



From Keyboards to Fingertips

Rethink Game Design!

Jens Begemann, Founder & CEO











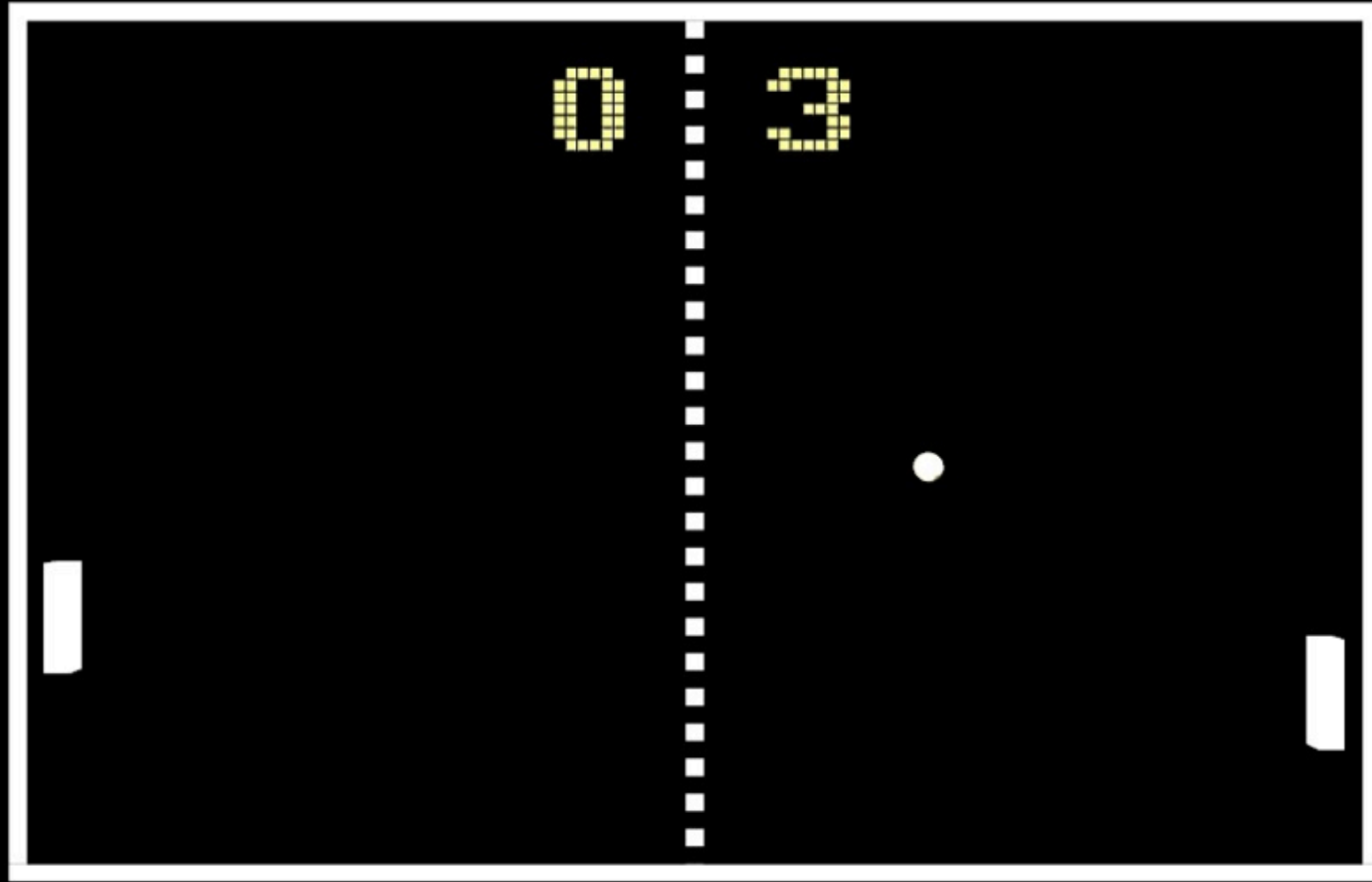
NO





70s





Pong





Breakout

80s

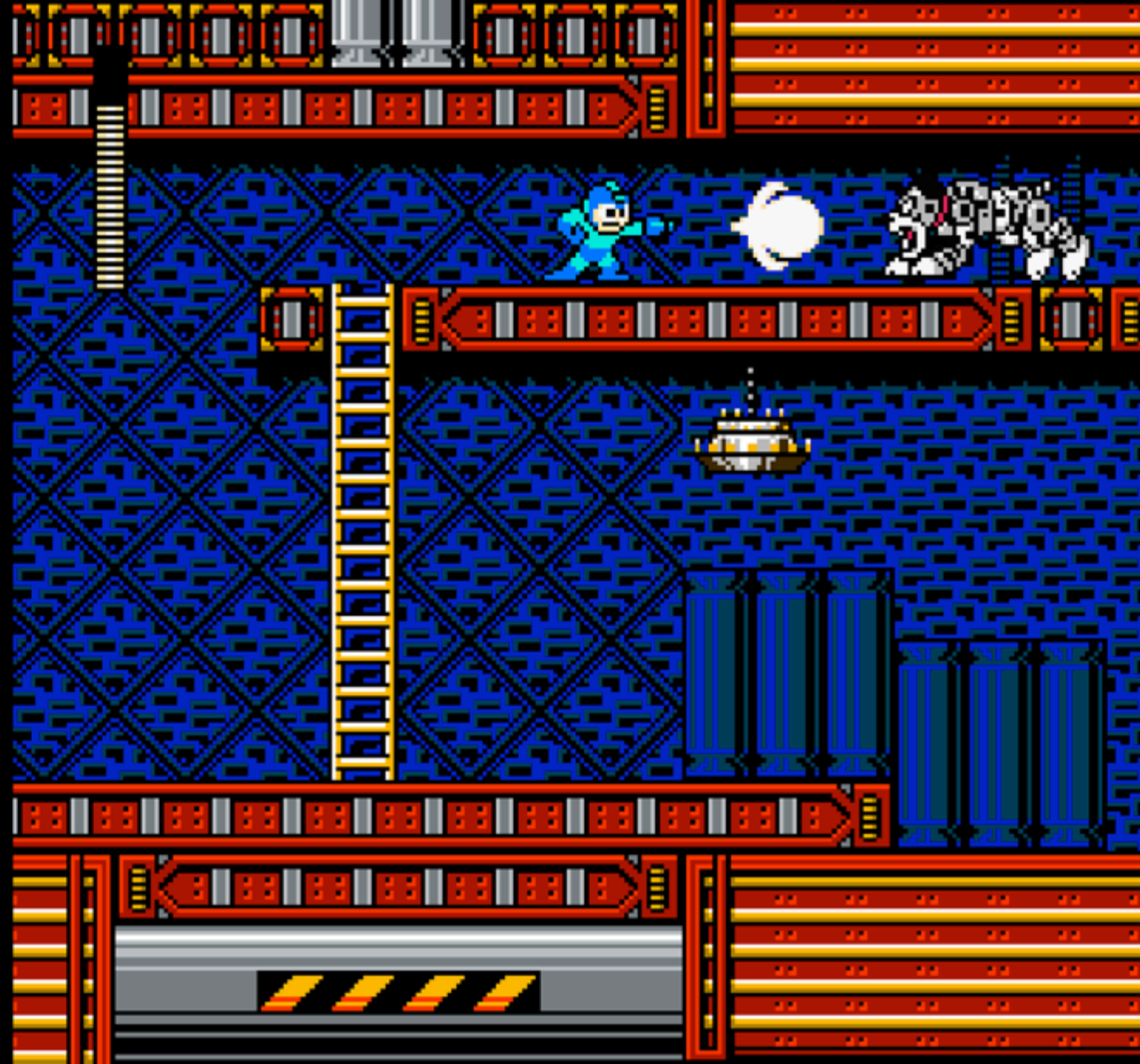
Gamepads





