- objectswidth_176x200_176x220
- objectswidth_208x208
- objectswidth_220x176
- objectswidth_240x240
- objectswidth_240x256_240x260
- objectswidth_240x268_240x300
- objectswidth_240x320
- objectswidth_320x220_320x240
- objectswidth_320x320
- objectswidth_352x416
- objectswidth_360x360
- objectswidth_480x320_480x415
- objectswidth_480x416_480x640

- .svn
- active_anims_no24bit_xpak
- active_anims_xpak
- animals_xpak
- dice_xpak
- game_icons_xpak
- gui_card_xpak
- gui_menu_xpak
- gui_playerframes_xpak
- gui_touchscreenicons_xpak
- locale
- menu_icons_xpak
- ov_fields_xpak
- ov_harbors_xpak
- ov_tokens_glow_xpak
- ov_tokens_xpak

- portraits_xpak
- zoom_fields_xpak
- zoom_harbors_xpak
- zoom_tokens_glow_xpak
- zoom_tokens_xpak
- cloud.png
- digits.png
- digits.xfont
- easy.png
- font.png
- font.xfont
- medidigits.png
- medidigits.xfont
- minidigits.png
- minidigits.xfont

Res Lite Levels

 00_water.png IrfanView PNG File 1,17 KB	 01_desert.png IrfanView PNG File 1,13 KB	 02_wood.png IrfanView PNG File 1,17 KB	 03_mountain.png IrfanView PNG File 1,17 KB
 04_farmland.png IrfanView PNG File 1,12 KB	 05_grassland.png IrfanView PNG File 1,01 KB	 06_hill.png IrfanView PNG File 1,06 KB	 07_robber.png IrfanView PNG File 434 Bytes
 08_water_anim1_lite2.png IrfanView PNG File 1,18 KB	 09_water_anim2_lite2.png IrfanView PNG File 1,17 KB	 10_water_anim3_lite2.png IrfanView PNG File 1,17 KB	 11_grassland_anim1_lite1.png IrfanView PNG File 1,24 KB
 12_grassland_anim2_lite1.png IrfanView PNG File 1,25 KB	 13_grassland_anim3_lite1.png IrfanView PNG File 1,23 KB	 14_grassland_anim4_lite1.png IrfanView PNG File 1,22 KB	 15_desert_anim1_lite1.png IrfanView PNG File 1,42 KB
 16_desert_anim2_lite1.png IrfanView PNG File 1,42 KB	 17_wood_anim1_lite1.png IrfanView PNG File 1,18 KB	 18_wood_anim2_lite1.png IrfanView PNG File 1,19 KB	 19_wood_anim3_lite1.png IrfanView PNG File 1,17 KB
 20_farmland_anim1_lite1.png IrfanView PNG File 1,12 KB	 21_farmland_anim2_lite1.png IrfanView PNG File 1,13 KB	 22_farmland_anim3_lite1.png IrfanView PNG File 1,13 KB	 23_farmland_anim4_lite1.png IrfanView PNG File 1,12 KB
 24_mountain_anim1_lite1.png IrfanView PNG File 1,17 KB	 25_mountain_anim2_lite1.png IrfanView PNG File 1,17 KB	 26_mountain_anim3_lite1.png IrfanView PNG File 1,17 KB	 27_mountain_anim4_lite1.png IrfanView PNG File 1,18 KB
 28_mountain_anim5_lite1.png IrfanView PNG File 1,17 KB	 29_robber_anim1_lite2.png IrfanView PNG File 434 Bytes	 30_robber_anim2_lite2.png IrfanView PNG File 436 Bytes	 31_robber_anim3_lite2.png IrfanView PNG File 437 Bytes

Localization



PinGuine! PinGuini!

