BUBBLES!

ZERO G GAMES
Online Game Experts

Overview

Yahoo! BUBBLES! is a new engaging game that integrates seamlessly into any content publishing system for embedding trivia, games, surveys, and just about any other content you can think of. As the user interacts with the "BUBBLES" they can challenge their knowledge, play a quick mini-game, contribute their opinions, and receive limitless rewards that make visiting every area of Yahoo! exciting positive and fun!

How It Works

Content creators at Yahoo! combine their editorial knowledge into pre-made BUBBLES that are embedded within a given article, picture presentation, or any other featured content throughout the Yahoo! website. As soon as the article is published, the BUBBLES are immediately available to the readers.
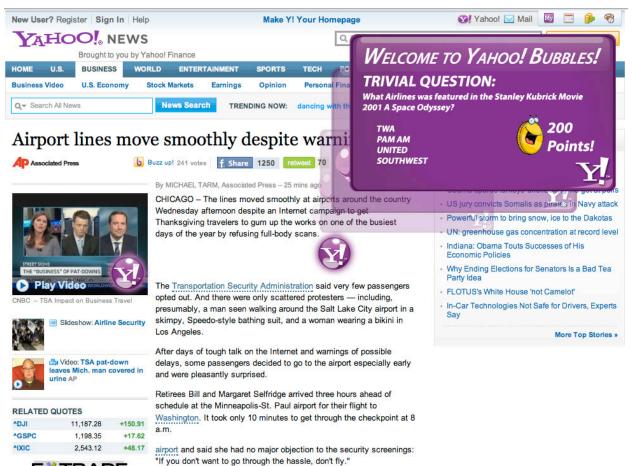

The BUBBLES are brightly colored Easter Egg like objects that carefully glisten as the reader digests various content on Yahoo! The BUBBLE icon rotates through hint images within itself giving the reader the ability to recognize what sort of BUBBLE they're looking at. The more the reader explores, the more they become familiar with the BUBBLE types and their preference for interacting with them.

When a given BUBBLE is clicked, it springs into action presenting the reader with an exciting BUBBLE dialog that contains the custom content for that BUBBLE. The custom types out of the gate are trivia, mini-game, and survey. If the user achieves a given level of success or participation within the BUBBLE dialog, the dialog collapses into a fun BUBBLE, pops, and drops sparkling currency into their Yahoo! BUBBLE account.

This currency can be spent on various badge rewards as well as award achievements for gameplay devotion.

News Feed

The goal of BUBBLES is to draw in players using their preexisting Yahoo! accounts. As the player visits Yahoo.com, BUBBLES offer an integrated and simple game to play using information from the Yahoo! web site as well as player knowledge.

Entertainment Feed

Some BUBBLES can feature more elaborate mini-games that give the player a short burst of fun when they least expect it!

Flexible Audience

Due to the dynamic nature of the games content, BUBBLE editors can create content to isolate a particular demographic or open up to a more general audience all at the same time. As the various areas of the Yahoo! website develop preferences for different audiences, different BUBBLE types can be created and added to the portfolio of choices that editors can use.

Available for Immediate Integration

BUBBLES also allows for legacy integration. Any and all articles or content publications on any of Yahoo! sister sites can be retrofitted with BUBBLE content at the drop of a hat. This allows for Yahoo! staff to spice up any area of their site that perhaps hasn't seen new content in a while, but still gets heavy traffic due to the nature of the content.

Social Cross Promotion

As each BUBBLE is completed, the player will have the option to promote their accomplishment on any social networking platform that is made available to them. Yahoo! staff will need to determine whether or not Facebook promotion is acceptable or social networking advancements within the Yahoo! network.

As achievements and badges are earned further cross promotion opportunities can be made available to better promote the site.

Handling Unregistered Users

Several million unregistered users visit Yahoo! everyday for the incredible level of content and services being provided. Some users simply travel throughout the site without logging into their existing accounts. To better entice them into remaining logged in, BUBBLES can be played for 5 plays a day without registered. After the "guest" access maximum has been hit, the player will be prompted to login through a BUBBLE dialog box making it simple and easy to collect rewards as they travel throughout the web site. For non-registered users, the entire registration process can also be offered within a BUBBLE dialog interface.

Leaderboards

As each player interacts with more and more BUBBLES their overall totals are stored in a leaderboard automatically provided they are logged into their Yahoo! account. In the event they are not logged in, they will be reminded each time the succeed in completing a BUBBLE event.

Team Play

BUBBLES offers the player the ability to create a team to combine their daily, weekly, and monthly scores to be presented within leaderboards and give away prizes. A team size will be limited to five players to ensure that the viral spread of the team play becomes popular. As more players start to play BUBBLES, different team size slots will be introduced to allow further leaderboard competitions, e.g., 5 slot teams, 10 slot teams, etc.

Rewards

Yahoo! BUBBLES provides ample opportunity for players to accrue score in the form of virtual coins, achievements, and badges. Awards can be translated into any number of methods resulting in discounted products, free products, cash give aways, and status announcements.

BUBBLE Central!

