

Market Status Highlights

- Gaming has become a key application for handsets along with music and video
 - Informa predicts that global revenue from mobile games will increase from US\$2.4 billion this year to US\$7.2 billion by 2010 (Source: Informa Telecoms & Media, Mobile Games, 2006).
- Gaming industry eager to bring premium mobile 3D games to market
 - Rich 3D games create immersive experience which can command higher selling price
 - Faster 3G networks and hardware-accelerated handsets make premium gaming a reality
- Gaming to become more geographically diverse
 - Asia-Pacific dominates mobile gaming market today
 - Demand for premium games increasing in Europe and North America

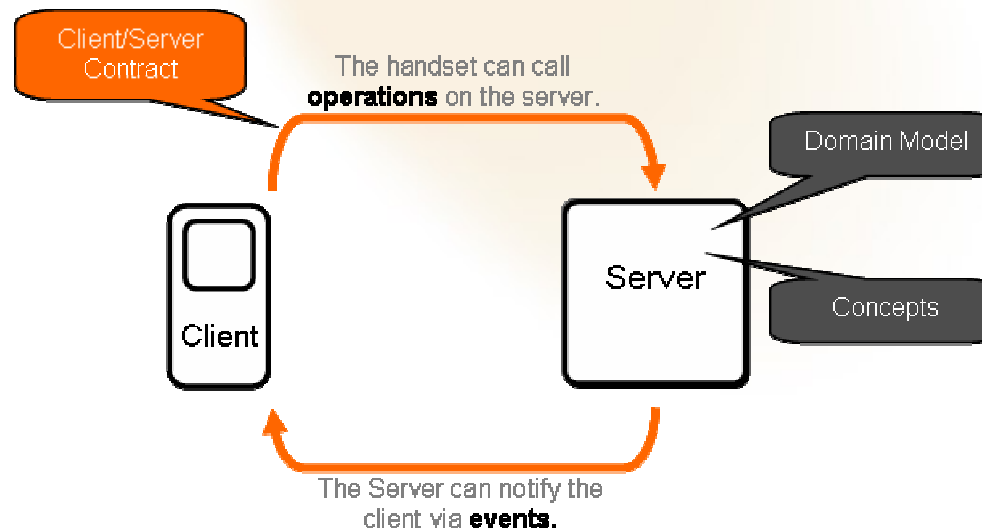
Role of OMA in Mobile Gaming

- Open Mobile Alliance includes members representing the entire mobile gaming value chain
 - Growing number of Game Publishers and Gaming Middleware Providers
 - Mobile Network Operators
 - Handset Manufacturers
 - Infrastructure and Software Service Providers
 - Silicon Manufacturers
- OMA provides an environment to develop market-driven specifications that allow all parties to invest with confidence in innovative mobile games and services that offer consumers the most exhilarating experience possible
- OMA completed client/service interface for server-based games
 - Specification is now a candidate for implementation
- OMA mobile gaming white paper initiated to align industry around client-side gaming
 - Define common terminology, expectations, and objectives for mobile gaming

Enabling Interoperable Client-Server Interactions Mobile Gaming

Client / Service Interface

- Game Services Client-Server Interface (CSI) Enabler is available now at: http://www.openmobilealliance.org/release_program/gc-csi_V1_0.html
- CSI enables games running on a mobile terminal interact with a game server in an interoperable manner
 - Facilitates deployment of mobile games with value-added features such as multiplayer gaming, posting high scores, and messaging



CSI Functional Description

- Specification uses XML-based protocols that can be implemented using web-based technologies or application-specific technologies
- Defines operations invoked by a mobile client
 - Login and registration
 - Creating a game instance and joining a session (matchmaking)
 - Managing game play (start/end, taking turns)
 - Sending text messages during game play
 - Saving and sharing high scores
 - Shadows
- Defines events generated by a server to a client
 - User logged in or logged out
 - Game instance activated or deactivated
 - End of turn
 - Data or message received

CSI Status

- Games Services Client Server Interface V1.0 reached Candidate status on March 7, 2006
 - Specification has been approved by OMA members to be a candidate for commercial implementations
- OMA members currently working on Interporability specifications for Interoperability testing
 - When Interoperability specifications are complete, OMA will hold an Interoperability Test Fest for client and server implementations to be tested against the specifications
- Please send technical comments on the CSI specification to:
TECHNICAL-COMMENTS@mail.openmobilealliance.org

Growing the Market for Client-Side Mobile Games

Mobile Gaming Market Issues

- Device performance is highly unpredictable
 - Individual device attributes (such as CPU MHz or polygons/sec) do not consistently map to user experience
 - As a result, consumers often pre-sold an expectation based upon perceived system capability, but content delivery/porting to actual device capability often cannot meet that expectation
- Behavioural differences among devices often force design changes in games (not just build changes).
 - Lack of broadly accepted guidelines to describe device behaviour inhibits effective communication about device capabilities between all members of the value chain
- Time/expense of per-device porting inhibits content delivery
 - Time lag from device shipment to content shipment
 - Limited portability from device to device

OMA Mobile Gaming Objectives

- Describe consistent, holistic measurement of device performance characteristics to facilitate clear communication
 - Promote a common language for describing device performance to consistently set (and meet) expectations
- Define minimum performance characteristics and device capabilities required to support different tiers of games
 - Address mass-market 2D and 3D games running in managed environments up to premium native 3D games
 - Strive to deliver consistent gaming user experience across a range of devices for each tier
 - Enable differentiation that adds value while limiting fragmentation that increases developer cost
- Encourage industry adoption
 - Incorporate white paper guidelines into mobile operator and handset manufacturer requirements
 - Work with tools vendors to enable device performance measurement

Out of scope for OMA

- No “seal of approval” or device branding for compliant devices
 - Compliance handled by handset manufacturers “self-certifying” and operator acceptance testing using performance measurement tools
- A guarantee of interoperability or binary portability of games
 - OS and API differences as well as unique device characteristics may still require porting
- Mandating specific infrastructure components, services, or monetization schemes for games

Proposed Development Timeline

- Osaka (week of June 12)
 - Work item approval to start working on white paper **COMPLETED**
- Beijing (week of Aug 21)
 - Publish first draft of white paper and begin socialisation **COMPLETED**
- Athens (week of Oct 16)
 - Incorporate feedback and refine white paper
- Washington DC (week of Dec 11)
 - Finalize white paper and begin approval process

How to get involved

- OMA Members

- Participate in face-to-face meetings and weekly conference calls
- Review draft white paper and provide feedback to OMA Game Services email reflector

- Non-OMA Members

- Download the white paper from:

http://member.openmobilealliance.org/ftp/Public_documents/GS/Permanent_documents/OMA-WP-MGPC-20060822-D.zip

- Review and provide feedback via:

TECHNICAL-COMMENTS@mail.openmobilealliance.org

- Caveats

- Remember this is an early draft based on initial member contributions
- White paper structure and content is likely to change before finalisation