Terafox Fovigame 2013 WHITE PAPER
# IN THE FOOTSTEPS OF THE VIKINGS
KIM KOLLEKTOR VIKING TREASURES

SUMMARY

Kim Kollektor Viking Treasures is a collecting and tourism game for mobile devices and computers. The player travels around the world and Europe, in the Footsteps of the Vikings, searching for Viking related material for his collection. Using the collection he then arranges exhibitions in separate cities, getting income from the visitor fees. Using this and other funding he can organize archaeological excavations, but he can also acquire artifacts by direct purchases.

bility for the municipalities involved in the concept, by the tourism element, not forgetting the enlivenment of the history or the familiarity with the business economy that the game can deliver to the youth and students. Besides the game, the web pages of the project provide visibility to the localities, concerning those people that are not interested in playing the game, but who want to get acquainted with those municipalities that are involved in the project, especially thinking about the context of history based theme travel.
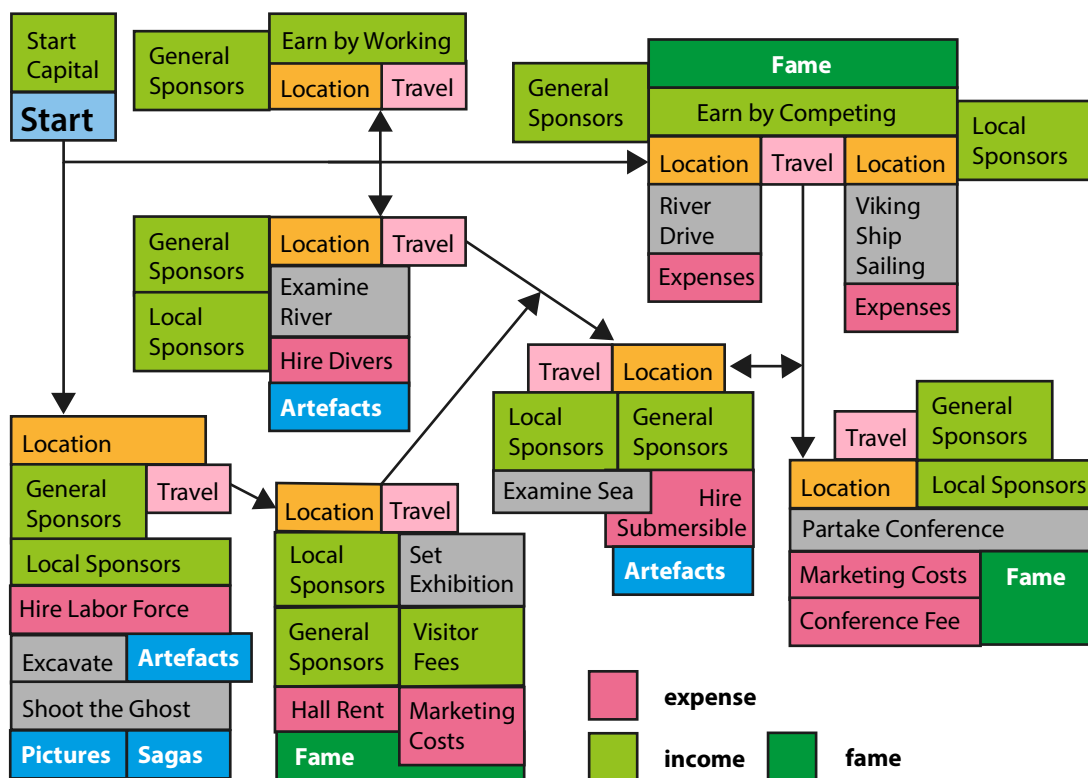
The player needs varied services for his activities, and those he gets from the cooperative sponsors: travel services, hotels, restaurants, stores, banks, insurance… The partners will be presented in a positive context. So, an advertiser acts as a virtual sponsor in the game context.

