The Unity platform

UNITY STUDIOS

3D EXPERIENCES

Unity Studios

Who are we ?

⇨ 30 people
⇨ Unity experts
⇨ Gamification
⇨ Dedicated to proliferate the use of real time 3D

Why am I here today ?

Main goals

⇨ Update you on state of 3D business
⇨ Present Unity, and why it is cool
⇨ What you can use it for
⇨ What we have used it for

Unity

What ?

⇨ 3D game engine
⇨ Based on .NET
⇨ Vision to democratize game development

Unity

What ?

⇨ Cross platform
⇨ Danish (Yay!)
⇨ Emerging industry standard (ish)
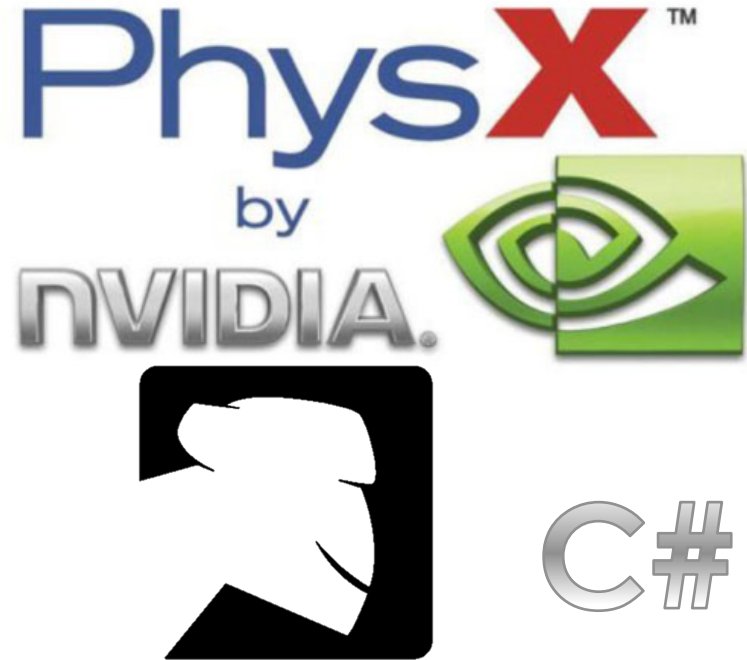
Unity

Philosophy

⇨ Democratizing game development
⇨ Affordable
⇨ Approachable
⇨ High quality

Unity

Pragmatism

⇨ .NET (Mono)
⇨ PhysX physics engine
⇨ C#, Javascript for coding
⇨ Pipeline based on industry standards
⇨ Open, fine-grained API
⇨ Free, subscription, flat-fee versions.

Unity – Industry standard

Market penetration matters

- ➪ 2 mio registered users
- ➪ 400.000 monthly users
- ➪ 225 M webplayer installed, 6.5 new installs / sec
- ➪ 100 app installs / sec on Mobile
- ➪ 3.5B-7B / year
- ➪ 10% of ALL mobile apps…..

Unity

So… what can you DO with this ?

⇨ Games of course
⇨ Rapid prototyping
⇨ Spatial representation of data
⇨ Visual representation of spatial relations
⇨ Immersion
⇨ Some examples

Rapid prototyping

Mobi space

Mobi space

VELUX

VELUX

Team Safety

Team Safety

What now ?

⇨ Unity3d.com
⇨ Unity-studios.com
⇨ Is 3D for you ?
⇨ Choose your engine well

UNITY STUDIOS

3D EXPERIENCES

The end

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