Hey! that's my fish!
PinGuinos & cia
PinGouins

INGENIOUS

Einfach
GENIAL



Dots & Boxes





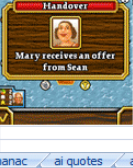
La Pipopipette

Timbiriche

Punti e linee

Localization



catanboard1_locale_cz_de_en_es_fr_nl.xls [Kompatibilitátsmodus] - Micro					
Start Einfügen Seitenlayout Formeln Daten Überprüfen Ansicht Acrobat					
Ausschneiden Kopieren Einfügen Format übertragen Zwischenablage		Schriftart Arial 10 Zeilenumbruch Standard Bedingte Formátování Als Tabelle formátování Standard		Formatvorlagen	
D2					
A	B	C	D	E	
1	testkey	description	cz	de	
14	game.labels.devcards.2		Stavba silnic	Straßenbaukarte	
15	game.labels.devcards.3		Monopol	Monopolkarte	
16	game.labels.devcards.4		Vítězný bod	Siegepunktarte	
17	game.labels.devcards.5		Přítel	Ritterkarte	
18					
19	game.description.devcards.1		Po zahrání této karty si můžete u banky vybrat 2 suroviny dle svého výběru.	Venn Sie diese Karte ausspielen, können Sie zwei Rohstoffe Ihrer Wahl von der Bank wählen.	
20	game.description.devcards.2		Po zahrání této karty můžete bezplatně postavit 2 silnice.	Venn Sie diese Karte ausspielen, dürfen Sie kostenlos zwei Straßen bauen.	
21	game.description.devcards.3		Po zahrání této karty si vyber surovinu. Všichni provinciáři o veškeré zásoby této suroviny přijdou a získají ji.	Venn Sie diese Karte ausspielen, wählen Sie eine Rohstoffart. Alle Spieler müssen Ihnen dann sämtliche ihrer Rohstoffe vorrätig dieser Art geben.	
22	game.description.devcards.4		Získává Vítězný bod, který soupeři nevidí do konce hry.	Mit dieser Karte erhalten Sie einen zusätzlichen Siegpunkt, der für die anderen Spieler jedoch erst zum Spielende sichtbar wird.	
23	game.description.devcards.5		Po zahrání této karty, posuďte lupiče a ukradněte suroviny z osady či města na přilehlém poli.	Venn Sie diese Karte ausspielen, versetzen Sie den Räuber und stehlen einem der betroffenen Spieler einen Rohstoff.	
24					
25	# game events (appearing in popup window)				
26	#				
28	game.action.gets_largest_knightforce		{0} má Největší vojsko.	{0} erhält die Größte Rittermacht.	
29	game.action.item_bought		Karta {0} koupena.	{0} gekauft.	
30	game.action.player_plays_a_devcard		{0} hraje kartu {0}.	{0} spielt eine {0}.	
31	game.action.player_moves_robber		{0} posouvá lupiče.	{0} versetzt den Räuber.	
32	game.action.player_buys_general_devcard		{0} kupuje Kartu vývoje.	{0} kauft eine Entwicklungskarte.	
33	game.action.player_buys_a_devcard		{0} kupuje kartu {0}.	{0} kauft eine {0}.	
34	game.action.player_gets_robbed		{0} se stává obětí lupiče.	{0} wird beraubt.	
35	game.action.player_throws_a_value		{0} hází {0}.	{0} hat eine {0} gewürfelt.	
36	game.action.player_throws_a_seven		{0} hází lupiče.	{0} hat den Räuber gewürfelt.	
37	game.action.player_robbed_and_must_give_resources		{0} se stává obětí lupiče a přichází o {0} suroviny.	{0} wird beraubt und muss {0} Rohstoffe abgeben.	
38	game.action.player_can_choose_free_resource		{0} si může vybrat suroviny.	{0} darf einen Rohstoff wählen.	
39					
40	game.action.player_receives_a_resource		{0} získává jednu surovinu.	{0} erhält 1 Rohstoff.	
41	game.action.player_receives_resources		{0} získává {0} surovin.	{0} erhält {0} Rohstoffe.	
42	game.action.player_steals_a_resource		{0} přichází o 1 surovinu, kterou se ti podařilo ukrást.	Sie haben 1 {0} von {0} gestohlen.	
43	game.action.player_gets_stolen_by		{0} ti krade {0}.	Ihnen wurde von {0} 1 {0} gestohlen.	
44	game.action.player_steals_from		{0} přichází o 1 surovinu, kterou krade {0}.	{0} stiehlt 1 Rohstoff von {0}.	
45					
46	game.action.player_loses_longest_path		{0} ztrácí Nejdelší cestu.	{0} verliert die Längste Handelsstraße.	
47	game.action.player_gets_longest_path		{0} nyní vlastní Nejdelší cestu.	{0} besitzt nun die Längste Handelsstraße.	
48					
49	game.action.player_builds_road		{0} staví silnici.	{0} baut eine Straße.	
50	game.action.player_builds_settlement		{0} staví osadu.	{0} baut eine Siedlung.	
51	game.action.player_builds_city		{0} staví město.	{0} baut eine Stadt.	
52					
53	game.action.win_player_has_won		{0} vyhrává hru.	{0} hat das Spiel gewonnen.	
54	game.action.win_player_has_won_with_victorypoint		{0} vyhrává hru s jednou kartou Vítězného bodu.	{0} hat das Spiel mit einer Siegpunktarte gewonnen.	
55	game.action.win_player_has_won_with_victorypoints		{0} vyhrává hru díky {0} kartám Vítězného bodu.	{0} hat das Spiel mit {0} Siegpunktarten gewonnen.	
56					
57	# all trade specific actions				
58	game.action.player_trades_with		{0} a {0} spolu obchodují.	{0} handelt mit {0}.	
59	game.action.player_declines_all_offers		{0} odmítá všechny nabídky.	{0} lehnt vorhandene Angebote ab.	
60	game.action.player_no_offers		{0} nemůže najít obchodního partnera.	{0} findet keinen Handelspartner.	
61	# popup alert: 1st line player offer, 2nd line: player name				
62	game.action.player_offer_from		Nabídka:	Angebot von	
63	game.action.player_receives_offer_from	{0} obdrží nabídku, kterou činí {0}.	{0} erhält Angebot von {0}.		
64					
65	game.action.start_player_defined		{0} zahájí hru.	{0} wurde als Startspieler ermittelt.	
66	game.action.player_gets_turn		{0} nastává na řadu.	{0} ist am Zug.	
67	# player builds his first settlement				
68	game.action.player_sets_first_settlement		{0}, postav svou první osadu.	{0}, bitte gründen Sie Ihre erste Siedlung.	
69	game.action.player_sets_second_settlement		{0}, teď stav na své druhé kolonovace.	{0}, bebauen Sie Ihre zweite Kreuzung.	
70					
71					
72	#				
Info Glossary ingame tutorial almanac ai quotes additional Marketing					
Bereit					





