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INSIDE...OUT

**AGORA
GAMES**





WE

Since 2005, we've designed and developed some of gaming's highest profile, most ambitious video game communities and community websites.

Today, our solutions and capabilities reach way beyond the web to mobile and game development tools. In addition, our world-class design, marketing and promotional services will uniquely position your brand to fully engage gamers.

We are gaming zealots. We are observers, evaluators, chroniclers, and scientists of gamer activity and behavior. We are cutting-edge software engineers. We are the world's best community designers and managers. We are the go-to team for the world's most renowned publishers and developers.

“(Agora Games) serves as a standard for what future games should use for their website integration.” – *GameSpy*



COMMUNITY: CREATE YOUR VERY OWN, LOYAL HIVE

A game should become a part of a player's identity. Games turn off, identities persist. Online gaming communities provide the meeting place for players with a common interest to share their thoughts, achievements, and experiences. Game stats, user generated content, avatars, and customized web profiles are components of a player's identity that can be syndicated on the web, mobile, or shared in-game.

Communities: Generate viral marketing, create games within games, extend game life, build brand equity and awareness, create a hungry DLC market, and provide valuable marketing and demographic data.

We design and develop online gaming communities, as well as license our tools and technology so that game and web developers can easily integrate the game and web with internal resources. You can choose whichever option is best suited for you. Agora's community designers and software engineers are on the cutting-edge of creating applications that handle massive amounts of game-specific data to power a socially interactive gaming community.

