# WHAT IS UNITY?

- **#1 game engine & development tools**
- **1,800,000+ users worldwide**
  - More importantly: 400,000+ monthly active
- **53%+ of mobile games today Unity-powered**
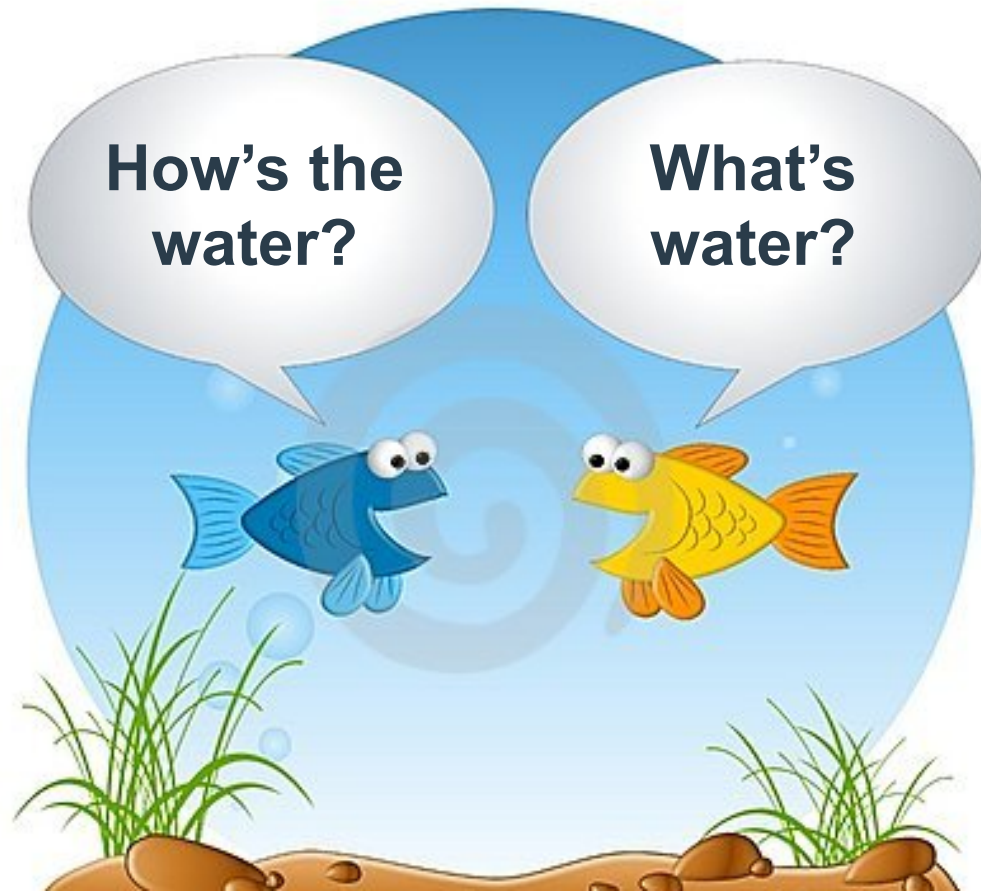- **More platforms than any other engine**

# GOALS

- **Inform**

- **Inspire**

**…have some fun along the way**

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# Some things are so commonplace we hardly notice them

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# CARS

## 1.015 billion worldwide



Source: Ward's Research

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# CARS

## 1.015 billion worldwide

# CARS

**1.015 billion worldwide**

Flex Fuel

Carburetor

Rotary

Diesel

Fuel Injection

Alternative Fuel

Gasoline

Hybrid

Battery

# CARS

**Big Market
Many Players**

# TOILETS

## 4.5 billion worldwide



American Standard
Style That Works Better

THE BOLD LOOK OF KOHLER.

BEMIS

DELTA
see what Delta can do

FOREMOST.

GLACIER BAY.

Source: United Nations.

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# TOILETS

**Big Market
Many Players**

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# CELL PHONES

**6 billion worldwide**

Source: United Nations.

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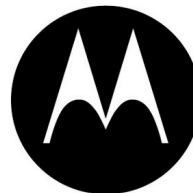
# CELL PHONES

**Big Market
Many Players**

# SMARTPHONE EXPLOSION

- **1.5 billion worldwide today**
- **6 billion by 2018**



36 years (1976-2012) for PC to reach peak of 1.5 billion.



Just 10 years (2003-2013) for smartphones to reach 1.5 billion. 15 years to reach 4x that number.

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# SMARTPHONE EXPLOSION

**Big Market
Many Players**

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# MOBILE GAMING

- **"Primary hardware" for gaming by 2016**
  - 64.1 billion game app downloads by 2016, up from 21 billion in 2012

Source: Juniper Research

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# UNITY AND GAME DEVELOPMENT

- **Support for iOS since 2008**
- **Early supporter of Android**
- **Author once, deploy everywhere**
- **More than a dozen platforms supported or announced, including…**



(and others)

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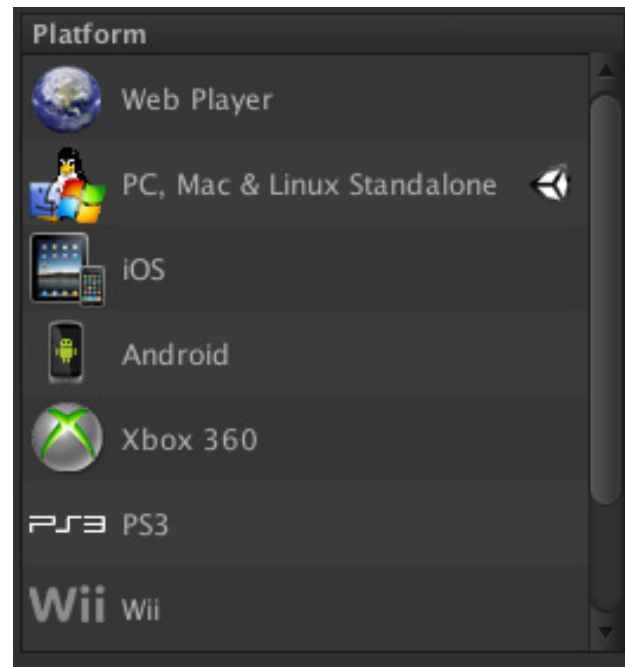
# UNITY FOR TIZEN

- **Unity will be supporting Tizen as a build target**
- **Teams porting the engine & tools, some content**
- **Some Unity games running on Tizen today**
- **Unity For Tizen available later this year**

# GAMES MADE WITH UNITY

- **Thousands of games**

- **Just a few…**

# IN PARTING

- **Create great games!!!**

- **Give back to the community!!!**

**QUESTIONS:**
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