Donkey Kong





Mega Man

Light gun shooters





Duck Hunt

Keyboards





Oregon Trail



King's Quest

YOU NEED A SILVER KEY TO OPEN THIS DOOR



Keyboard

Run	Open	Fire	Strafe
RShft	Space	Ctrl	Alt
Left	Right	Fwrd	Bkwrld
A	D	W	Down

↑ MOVE ← SELECT ESC BACK

Wolfenstein 3D



Doom

Microsoft®

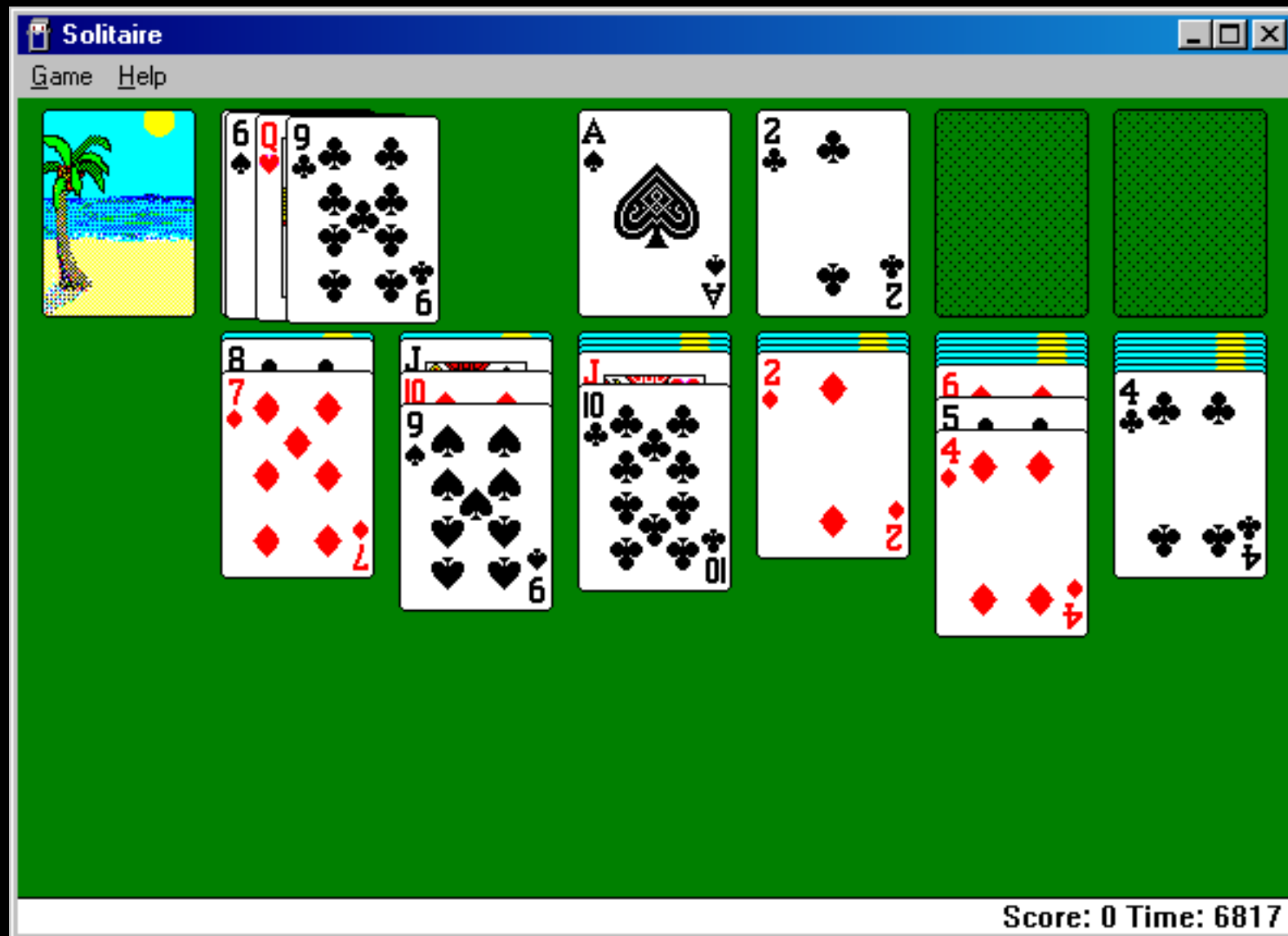


Microsoft
Windows 95
Microsoft Internet Explorer

90s

Mouse





Solitaire



Program
Manager

Minesweeper



Bejeweled