In the Footsteps of the Vikings project and the web portal and mobile portal belonging to it, and especially Kim Kollektor Viking Treasures game, are aiming to present as well geography, municipalities along the Viking routes and their tourism attractions and enterprises, as to get people familiar with Viking history, archaeology and history research in general.

The target groups are, depending on the platform and version, schoolchildren and students, their families, hobbyists around history research and re-enactment, and all the others interested in tourism and history. We see it very important, to offer a chance to use mobile/computer games not including violence, for a wide audience. Viking Treasures does not involve violence – the player is a researcher, archaeologist and business man. Of course, the Viking sagas and history – being a significant ingredient of the game - has some violent content in their stories.

Diagram — game flow:

- Start Capital — **Start**
- General Sponsors — Earn by Working — Location — Travel
- General Sponsors / Local Sponsors — Location — Travel — Examine River — Hire Divers — **Artefacts**
- Location — General Sponsors — Travel — Local Sponsors — Hire Labor Force — Excavate — **Artefacts** — Shoot the Ghost — **Pictures** — **Sagas**
- Location — Travel — Local Sponsors — Set Exhibition — General Sponsors — Visitor Fees — Hall Rent — Marketing Costs — **Fame**
- General Sponsors — **Fame** — Earn by Competing — Location — Travel — Location — Local Sponsors — River Drive — Expenses — Viking Ship Sailing — Expenses
- Travel — Location — Local Sponsors — General Sponsors — Examine Sea — Hire Submersible — **Artefacts**
- Travel — General Sponsors — Location — Local Sponsors — Partake Conference — Marketing Costs — **Fame** — Conference Fee

Legend:
- pink = expense
- green = income
- dark green = fame

Tourism marketing needs new thinking and new tools for utilizing expanding digital marketing and advertising at the maximum effectiveness. Terafox Oy Ltd. develops digital marketing, striving for creating new, innovative models to combine advergames to the learning perspective and to the backing web portals. As the foundation we use the Fovigame game model, developed by Terafox.

In the Footsteps of the Vikings / Kim Kollektor Viking Treasures is an interesting and novel concept. As a game, Viking Treasures presents a lot of themes: tourism, archaeology, Viking history, business economy. From the point of view of playfulness, the themes are adventure, strategy and learning. The game gives visi-

Archaeological excavations can be arranged on the ground or at the sea, depending on the locality in question. To map the targets for excavation, one uses the soil radar, an echo sounder (sonar) and a metal detector ("Treasure Detector") – as in the real life. Besides that, the player has an imaginary Ghost Cam, which he can use to receive direct information from the Viking era!

The aim of the game is to add to the Viking history collection and to gather fame. Acting in the game consumes also energy: the player has to utilize nourishment and lodging services to maintain his energy level. Money will be spent for traveling, lodging, equipment, nutrition and first of all to the wages of the excavation labor force, and for arranging exhibitions and their advertising.

The game presents the characteristics and tourist attractions of the real localities. In addition, some real enterprise sponsors are acting as virtual sponsors in the game, so they support the player economically, giving game currency (credits). The sponsors represent basically the branches belonging organically to the game plot, that is tourism (transport, hotels, restaurants, stores, banks) or equipment providers needed in archaeology (cars, boats, tents, tools etc.).

The general goals of the In the Footsteps of the Vikings concept and Kim Kollektor Viking Treasures game:

- Getting cities, towns and other municipalities, with their tourism services, widely well known
- Getting the services of the enterprise sponsors widely well known
- Awakening an interest in tourism and history
- Getting the methods of the archaeological research well known
- Promoting economic and business economy thinking
- Entertaining