Group Configuration

```
#KG800
KG800_anim_alphatokens_off # style (noTrueAlpha)
KG800_anim_overlay_off    # to minimize jar size
KG800_anim_tiles_off      # to minimize jar size
#KG800_gfx_font_reduced    # try bitmap font - system font is very slow... see even during intro
KG800_gfx_angry_off       # to minimize jar size
KG800_gfx_devcardimages_off # to minimize jar size
KG800_gfx_menugfx_off     # jar limit
KG800_sound_reduced       # no midi sounds

KG800_ML_zoom_off         # jar limit
KG800_ML_sound_off        # jar limit
KG800_ML_font_reduced     # jar limit
KG800_ML_gfx_intro_off   # jar limit
KG800_kzip                # !!! NOTE: still too big for virtual vodafone DE size - only do more

#KU580
# - no entries -

#KU990
# - no entries -

#U8120
U8120_anim_alphatokens_off # heap problem
U8120_anim_intro_reduced   # graphics bug while fading, characters look like green zombies
```

In-House Development with Porting in mind

- ④ Know your target device groups
- ④ Prepare for reduction from start
- ④ Go from master to critical
- ④ Pick min-max cases from Width groups for initial testing

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Recommended Tools

- ⌘ Antenna (Ant Build Tasks)
- ⌘ Apache POI (Office doc/xls Access)
- ⌘ ImageMagick (Gfx Manipulation)
- ⌘ J2ME Polish (Preprocessor)
- ⌘ PNGOUT and KZIP (Compression)
- ⌘ ProGuard (Optimizer, Obfuscator)
- ⌘ SonyEricsson, BlackBerry and Android development tools

