

## GameCoach™ Technology

Ever suspected that there's a huge potential audience out there for your games that you haven't reached yet? New gamers, for example, who demand a quick pick-up-and-play experience and think your games will be too difficult? Or experienced gamers who only have time for one MMO in their life, so need to become instantly immersed and engaged?

At last we have the answer. Ditch the tutorials and integrate Play2Improve's coaching middleware into your games instead! Play2Improve's GameCoach™ technology will let players jump straight into a new game or genre without any fear of getting lost or stuck and, most importantly, without breaking the immersion in the gameplay.

Play2Improve's solution provides compelling in-game coaching based on leading psychological research into how people learn. Its real-time feedback is proven to be far more effective and enjoyable than other tutorial-based techniques. Game-specific assessments can provide instant feedback on particular events as well as tracking multiple events over time to provide detailed and highly personalised guidance.

### Integration Process

We will work with you to:

1. Identify common user experience problems with your game
  - Problems identified during user testing
  - Things that you want the player to know
  - Making the transition from single player to multiplayer modes (often minimal support is provided, with players left to rely on goodwill from more experienced players)
2. Design coaching interactions to solve these problems
  - Corrective event-based feedback when required
  - Detailed guidance based on multiple events
  - Tracking habits/tendencies over time to help players identify strengths and weaknesses (this can also be used to suggest particular roles in games that support multiple roles)
3. Decide how you would like to present coaching feedback to the player
  - Utilise an NPC or give the player an "internal voice" to present the coaching feedback in context of any existing narrative framework
  - Use a celebrity voice actor to make the coach character more appealing
  - Use an iPhone or Android mobile phone running our GameCoach™ app
4. Integrate real-time coaching & assessment into your game
  - Easily integrated with any modern game engine based on C# or C++ (including, but not limited to: Torque/Torque X, Unity, Unreal 3 and Irrlicht)
  - Iterate and refine coaching feedback based on assessment results
  - Use assessment results to help resolve any critical design problems with your game

### Benefits

- GameCoach™ in-game coaching transforms a potentially frustrating first experience of a game into one that's fun
- GameCoach™ allows new players to jump straight into a game without fear of getting lost or stuck
- GameCoach™ eliminates the need to break the immersion in the gameplay to do the walkthrough or check manuals/online help
- GameCoach™ is based on proven psychological techniques and concepts that have been successfully integrated into numerous training simulations and educational games
- GameCoach™ can help make complex games and genres more accessible and appealing to casual players
- GameCoach™ is superior to competing solutions, such as Nintendo's Super Guide concept, as utilised in New Super Mario Bros. Wii

Find out more about Play2Improve™ and our GameCoach™ technology at [www.play2improve.com](http://www.play2improve.com)