Background

We have been developing the idea of a joint tourism game for several advertisers since 2006. A short history will be found in the end of this white paper. Our goal is to develop an economical solution for digital game based marketing. The division of the expenses enables a more high-quality and wider production, compared to a single orderer's project. Besides that, by connecting the advergame to the supporting portal or portals together with their public, we can generate synergy to serve the marketing potential of the varied instruments. Considering the Internet search engines, this course of action is also the most effective. Instead of a static game working on a single web site, we have created a concept where literally seen, the conquest, exploration and commerce routes bring the target groups on the brink of the source of information, served by the participating sponsoring partners.
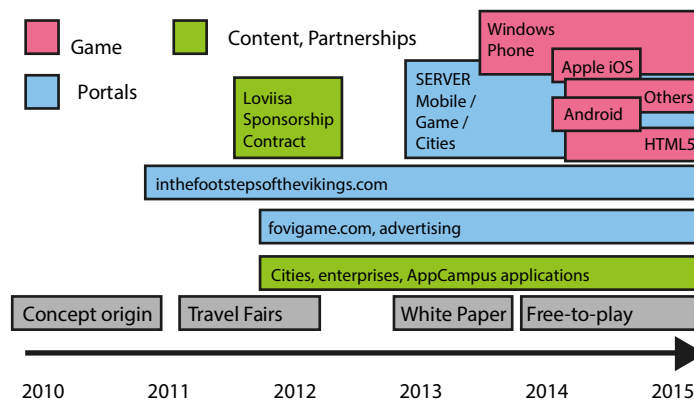
Digital Marketing

The benefits of digital marketing compared to the printed advertising, like brochures, or exhibitions:

- Flexibility
- Versatility
- Up-to-date
- Measurability
- Interactivity
- Eco-friendly
- Economical
- Network effects

The value for money of the digital marketing, the flexibility and topicality emerge from the ability to keep up-to-date and the minimal or non-existing extra costs when duplicating the marketing message. The automatic features of the digital paradigm enable an easy measurement. The interactivity is reinforced by the social media and the use of its features. As being virtual, a digital advertisement is generally very eco-friendly – there are no waste products. The scale of the "printing" is not obligatory to be estimated beforehand. Transport costs are infinitesimally small when the message travels in the data networks, which are there already.

The fringe benefits of the game marketing:

- Interesting and amusing
- Long-standing and engaging
- Novelty and characteristics

- Targeting and learning functions
- Connections to real life
- Readiness for the orderer
- Effective distribution
- Networking, challenging

Additional benefits of the mobile game marketing:

- The game follows the user,
  increased gaming frequency
- Tourism marketing: the game also in the destination
- The expanding market (smart phones and tablets)

Issues around digital marketing:

- How to attract visitors to the site?
- How to make the brand of the
  company well-known?
- How to teach the potential customer
  about the firm's products?

Game advertising - advergames

- Advertising in a game or the game
  as an advertisement?
- More than an advertisement – a game can offer a
  chance to learn and to try, e.g. as a simulation.
- Product placement as a starting point

Special issues around the advergames of the munici-palities:

- The high level of costs, if a single
  community develops the game for itself
- The game has to be marketed also!
- If the game is only on the city
  web page, it's too tardy

The benefits of the concept

- The marketing has an extended
  effectiveness, multiplied by tens
- The costs are divided by the cities and enterprises
- The advertising of the companies serves the
  visibility of the cities and vice versa, synergy
- The enterprises and cities are integrated
  in the game plot, which gives a wider
  and stronger contact surface
- Connections to cultural tourism: Viking centers,
  museums and tourist attractions – theme travels
- Connections to general education: PR benefits
  about the socially useful learning platform,