Testing

- ⌄ >600 supported handsets
- ⌄ In-house QA + partners
- ⌄ Worst-Case devices
- ⌄ Remote device testing (Bluetooth?)
- ⌄ Mob4hire.com



Random Hell WHYS

- ⌚ Why have different key codes for the same handset in DE + CZ?
- ⌚ Transparency Color Bug
- ⌚ Keycode firmware bug
- ⌚ Volume crash bug
- ⌚ Thread control weird bug

Device Databases

- ④ Jbenchmark.com (paid, focused on benchmark)
- ④ J2mepolish
- ④ Mobilezoo.biz
- ④ Few commercial offers – usually tied into proprietary production systems and not focused on games

ExozetDeviceUberTester

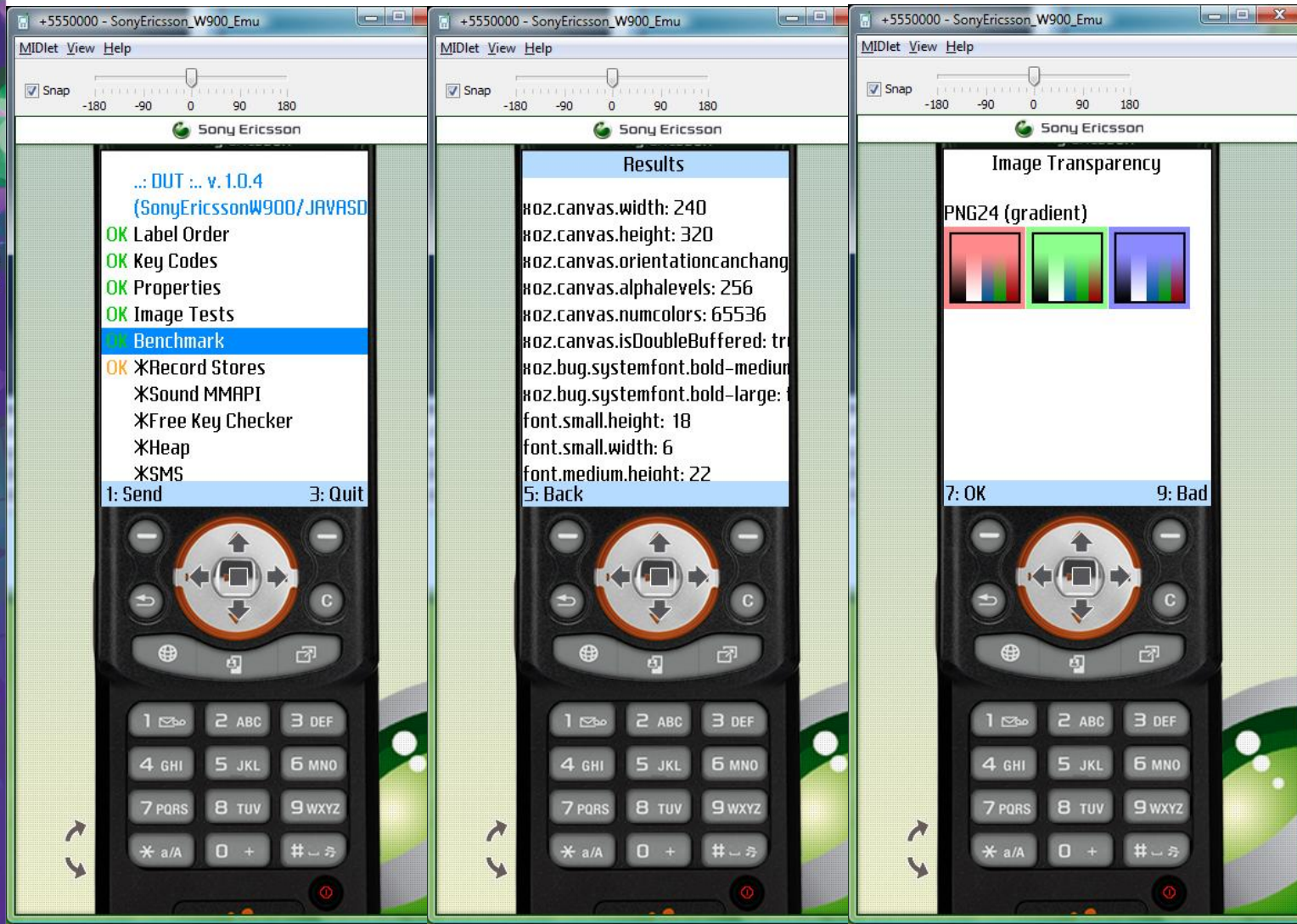
- ⌚ Automatic profiling app (download)
- ⌚ Tests game-specific features (and possible bugs) of new handsets
- ⌚ Speed benchmark testing
- ⌚ Sends results to server / by email