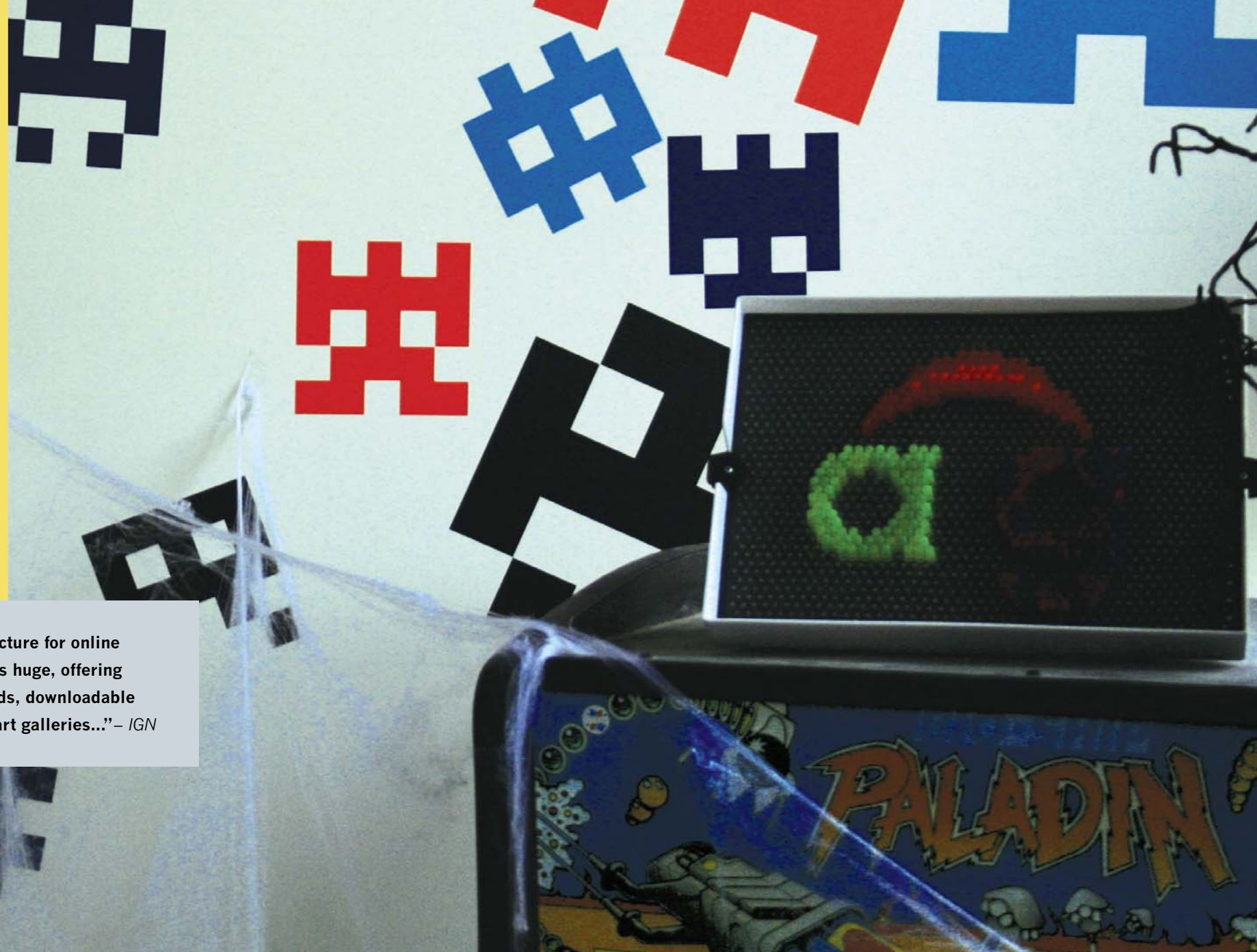
OUR TECHNOLOGY

Game developers—you're creative technical superstars. Web developers—you create intuitive site designs that invoke emotions and set gamer expectations.

Where does Agora fit? We are the bridge between the game and the web. Agora's technology allows game and web developers to focus on what they are good at. By using Agora technology, game developers do not have to learn any new web programming languages, networking technology, or massive stats and content infrastructure development. Web developers can easily interface with Agora technology to implement stats and content sharing on the web. We acquire data and content, and then process, store, and display them in-game and on the web.

Our easy-to-use technology allows game developers and publishers to implement data-driven social gaming applications on the web and in-game, or Agora can create an end-to-end solution by leveraging our internal technology and graphic design capabilities.

"The infrastructure for online management is huge, offering message boards, downloadable save replays, art galleries..." – IGN



TRANSFORMERS DS

<http://ds.transformersgame.com>

Overview

- Persistent Online War
- WiFi Tokens
- Profiles
- Scoreboards
- Clans

Persistent Online War

Players download daily missions and contribute to their side's war effort in the *Battle for the Allspark*. There is a constant back and forth conflict that compels players to sign in and join the fight. After contributing, players are able to view their side's progress for the day and throughout the whole war by signing on to the community site.

WiFi Tokens

As players participate in the battle and help their side to victory they receive Wifi Tokens. Token counts are updated daily on the site and in game. This allows players to easily track their progress. Tokens are used to automatically unlock secret items and Transformers in the game.

Scoreboards

Scoreboards update in real-time, allowing players to check their progress in the Battle for the Allspark at any time. Players are also able to easily track their progress over time and see how they have improved. The scoreboards allow friends to view and compare each other's stats.

Clans

With the integration of clans players are able to easily track their friends' data as well as their enemies'. Players can track the progress of their clan mates, see when they last logged on, and see how well the clan has been performing in the *Battle for the Allspark*. Clans aggregate all the tokens earned by their members for a cumulative clan ranking.



GUITAR HERO

<http://community.guitarhero.com/>

Overview

- Hall Of Fame
- Personalized profiles with in-game scores
- Challenge system
- Customized leaderboards
- Tournaments

GHTunes

In *Guitar Hero World Tour*, players were empowered to create new songs with the guitar, bass, and drums. Agora developed the infrastructure to process, store, upload, and play GHTunes on the community site. The GHTunes are ranked on the site by popularity, and also sortable by genre of music, console type, song name, and author.

Tournaments

Players and moderators are able to create tournaments for anyone to participate in. Moderators create group tournaments with certain songs and difficulties, while local tournaments are user-made, real-life get-togethers that players advertise through the community site. Community Managers are able to create daily online tournaments with attractive prizing. Community Managers are also able to help facilitate sponsored tournaments.

Tour Groups

Players can create and join Tour Groups, regardless of which console or *Guitar Hero* game they play on. Each Tour Group is ranked based on their cumulative “Groupie” count so anyone can see how the group members are progressing in the game and on the community site. Each Tour Group is also given a special private forum that only its members can see and post in.