which means a positive route to publicity
- Synergy: we'll market the portals, the portals market
  the game, the game market the cities and enterprises
- Also the portals will market the city and
  enterprises to a wider audience similarly
- Search engine benefits: the network of links
  will bring up the portals and the game – linking
  exchange between the communities
- The portal can be marketed using the Kim Kollektor
  game, but also using varied, separate mini games
- A city can get extra prestige by a mini game
  in the portal and in the homepage, and
  possibly in the Kim Kollektor game!
- Animations, videos, map services and special
  applications can be applied in the Kim
  Kollektor game as a particular agreement
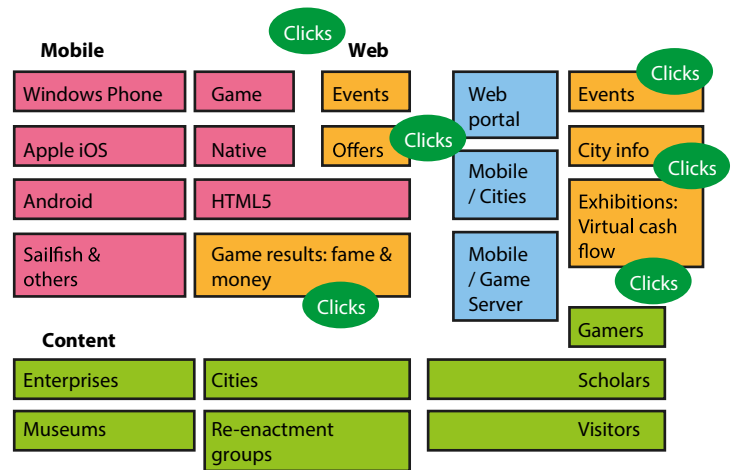
Conclusions

- The users must find the game somewhere, and the
  game must bring them to the city's homepage
- The game itself must provide information
  and create conception about the city
- Division of the expenses: tens of communities
  can divide the costs and thus the quality can be
  multiplied using the same amount of money

Kim Kollektor Viking Treasures from the player's point of view

Collect valuables, search treasures! In this game you're Kim Kollektor, an archaeologist and a collector. You'll travel around the Europe In the Footsteps of the Vikings and also other parts of the world. You'll get acquainted to new cities and sceneries. You'll be using exactly the same methods and equipment as in re-

al-life archaeology. You've got a Soil Radar, by which you can determine the structure of the soil and find the spots, where there have been buried something hundreds of years ago. Something has been buried but you don't know what it is. I could be a grave – or a treasure hoard. Sometimes you'll draw a blank, the artifacts may not be old - they can be from the current century or the earlier one.

You've got also a Treasure Detector in your use – that is a metal detector. Using it you will find quite easily iron objects and precious metals, and the sensitive instrument reacts e.g. to ceramics, too. Thus, you can define the excavation site, and the digging job you can leave to your hired hands. You can travel forward and the workers will announce you when they find an artifact.

You have also a third interesting tool, which hasn't a counterpart in real archaeology – yet. That's the Ghost Cam! By using it you'll get immediate information about the era: pictures and texts straightly shown and told by the Viking ghosts themselves. This information will be available in your collection, too.

You can arrange your collection to exhibitions then, and you can set up exhibitions in varied parts of the world. To rent a showroom will cost a lot, and adding to that, you'll spend money for advertising – but as a counterbalance, a good show gives you remarkable income from the visitor fees. You can also organize exhibitions in the Internet and invite you pals to them. They can evaluate and review your show (this feature will be in the later versions).

You can acquire artifacts and other material for your collection also by purchasing and trading. The goal is of course to make out an impressive and comprehensive exposition. So the duplicates should be pruned out by swapping. Also, it may be profitable to arrange the exhibitions by areas or routes or according to a certain theme.

When you play the game, you are getting help from a Spanish Professor in history and archaeology, Juan Torero. But you watch! He is a quite temperamental and fickle character.

Along the way you can get sponsorship and support from some enterprises. Also other private patrons can emerge. But not necessarily everything goes that easily – various incidents occur randomly, and you'll have to be prepared against different mishaps and problems.