ExozetDeviceUberTester

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Tool, Data + TestCases

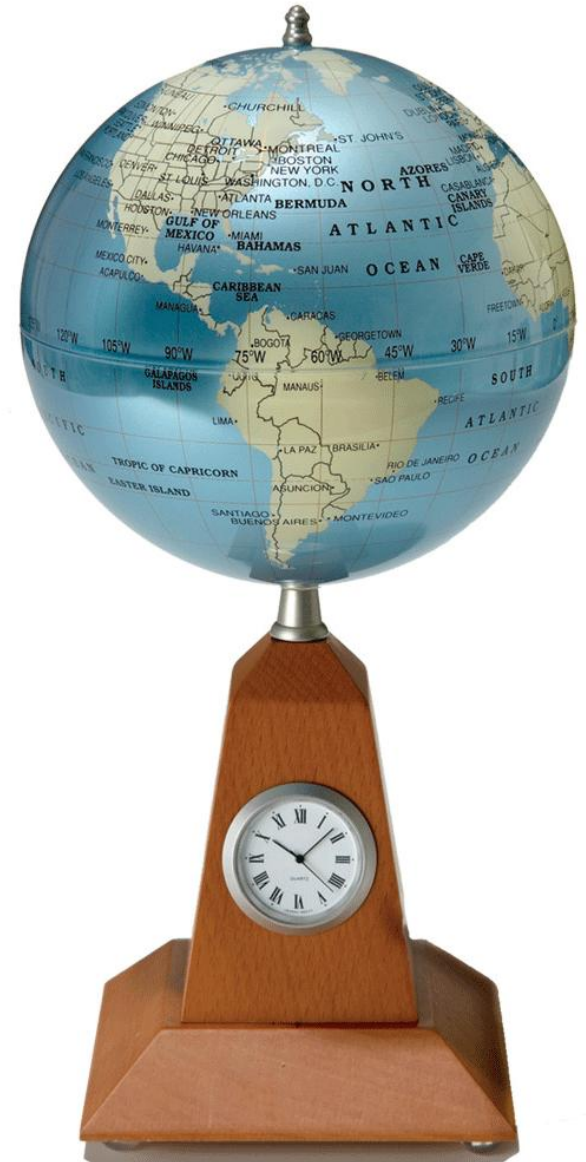
- ⌘ Handset Knowledge Sharing
- ⌘ Open Database + Extensible Tool
- ⌘ New Test Cases
- ⌘ For and from a game developer's perspective – let's share!
- ⌘ => please get in touch!

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- ④ Development
- ④ Porting
- ④ **Distribution**
- ④ Q&A

Distribution

- ⦿ Delivery of your Game to those distribution channels...