Hidden Object Games



The Secret of Monkey Island



Walk to stone pedestal



Indiana Jones

2. Cygnus X-1

42



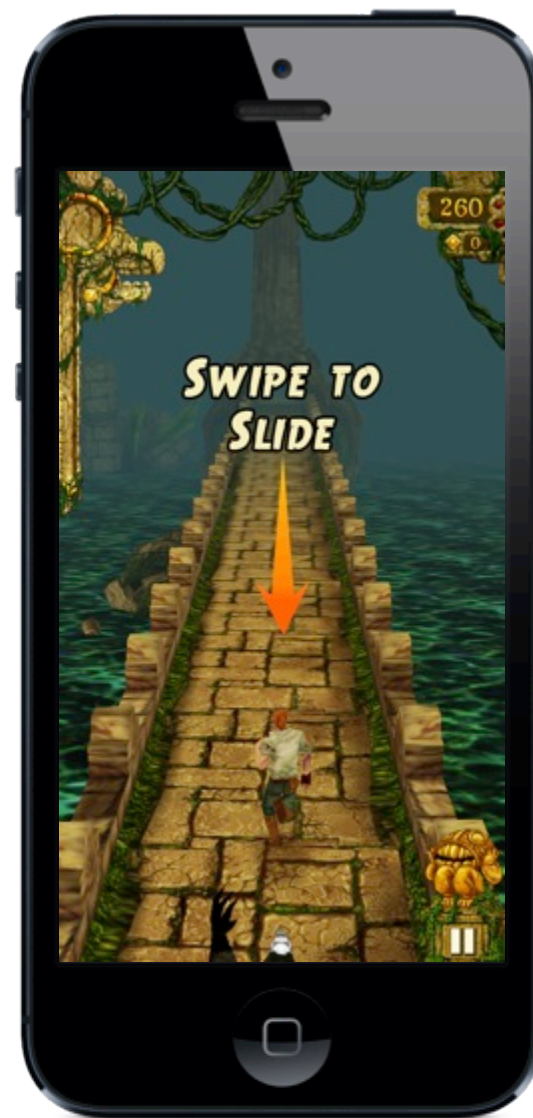
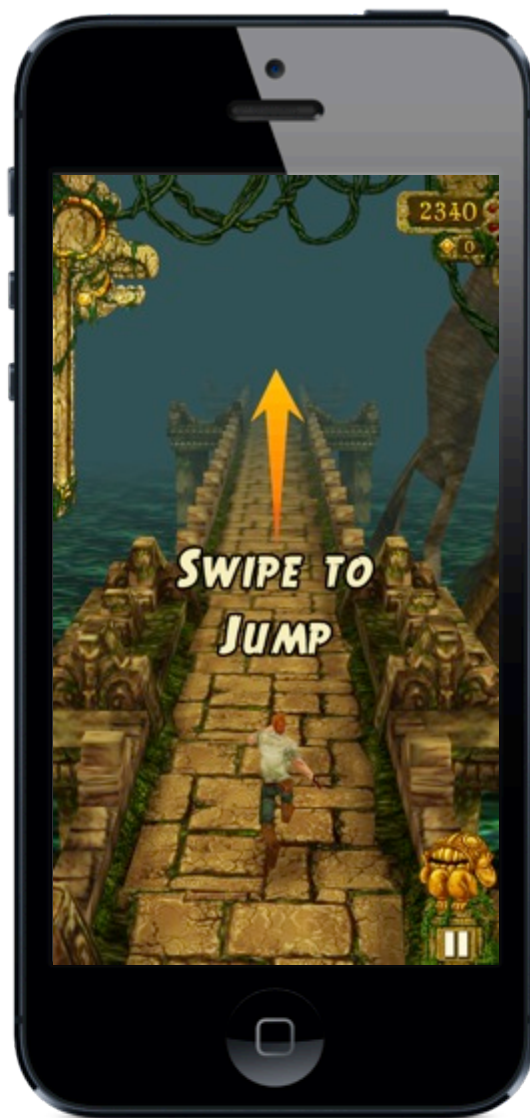
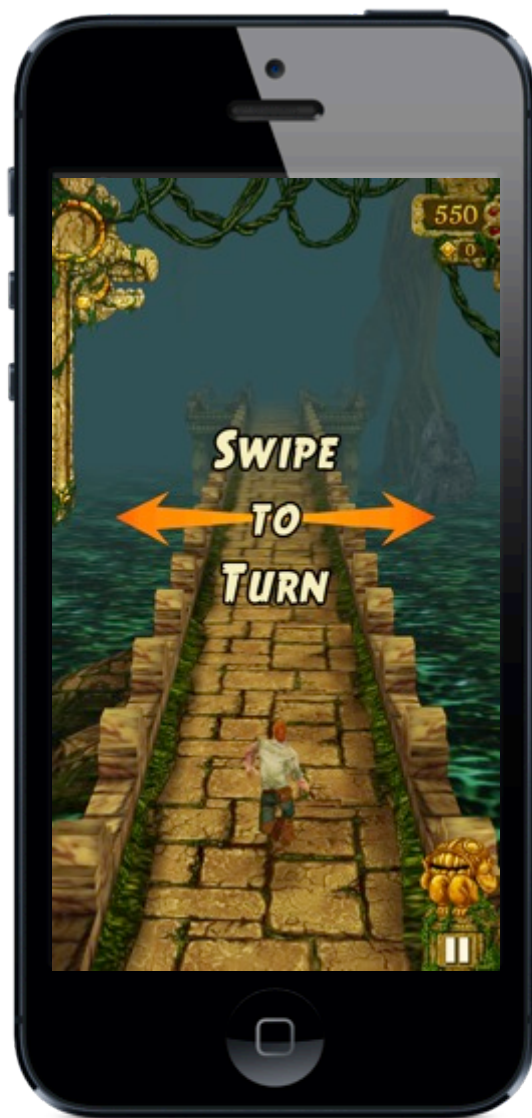