Anyway, you have better to plan your activities to prosper as collector and researcher. In the end of the day, not only money counts, but also fame! And remember to maintain your energy level all the time, not forgetting to eat, drink and rest – and to get refreshment by looking at the tourism attractions along the route!
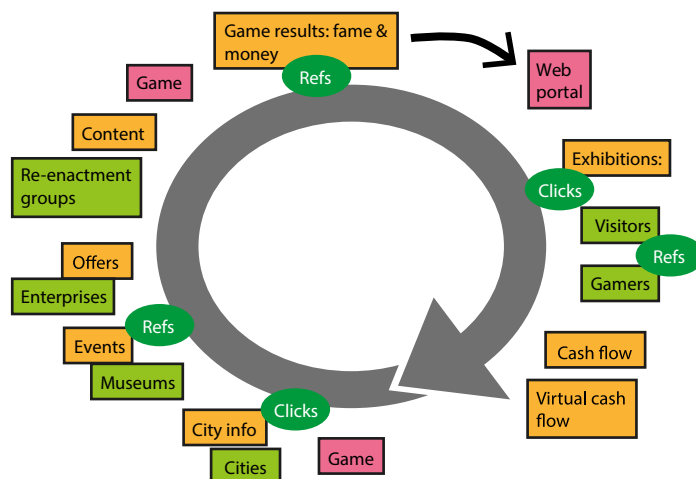

Kim Kollektor Viking Treasures

Viking Treasures is a modern big adventure game. Compared to earlier board games it has much more complexity and simulation features while playing the game is kept enough simple. We think that it is an interesting choice instead of shooting and killing games. We hope it to be a game which arises interest in history among the young people, and teaches at the same time the basics of the business economy. And it gives information about today's cities and enterprises. In this cooperation, the companies are integrated as a part of the game plot very naturally, because they are an essential and significant ingredient of the game contents. In the game, we have much weight to interactivity and togetherness – virtually and locally. It's all the same - it is possible to play the game purely solo, when needed.

The game will be published as an international basic version in English, for the most common platforms, and various language versions, listening to the expectations of the partners. To be prepared to publish, we need partners to produce content to the game, for example banks, hotels, restaurants, stores, transportation companies as well as other enterprises which can be connected to the game plot with their products and services.

Kim Kollektor Viking Treasures is a new kind of a game concept: it is a tourism / adventure / strategy / learning / advergame, where the partners are in an important role through the product placement. The first English version will be available in all the applicable target countries in Microsoft, Apple and Google stores.
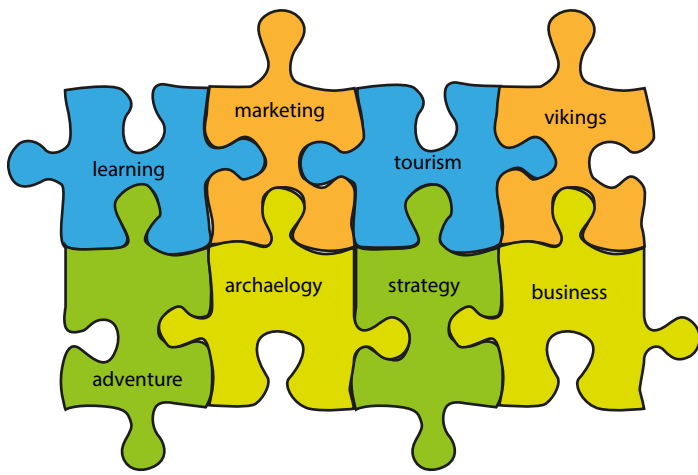
By partaking in the game one has a chance to experiment mobile game marketing very economically. A city, municipality and an enterprise has a better visibility in the game as in a net advertisement, banner.

The municipalities will be involved in all the game versions and variations – on one single Viking route, that is, in one part of the game. The cities, towns and other municipalities can partake as an informal sponsorship or by ordering a bespoke implementation in the game and in the portals, as a service. The visibility and the charging principles of the sponsoring enterprises will be determined by separate contracts.

The first division of Kim Kollektor collecting and archaeology game concept concerns Viking world. In continuation, there may be Kim Kollektor games around various themes and eras of the history. The first part is mostly around the Baltic Sea area and Nordic countries.

