



Bluegiga Case Study

XOFTO



Multiplayer Advert Games in various locations

XOFTO is a Polish company that operates in the mobile and entertainment markets. The company developed a product, which combines these two areas.

BlueBomber is a mobile, multiplayer and real time game. Players are able to play with different types of handsets equipped with a *Bluetooth* device. The *Bluetooth* connection is received from Bluegiga's Access Server and the players should be near by it. One access server allows up to 15 players at one time. The player chooses from three different areas to compete with 1-4 other players. The multiplayer with real time game creates BlueBomber dynamic and uniquely entertaining for users.

BlueBomber is used as a marketing tool. The first objective is to attract people to the preferred location, for example, a pub, a restaurant or a shop. The second objective is to raise positive feelings and associate them with the advertised brand. This is accomplished by making the game an advertisement. For each specific customer, XOFTO adds a splash screen with the customer's brand and product placement into the games. The game advertising has received positive feedback from players.