A BUBBLES home page provides the players a centralized location to engage in chat sessions with other players, review leaderboards, and jump off into "HOT" areas where BUBBLES are "new" in type or getting played more than other areas. This page will implement existing community architecture to achieve Facebook like status updates, achievements. and badge rewards.

Content Recognition

An advanced feature, would be to create a BUBBLE type that recognizes the page content ahead of time using various "tag" phrases to automatically select which BUBBLE would be best used in a given area.

Game Mechanics

Yahoo! BUBBLES will rely on tried and true model view controller (MVC) HTML5 technology that will allow the client side technology to be extremely light, fast loading, and devoid of proprietary information that could assist a hacker in cheating with various content interaction. With the use of HTML5, BUBBLES achieves a solid platform to aid in a viral explosion for mobile devices as well as standard computer systems.

Editorial Creation

Each BUBBLE type comes with unique input requirements. The three out of gate BUBBLE types are:

- Trivia
- Mini-Game
- Survey

The **Trivia BUBBLE** will be wired into a data feed of trivia content relating to either a specific data type as in "George Clooney's film career" or a generic type as in "Action Movies."

The **Mini-Game BUBBLE** is a very specific implementation of a BUBBLE that links directly to a game type or genre of games. These games are specifically designed to fit within a BUBBLE, be quick in play type, and diverse enough to ensure that players stay entertained, while looking forward to another turn within a specific game. For instance, a simple game to draw a picture with sliding squares could take three interactions with BUBBLES to complete. Other games could be completed in a single turn.

The **Survey BUBBLE** is designed to capture opinions from the players to be used by Yahoo! in any way they see fit. All contributions to this BUBBLE type are rewarded with standard virtual currency.

BUBBLE Publication / Integration

The BUBBLE publication is as simple as embedding the proper BUBBLE ID into a given piece of editorial. A code snippet like such:

```
<div id="yb-root"></div><script src="http://bubbles.yahoo.com/en_US/
all.js#bubbleId=142389385810138&amp;xybml=1"></script><yahoo:bubbles
width="40"></yahoo:bubbles>
```

Once an ID is assigned to a BUBBLE or BUBBLE genre, the tag is ready for implementation. As BUBBLES are retired, they simply fail to render in the page leaving a nice empty blank. It is possible to assign BUBBLE IDs with no content to be published at a later time.

New BUBBLE Types

As players become more and more addicted to playing BUBBLES, new BUBBLE types can be introduced to feature new content such as videos, picture rating, new game types, etc.

Social Embedding With Ads

If so desired, Yahoo! could authorize outside web sites to embed BUBBLES that feature advertising that pre-rolls prior to the BUBBLE content interaction to better spread the word of the game and generate revenue at the same time.

Security And Privacy

Yahoo! BUBBLES is played using a low profile non-intrusive suite of technologies. Standard HTML5 embed tags push the experience 100% to the user. As the player interact with the BUBBLES, standard AJAX methods are used to send and receive data without exposing critical information about the platform to those who would hope to forge answers or manipulate winnings.

Privacy is a non-issue in terms of user history or user identification. Since Yahoo! BUBBLES taps into existing user authentication frameworks, no opportunity will be added to manipulate or hijack user login data; it is secure by design.

Technical Architecture

Yahoo! BUBBLES is based on standard Java servlet technology talking to backend cached database systems to ensure the highest level of backend execution time and data integrity. Yahoo! BUBBLES will be able to integrate with existing platforms at Yahoo! or be added as a sign server suite if necessary.

The languages being used are as follows:

- **HTML5 / Javascript / AJAX** – BUBBLE presentation, Click Logic, and HTTP send and receive requests.
- **Java on UNIX** – To process all backend requests for BUBBLE input, leaderboard rendering, and game logic.
- **MySQL / SQL** – To process all backend database interactions. We prefer JBOSS configurations to ensure the maximum response time. It is our understanding that Yahoo! has these systems in place.

Scaling this architecture should be a very straight forward process of distributing the incoming calls over an array of clustered nodes for quicker response times. Yahoo! technicians are experts of the highest level when it comes to this issue.

Customer Support

A tool suite to manage the BUBBLE creation and BUBBLE ID distribution will allow Yahoo! staff to easily manipulate and publish new BUBBLES anywhere text is entered into Yahoo! Depending on the philosophy of Yahoo!, mechanisms can be integrated into the BUBBLE flow to help the players deal with any road blocks they might incur as a result of playing the game.

QA To LIVE

Zero G custom builds all QA pipelines to marry the objectives being put to the test by any given product. BUBBLES testing will be split into two key categories: front-end functionality with respect to BUBBLE features, and backend performance in terms of scalability and platform response times. Human interaction will contribute to the first half of BUBBLE functionality, while automated test tools will provide the stress tests needed to certify the backend architecture.

Disclosure

Zero G Games, Inc. does not work for Microsoft, Google, AOL, or Facebook, and has no pending RFPs otherwise.

About Zero G Games, Inc.

Zero G Games was founded in 2005 with the specialization of building massive multiplayer platforms and respective front-ends for casual gaming and web communities. Our clientele includes Atari, Yahoo! Games, iWin, Electronic Arts Pogo.com, Marvel as well as other custom technologies that have served custom online communities.

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