The main functionality in the game takes place in a three-dimensional graphic user interface. The main goal is to search for archaeological artifacts in the 3D-view, and also other material, like pictures and texts (Viking sagas). Special occasions are displayed as comic strips or animations. Along the way, various adventures, mishaps and lucky occasions emerge, many times humorous. All the way the player should keep the profitable business in mind.

The earning logics are based on download fees, advertising, sponsorship and in the later versions, in-app-purchase customables, by which the player gets extra functions at his service (like arranging exhibitions in the portal and their marketing and advertising). Different variations in the earning logics include: Premium, Trial, Advergame and Freemium/Free-to-play.

In the later versions the product placement and advertising will be totally dynamic, so the game system will provide many variations to visibility and partaking.

The targets groups are mainly people over 13 years, who know English passably. In a special focus are girls and women. Potential gamers are also others interested in travel and history, taking for example role game and history re-enactment hobbyists.

Kim Kollektor Mobile Portal

The mobile portal offers the information about the cities as well as corporate sponsors, straight through the smart phone (or tablet) interface of the game. It offers the same information also to the non-players using mobile devices. This portal offer still additional services to the gamers.

www.kimkollektor.com

In the Footsteps of the Vikings Portal

This portal offers information of the cities and enterprises in a wider scale, and also historical and geographical information around the subject (as well for non-players as the gamers).

www.inthefootstepsofthevikings.com

The general quality goals

The game and the portals will be implemented by high standards, seeking to robustness and reusability and those reliable techniques that allow utilization to widest possible audiences, without pruning the prestigiousness.

Quantitative goals and motives

• Viking era and life has gathered more and more interest (for example MGM Vikings TV series, Viking events and Viking themed popular games)
• The amounts of visitors can gain extremely high numbers by different platforms, parts and language versions
• As a conclusion, the number of visitors could end to hundreds of millions in portals, and millions as players in the games

Participants

In the project there are all municipalities, towns and cities as potential partners, in those areas where the Vikings have traveled or lived, and secondly those cities in all world, that could arrange Viking exhibitions in real life – or virtually in the game and connected portals.

The participating municipalities and cities are au-

tomatically eligible to partake in the connected mobile portal and the respective web portal (www.inthefootstepsofthevikings.com), for certain compensation or according to the sponsorship agreement. This covers all the different versions and variations in one part of the game, that is: on one Viking route. If needed, the city can be involved in multiple game parts, but that must be agreed separately.

Other towns and cities (not taking part in the game) can be presented in the web portal, through a one-time payment, or according to the sponsorship agreement.

The participating enterprises will be mainly from the tourism sector 1. As sponsors and advertisers 2. Actors in the game. The advertising and sponsorship agreements with the enterprises will be constructed case by case, with different durations and charging establishments.

The content production channels of the project

- The original Viking sagas
- Books and stories from various sources
- Own material produced by Terafox
- Material sent by the municipalities (e.g. photos from tourism attractions with their commentaries)
- Viking centers
- Museums
- Public participation (e.g. drawing and writing contests)
- Re-enactment groups (photos, videos)

History

Terafox has developed the idea of an advergame for tourism industry quite a long time, since 2006. As a sparring partner we have had Viking Lines since the beginning. In continuation we developed the idea with the Santa Claus of Norway (Dröbak) (no implementation yet). In 2007 our partner Jouko Hemmi, who had participated in the previous mentioned concept generation, was invited to Iceland, to develop incoming tourism business in an Icelandic travel agency, as a marketing manager. In this case, we continued the development of the idea in relation to the local needs. At the same time, In East Iceland, a project called On the Footsteps of the Vikings was developed, where the aim was to combine the local Viking exhibition with international co-operation. We developed our idea of a promotional game to fit precisely with the Viking theme in this context. Because of Iceland's financial difficulties Jouko Hemmi returned to Finland in 2008. Viking Concept matured after that further. The actual

