

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The future of mobile gaming

By Charles March

The future of mobile gaming by Charles March

Nokia recently released their long awaited N-Gage, putting it head to head with existing devices such as Nintendo's GameBoy Advance, a product that has sold over one hundred million units and has a huge stock of available games.

In contrast the N-Gage launches with a handful of games, none of which are original, most of which are based on formats that are several years old.

When the GameBoy was originally launched it came with a 'killer application' – Tetris. People bought the device because they wanted to play Tetris. When Sega launched their Mega Drive it came with Sonic. There is no such game bundled with, or available for, the N-Gage.

So does it have a 'Killer Application'; a reason why you and I will buy this device over a GameBoy, or the mobile PlayStation in development by Sony?

We see two possibilities; Firstly Nokia are counting on the fact that users will not want to carry a phone and a games machine. There is a lot of logic in this argument. We like playing games on our phones and to date these have been lacking. Compared to other mobile phones, the N-Gage is streets ahead of the competition.

It has to be said that the designers seem to have struggled getting a phone into a games machine (or a phone into a games console.) Having to turn the device on it's side to make a call is unique to say the least, but this is probably a small issue, if you can play Tomb Raider while you are waiting for that call.

The second potential Killer App is the wireless connectivity built into the device. The ability to compete against other N-Gagers over Bluetooth, so avoiding paying connection charges puts the N-Gage ahead of the competition. Other consoles have Bluetooth add-ons in development or are being developed to include wireless connectivity, the Zodiac being a case in point. Nokia have the advantage of being the first into the market. Whether this lead time will be enough to make the N-Gage a market leader is yet

to be seen. It should give developers time to work on new games and maybe give Nokia a foot hold in the market.

Read more about the new N-Gage at

<http://www.mobile-phone-games-world.co.uk/mobile-phones/Nokia-N-Gage/3>

Copyright 2003 C March – www.mobilephonegamesworld.com

Mobile gaming – everything to play for

By Christopher Smith

Mobile gaming – everything to play for by Christopher Smith

Chances are that you or someone you know is affected by the mobile gaming virus. There is a lot of it about and developments in technology are helping it to spread like wildfire. Even if you do not consider yourself a gamer you could one day be exposed to its effects. All it takes is a Java-enabled mobile phone and there are already over 150 million of them in the US alone.

What we are really talking about of course is the growth in popularity of mobile gaming; in other words, playing games on your mobile phone. Mobile gaming is set to become big business in 2004 as the number of BREW (Binary Runtime Environment for Wireless) and Java-enabled mobile phones in circulation continues to grow. In addition, manufacturers are continually adding colored screens and advanced features to their latest models, making mobile gaming a rich and vibrant experience for users.

The games themselves are readily available from a wide range of sources and can be easily downloaded from numerous web sites, with prices starting at \$2.99 or less. There is something for everyone with games ranging from favorites such as PacMan, chess and checkers to motor racing, jet-skiing and even erotic games.

Many people consider online gaming to be a predominantly male activity and a young male activity at that. Last fall, at a conference on mobile gaming, Mark Stanger from game developers Eidos suggested that 92% of PlayStation 2 players are men. Whilst it is probably true that online and console gamers are mainly male (how many women do you know that own a Sony PlayStation 2) analysis suggests that mobile phone gaming could be encouraging a growing percentage of women to play games.

Downloading games to a mobile phone can be done from anywhere. Women do not need to venture into the testosterone-laden atmosphere of game shops and this may account for why an increasing number of females are entering the world of mobile gaming. Interestingly, it also appears that women are playing the more traditional games such as solitaire and backgammon rather than the 'shoot 'em dead' kind.

Just as more women are playing games, so to are an increasing number of older people. Figures from

The future of mobile gaming

the Entertainment Software Association released in August 2003 indicate that a full 17% of game players are over age 50, up from 13% in 2000.

This would suggest that gamers are an increasingly diverse group and the appeal of gaming is spreading across the sexes and across different ages and socio-economic backgrounds. People seem to be more and more at ease playing games on consoles, online and now on mobile phones.

With growing awareness of mobile gaming, improved and ever-wider distribution channels for mobile games, and an increasing degree of comfort with payment and delivery over the air amongst subscribers, everything points to an explosion in growth. This translates into a multi-billion dollar

market for providers of mobile technology, game developers and retailers and a completely new way of looking at mobile phones.

Copyright © 2004, Christopher Smith

Christopher Smith is a marketer and copywriter.



This Free E-Book has been brought to you by Natural-Aging.com.



100% Effective Natural Hormone Treatment

**Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**