Touch

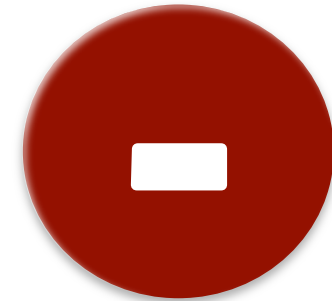
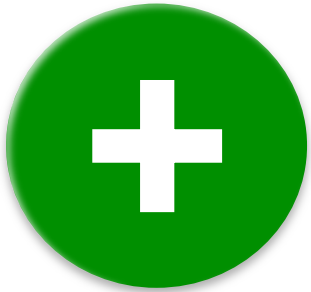


TEMPLE RUN



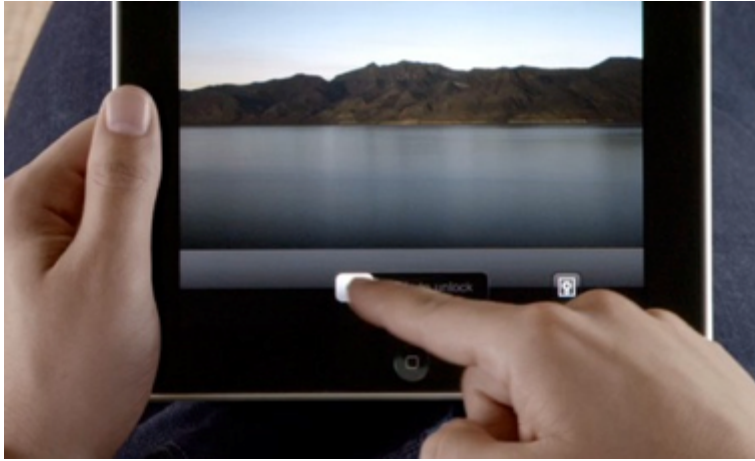


Pros



Cons

touch devices



Direct Control



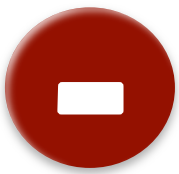
Gestures



Multi-touch



Accelerometer



**No mouse
over**



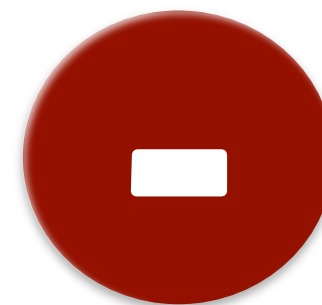
**Can't see
through finger**



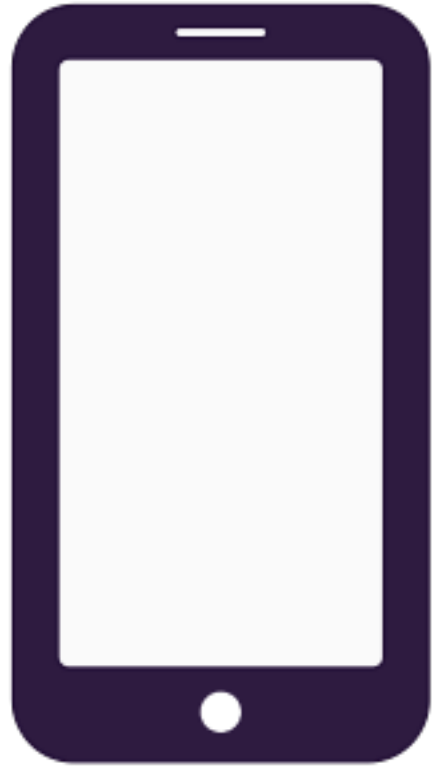
**No tactile
feedback**



Pros



Cons



1.4 billion
smartphones

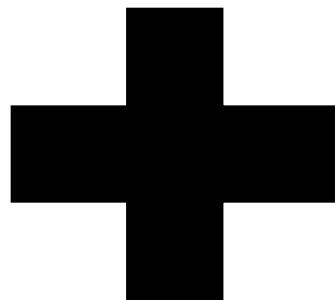


270 million

tablets

A hand is shown from the top, with the index finger touching a blue surface. The touch creates a series of concentric white ripples that spread outwards. The background is a soft-focus, light blue-grey.

2 billion
touch devices



Reset
your mind



How can **tablets** become
the best game machines?

Rethink Game Design



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