CALL OF DUTY – WORLD AT WAR

<http://www.callofduty.com/CoDWW>

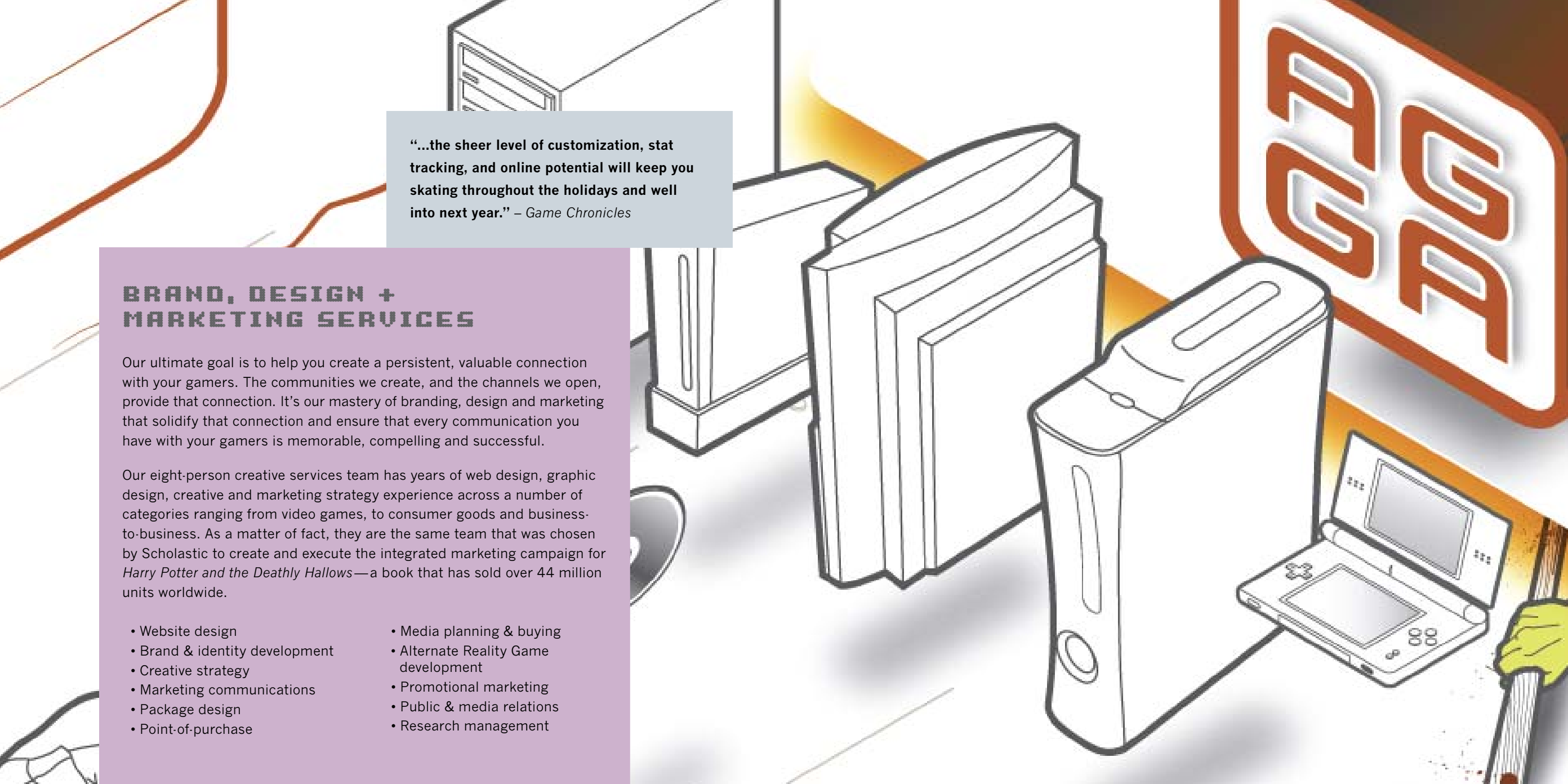
Overview

- Multiplayer Match Stats
- Statistics for Body & Map Heatmaps
- Sortable Leaderboards
- Community Aggregates vs. Player Statistics

Agora developed the infrastructure to acquire and process massive amounts of data generated from multiplayer matches. Players can view their kills, assists, shots fired, kill streaks, match summaries, favorite weapons, in addition to dozens of other stats.

Players can view extensive web-only stats and reconnaissance of their in-game actions. Implementing these necessary features on the web helps offload game development resources, and engage players while they are at work or just browsing the web. The friend features are great for identifying other players to link up with to play with or against.





“...the sheer level of customization, stat tracking, and online potential will keep you skating throughout the holidays and well into next year.” – *Game Chronicles*

BRAND, DESIGN + MARKETING SERVICES

Our ultimate goal is to help you create a persistent, valuable connection with your gamers. The communities we create, and the channels we open, provide that connection. It's our mastery of branding, design and marketing that solidify that connection and ensure that every communication you have with your gamers is memorable, compelling and successful.

Our eight-person creative services team has years of web design, graphic design, creative and marketing strategy experience across a number of categories ranging from video games, to consumer goods and business-to-business. As a matter of fact, they are the same team that was chosen by Scholastic to create and execute the integrated marketing campaign for *Harry Potter and the Deathly Hallows*—a book that has sold over 44 million units worldwide.

- Website design
- Brand & identity development
- Creative strategy
- Marketing communications
- Package design
- Point-of-purchase
- Media planning & buying
- Alternate Reality Game development
- Promotional marketing
- Public & media relations
- Research management

GET IN TOUCH

Drop us a line. We'd love to talk about what we could do for you.

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