In the Footsteps of the Vikings project, however, was launched in early 2010, when it was decided to start the development using our own resources on the basis of Icelandic partners still being unable to complete the project. The project was specified especially as a game project, where a Viking portal would support the concept. Thus began the construction of international relations. Jouko Hemmi traveled in this respect to Iceland, Norway, Sweden, England and Ireland, Spain, Malta, Slovenia, etc., creating contacts to the Viking centers, museums, universities and tourism operators. The resulting experience in the background, we used it for further development of the concept. We created links between the content providers and experts, such as Viva Storlund and Urban Fellman, and many others. We have presented The project on several occasions in the tourism fairs in Helsinki for the tourism industry representatives of different countries. The project portal has been tested from September 2011. Jouko Hemmi gave up the project for health reasons in early 2012. The town of Loviisa is a sponsor of the project since May 2012. Autumn of 2012, we began to develop a mobile version of the game on the Windows Phone platform. This prototype will be the basis for subsequent versions.

Terafox Oy (Ltd.)

Terafox is an information technology company, founded 1991 in Helsinki, Finland. The company has 5 shareholders: Kai Kurki-Suonio, managing director, trainer, software developer, Hannu Kuujo, ADP planner, investor, Jani Kurki-Suonio, software developer, technology expert, e-learning platforms / Edupoli (Porvoo, Finland), Tero Lindfors, graphic designer, entrepreneur / TL Design & Arts (Porvoo, Finland), Risto Pitkänen, former leading manager in Nokia software development support services (Salo, Finland). Two of the shareholder are working full-time in the project: Kai Kurki-Suonio, (business and concept planning, software development, sales, marketing etc.) and Tero Lindfors (graphics, web programming) and one part-time: Jani Kurki-Suonio (technology surveys, support services, programming).

Our current activities are focused on computer and mobile games: learning games, business games, simulations and other games. We have been working in the IT industry over a wide area, including resales, professional and support services as well as training in: mm. Computer Support and IT specialist training, multimedia and programming courses. We have developed online business games for Management Development Institute JTO (now Management Institute

of Finland, MIF) and its customers. We have published books about CRM, Linux and C + + / Object-oriented programming (Edita), and produced educational materials for different courses.

The main offices are located in Porvoo and Loviisa. At the moment, we are developing Windows Phone 7 games. Also practical applications for this environment have been designed. We are seeking techniques to translate the products for iOS and Android / Sailfish environments. Also HTML5/JavaScript applications are in sight. Current game projects are: 3D adventure strategy game, a 2D and 3D racing game and a 3D sailing game. At the same time we are researching and developing character animation techniques for these and other possible games.

PRODUCTS AND SERVICES
Learning Games & Business Games

One product line is Learning Games, especially for businesses, such as for staff induction.

Playfulness and gamification are suitable to maintain interest and make learning easier. Competence measurement is simple through a game. Why not a part of recruitment! It can be on the company's website, as the first step of the recruitment. It works at the same as an advertisement for the company and as the creator of interest. We offer Business Games for companies to train its staff, for entrepreneurs starting a business, games for induction training for school children into the corporate world…To develop the internal entrepreneurship. The weighting may be in production, finance or marketing. Durations may vary, but in terms of learning, a long-term play, as a little at a time on a daily basis, is the most efficient.

Business games may be developed for enterprises using bespoke models, which can be used to practice the very things that your company is involved in - and which are to be attached the most attention to.

Advergames

We produce advergames for companies, for company websites or as mobile, for smart phones and tablets

Let's make the product and the company familiar to the consumer! It is after all a question about learning: the consumer learns about the company and of its products when playing the game. And the company has the opportunity to learn something about the consumer, as well as to get contact information of interested customers. We prefer in these games long-term, loyalty producing game models.

Tourism marketing games

We have also developed tourism marketing concepts, applicable for municipalities and cities.