Distribution Format

- ⌘ Binary Files
- ⌘ Compatibility Mapping
- ⌘ Marketing Texts
- ⌘ Marketing Images

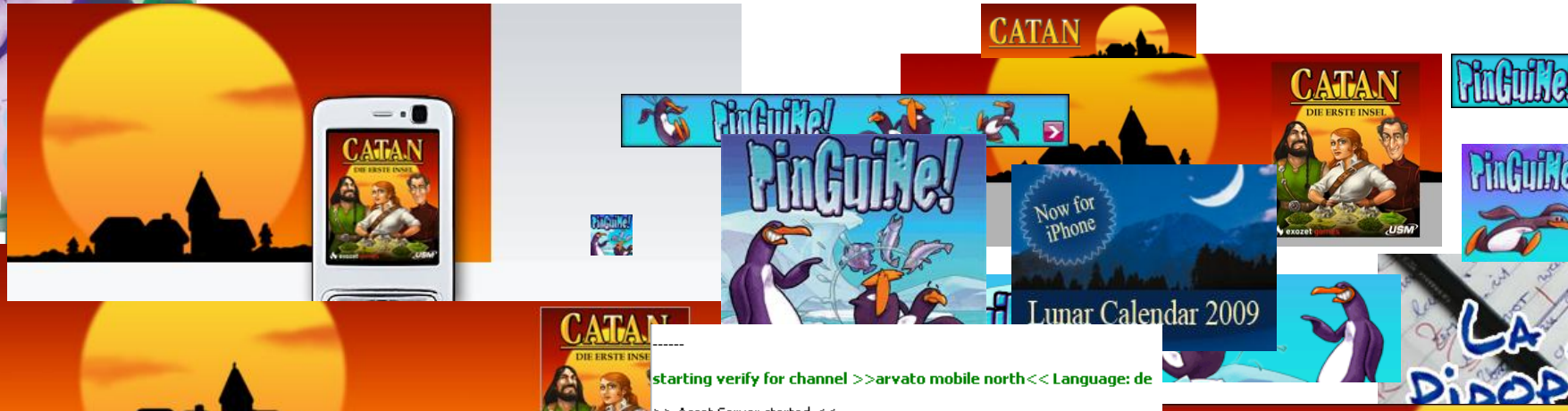
Distribution Format Differences

- ⌚ Get-More-Games, Rich GMG
- ⌚ Online features
- ⌚ Individual XML, XLS, TXT flavors
- ⌚ Individual file naming and directory structures
- ⌚ Very individual asset requirements

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Marketing Assets



starting verify for channel >>arvato mobile north<< Language: de

```
>> Asset Server started <<
scanning asset folder: c:\mgames\deploy\exozet\catanboard1
AssetServer is scanning marketing locale folder: cz
AssetServer is scanning marketing locale folder: de
AssetServer is scanning marketing locale folder: en
AssetServer is scanning marketing locale folder: es
AssetServer is scanning marketing locale folder: fr
AssetServer is scanning marketing locale folder: generic
AssetServer is scanning marketing locale folder: nl
AssetServer is scanning marketing locale folder: pt
806 assets found
```

Avoid Mistakes



Never use the App Store icon or other graphics from the iPhone interface to represent the App Store.



Never use the iTunes desktop icon to represent the App Store.



Never remove or rearrange elements of the App Store badge.



Never use the iPhone logo alone.





Typical Emails

- ⌚ These are our new top handsets – requesting backfills immediately
- ⌚ Our download platform has changed, we now need the following banners + screenshots
- ⌚ We've changed our submission format and from now on we only accept ...

Our Toolchain

- ⌚ Proprietary in-house Distribution and packaging tools
- ⌚ Verification tool to identify missing marketing assets
- ⌚ Asset adaptation (scaling, compressing)
- ⌚ Auto-Backfill

Our Toolchain

⊕ Binary + marketing master

⊕ =>

⊕ XLS/XML/DOC & co.

Things a good distribution partner should have...

- ⌘ Relevant channels
- ⌘ Good relations with those channels
- ⌘ OnSite Marketing
- ⌘ Solid reporting
- ⌘ One submission format
- ⌘ Standardized Backfill Process
- ⌘ Auto Device Compatibility

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Summary

- ⌚ Yes, it's possible
- ⌚ Critical:
Device Database + Build Process
- ⌚ Share handset knowledge
- ⌚ Talk with other developers
- ⌚ Pick good distribution partner(s)

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