Ubiquitousness: It’s Everywhere

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WHAT IS UNITY?

• #1 game engine & development tools
• 1,800,000+ users worldwide
  • More importantly: 400,000+ monthly active
• 53%+ of mobile games today Unity-powered
• More platforms than any other engine
GOALS

• Inform
• Inspire

...have some fun along the way
How’s the water?

What’s water?
Some things are so commonplace we hardly notice them
CARS

1.015 billion worldwide

Source: Ward’s Research
1.015 billion worldwide
CARS

1.015 billion worldwide

Gasoline

Diesel

Flex Fuel

Battery

Fuel Injection

Rotary

Alternative Fuel

Hybrid

Carburetor

Alternative Fuel
CARS

Big Market
Many Players
TOILETS

4.5 billion worldwide

TOILETS

Big Market
Many Players
CELL PHONES

6 billion worldwide

CELL PHONES

Big Market
Many Players
SMARTPHONE EXPLOSION

• 1.5 billion worldwide today
• 6 billion by 2018

36 years (1976-2012) for PC to reach peak of 1.5 billion.

Just 10 years (2003-2013) for smartphones to reach 1.5 billion. 15 years to reach 4x that number.
SMARTPHONE EXPLOSION

Big Market
Many Players
MOBILE GAMING

• “Primary hardware” for gaming by 2016
• 64.1 billion game app downloads by 2016, up from 21 billion in 2012

Source: Juniper Research
UNITY AND GAME DEVELOPMENT

- Support for iOS since 2008
- Early supporter of Android
- Author once, deploy everywhere
- More than a dozen platforms supported or announced, including…

(and others)
UNITY FOR TIZEN

• Unity will be supporting Tizen as a build target
• Teams porting the engine & tools, some content
• Some Unity games running on Tizen today
• Unity For Tizen available later this year
GAMES MADE WITH UNITY

• Thousands of games
• Just a few…
IN PARTING

• Create great games!!!
• Give back to the community!!!

QUESTIONS:
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