The cities can also market their tourism through a joint game, such as in the "In the Footsteps of the Vikings" concept. In this case, the solution is cost-effective, and in addition the visitors and potential visitors - virtual tourists - will naturally come to the portal and the city's website. It is possible to implement a travel portal or the game or both. We provide games, multimedia presentations and portals – always using the most suitable techniques as web pages, web applications, applications, mobile webpages or mobile applications. And this following the appropriate media mix as well as in accordance with these and other marketing tools and promotion combinations.

HISTORY AND REFERENCES

Terafox was established in 1991, as a production company of electronic information and software company. The commercial Internet was not yet known, but the future was seen in the development of telecommunications, and the information distribution to be changing to the digital direction. It was also evident that the computer games are still developing and may be increasingly used in education and training. These things in mind, we established our company. The first project was a musical phone service "Demo line" (Demolinja). However, this was not profitable because of the depression at that time. Since then we moved to take advantage of our expertise in various IT areas: training, consulting, support services, and software and hardware trade. We continued the development of telecommunications, first in the form of Bulletin Board Services (IU BBS), in cooperation with a local educational institution Edupoli. Cooperation continued with the launch of Internet Service Provider AVENET - a regional network, starting in 1994 - 1995.

STRATEGY

Our strategy is characterized by the fact that we find the target group selection being of the utmost importance, in order to get the core set of users committed, be it the question of any service. This is especially important in learning games. Often, the committed core group drags along other users, and with their help it can be a long-lasting effect. We strive to develop such games and other online services, where the user - the customer - commits for a longer time to the service, thus strengthening the learning and adoption. We believe also that the technology and the design refinements have to serve the important matters: learning and adoption, whether in training or in advertising.

Gimmicks may make an impression to other hackers, or artists, but a user appreciates the content and the experience itself. A too fine and clever technique or too rich and finished design may even alienate and repel the users, even though they are sometimes successful, of course, as a main attraction, and as the talk of the town. The most important thing is that the technology works smoothly, reliably, and quickly, and the user interface is clear and understandable. We want that the potential user base is as broad as possible.

We strive in all our operations towards internationalization. That is why our work involves continuous learning, in understanding of the language and cultural differences. In this way, we want to help our customers in internationalization.

We all five shareholders in Terafox have a strong background in computer science, programming, and graphics - and we even have got musical skills. We have a long experience in training, specifically in information technology, and it has given us a perspective on learning and the general training needs. In addition, through our many years of experience we have good contacts and a wide network of professionals in information technology, art, design, music, education and communication of different areas.

SAID ABOUT THE SUBJECT

1. Games and in particular serious games (gamification) are ideally suited to increase the motivation of consumers towards marketing messages. The ability of games in creating a motivating and interesting environment can be used to assist in marketing and learning purposes. Then the gaming is no longer just for entertainment, but it is also a benefit. Typically, the benefit is derived from a variety of personal information and the improvement of the skills, gained by using the advertiser's products. Jesse Jokinen, apprix.fi
2. The mobile channel is a highly developed and diversified rapidly in the past few years. Just ten years ago, we used a mobile phone as a rule only for voice communication and text messaging purposes. The devices were, described in contemporary terms, basic phones, which anyhow allowed real-time communication between individuals without dependence on the physical location. Lari Tuominen, Qvik Ltd
3. Today's emerging marketing trend is digital marketing. Digital marketing means are websites, blogs, keyword marketing, and email marketing. The move from traditional print and newspaper marketing to digital marketing has continued throughout the 2000s, primarily due to the widespread use of electronic media and its popularity among ordinary users. Where the public, there are the advertisers. Jukka Hilvonen, Goodkind Ltd

TERAFOX OY,
Haravankyläntie 8, 07920 Loviisa, Finland

Kai Kurki-Suonio
+358 40 550 4146   terafox@terafox.fi

www.terafox.fi
www.kimkollektor.com