



Did you know that there is a parallel world everywhere you go - where you can meet crocodiles and mafia bosses? But don't be scared - they are friendly inhabitants of Gbanga. If you ever meet them, they will take you on a journey of exciting adventures and make you meet new people in your city. Anywhere and anytime.

This is what you can experience by using Gbanga.



Gbanga is a social location-aware mixed reality game for mobile phones. The application is not a single game itself but a platform and can host a multitude of games developed by the in-house team, development partners or even players themselves. For example there is Gbanga Famiglia, a mobile mafia game where you can conquer your favorite bars and restaurants in your city.

Gbanga makes socializing on-the-go fun and easy whilst providing collectible items and surprises at most locations. Within Gbanga you can see your current location on a world map, decorate the virtual representation of your current location by dropping Gbanga items that you own or chat with friends.



Features

Mixed-reality

Gbanga combines real world items with the virtual platform that runs on your mobile phone. Explore Gbanga Cell's wherever you go. You will find virtual items linked to real-world locations and fun stuff to collect. You will discover your city as you have never seen it before.

Social

Find old and new friends with Gbanga and keep in touch via messaging service. The friends locator function lets you always know who is nearby. Quests are also more fun when you play them with your friends so you can invite them to join your Gbanga network. You can also exchange fun items that you collected in the Gbanga world with your friends with the trade function.

Location-awareness

Gbanga is location-aware: your view changes on the go and the platform adapts to your current location. So you can more easily discover exciting items and people when you move around. On the map view you can see cells and their content nearby so you might want to go there to collect even more fun stuff.

Real-time

Gbanga is always on and running. So you can always send messages to friends and see who is nearby. You can also watch ongoing quests activities online on the website. We might also implement secret items that only appear at a certain time of the day and during special real-world weather conditions.

Open

Gbanga is an open platform and our users are welcome to create their own quests in the Gbanga world. Therefore we provide a powerful and easy-to-use Puppetmaster REST API. For Java and Lua, a quest developer kit (QDK) is provided. So shape Gbanga to your very own needs.

Story cross-over

Stories in Gbanga are non-linear, changing and merging with other stories which take place nearby. The Gbanga world is shared by all its participants similar to public space. For instance, players participating in a zoo animal scavenger hunt might trade their animals with mates that are involved in a city-wide public-transport race. Thanks to this blend of stories, the user is able to experience unexpected adventurous gameplay moments.



Timeline & accomplishments

2010

- Gbanga Famiglia, a mafia-themed location-based game is launched on the Gbanga platform. It is available world-wide (open beta)
- Various awards and nominations such as IMGA International Mobile Game Award Nominee, Business Idea 2010 Nominee by the internet WORLD BUSINESS magazine, Best of Swiss Web Award Shortlist 2010

2009

- Venture leader participation
- Gbanga ZooH, an educational location-based campaign for the zoological garden in Zurich is mounted in Zurich (closed alpha)
- Gbanga Santa, a seasonal location-based advent calendar with prizes is launched in Zurich (closed beta)

2008

- Coaching acceptance by Swiss Confederation's Innovation Promotion Agency CTI
- Matthias Sala, Julio Perez and Werner Sala founded their company Millform Inc.
- Closed usability tests with scouts
- Ongoing development on the design and game play

2007

- Paper prototype is built in a shared student flat in Zurich
- Technical prototype is created in Spring

2006

- Matthias Sala and Julio Perez, two Swiss Federal Institute of Technology (ETH Zurich) graduates, discuss a first idea of a mixed-reality monopoly game during their research stays at Xerox PARC and the National Institute of Standards and Technology in the US



Team

Besides completely addicted to all forms of playful entertainment, the 10 makers of Gbanga are also highly trained, extremely experienced in developing games and distributed infrastructures. We have different backgrounds from ETH Zurich, HSG St. Gallen, University of Basel and Portsmouth. Industry experience includes Sony Computer Entertainment Europe London, Usgang.ch, and Swiss Bank Corporation/Bankverein.



Matthias Sala, cofounder and CEO, is 29 years old and studied architecture and computer science at the *Swiss Federal Institute of Technology* (ETH Zurich), with an exchange semester at the Stellenbosch University, South Africa, and research internships at *Siemens Corporate Technology* in Munich and *Xerox PARC* in Palo Alto. In his younger days, Matthias created his first *MOD* (=modified computer game code) based on *Gorilla* in *Qbasic* and *SCUMM* games. For the *IBM Leonardo Da Vinci* contest in the early 90ies, he created a maze game for *MS-DOS*. Besides working at Gbanga, he throws parties such as the *SuperHappyDevFlat* and *StartupCamp Switzerland*. He also is founding member and president of the Swiss Chapter of *International Game Developer Association* (IGDA) and founding member of *Mobile Monday CH*.



Julio Perez, cofounder and CTO, is 29 years old and studied computer science at the *Swiss Federal Institute of Technology* (ETH Zurich), with semesters in *Université Nice-Sophia Antipolis*, France. He also worked at *SHARP Corporation*, at the research lab *IBM Rüschtikon* and at the *National Institute of Standards & Technology* (NIST) in Maryland. In 2009, Julio was among the *30 under 30* most important people in the game industry by the *British Develop* magazine. Undefeated in *Mortal Combat Armageddon* on the *PlayStation II*, Julio is much into “*fatalities*”, but also wake-boarding, kayaking and would love to extend the office by a gym.

Demo account

We have a demo account for you. Download Gbanga to your iPhone, log in with username **Alice** and password **wonder**. For a personalized experience, please sign up regularly on the website <http://www.gbanga.com>.

Further information

Website: <http://www.gbanga.com>
Explanatory video: <http://gbanga.com/plainenglish>
Press releases: <http://gbanga.com/press>
Logo: <http://gbanga.com/files/logos.zip>
Screenshots: <http://gbanga.com/files/screenshots.zip>
Photos: <http://gbanga.com/files/photos.zip>
This document: <http://gbanga.com/files/presskit.pdf>

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