

iPhone Game Development with Unity3D

Advantages, showcase of the development environment & information about licensing, community and the situation of games in the App Store

About Chimera Entertainment

- Founded **2006** with the support of production house remote control productions
- developing its own Ips & Work for Hire
- **2007**: LARA Start-Up Award from the Bavarian State Ministry
- **2008**: jury's sponsorship award, part of the German Development Prize

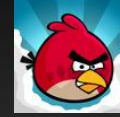
Gaming on the iPhone

- More than **185,000 Apps** in Apple's App Store, including over **30,000 games** (April 2010)
- Average price point of Top 20 games: **2,03€**
- **7,3 million** Germans play mobile games
- **63%** of all iPhone users buy games
- Total revenue Germany 2009: **140 mill. €**
- Total revenue worldwide 2009: **3,34 bill. €**
- Interesting platform for **Indie or hobby developers**
 - Cheap entry (\$99 for Apple License)
 - Self publishing via App Store

Top 10 iPhone Games

12/05/2010

1. **Angry Birds** (Clickgamer)
2. **Stick Skater** (Traction Games)
3. **Doodle Jump** (Lima Sky)
4. **Edge** (Mobigame)
5. **Skee-Ball** (Freeverse, Inc.)
6. **Dragon's Lair** (EA)
7. **Fruit Ninja** (Halfbrick Studios)
8. **Bejeweled 2** (PopCap)
9. **Plants vs. Zombies** (PopCap)
10. **Iron Man 2** (Gameloft)



iPhone Games made with Unity

- Grind
(Webgames 3D)
- Ravensword
(Crescent Moon Games)
- Skee-Ball
(Freeverse, Inc.)



Unity 3D Engine – Features and Pricing

- **Platforms:** Browser, PC, Mac, Wii, iPhone
- **Features:** Easy Editor handling (Drag & Drop), Networking & Physics, Audio & Video
- **Pricing:**
 - Unity (free), Unity Pro (880€)
 - iPhone (220€), iPhone Pro (880€)
 - Asset server client (370€)

Unity 3D Engine – Tech

- Language support for Javascript and C#
- Integrated tools and build pipeline
- Integrated version control via Unity Asset Server
- Particle system & Nvidia PhysX support
- Performance optimization (occlusion culling, static batching)
- X-Code interface
- Limited debug capabilities
- Upcoming Unity 3.0 with additional features

Chimera Entertainment GmbH
Augsburgerstr. 8
80337 München
www.chimera-entertainment.de
info@chimera-entertainment.de

