



IAC²⁰₂₄

INTERNATIONAL
AQUARIUM
CONGRESS
GUADALAJARA, MÉXICO
27 AL 31 DE OCTUBRE 2024

IAC 28th October 2024
**Gaming for
mobiles**

**RISING
PIXEL**

Flying Sharks
AQUARIUM MICHÍN
GUADALAJARA

WESTCOASTFILMS

INSTITUCIÓN ACUARIUM MICHÍN

**ACUARIO
MICHÍN**
GUADALAJARA

AM

How can we help you

We build experiences for everyone

With more than **10 years of refinement**, our blend of passion and innovation is the cornerstone of every Rising Pixel product.

Each and every product created by our dedicated team is specifically designed and developed around the **customers needs**.

[Know more](#)

[▶ Watch our Reel](#)





Our services

Gamification Services

Playing is the most effective and natural way to gain and absorb new information. Our web and multiplatform games captivate the audience with modern and frictionless experiences.

- *Direct audience engagement*
- *Improved information retention*
- *Playable on multiple platforms*
- *Measurable engagement*
- *Frictionless*
- *Compatible with any web platform*

[Know more](#)

[Serious Games](#)





Portfolio selection

Useful reference & Capabilities benchmarks



Games to advertise

Disney Playable Ads

Advergaming

The newest form of advertising that has drastically changed the industry during the past few years.

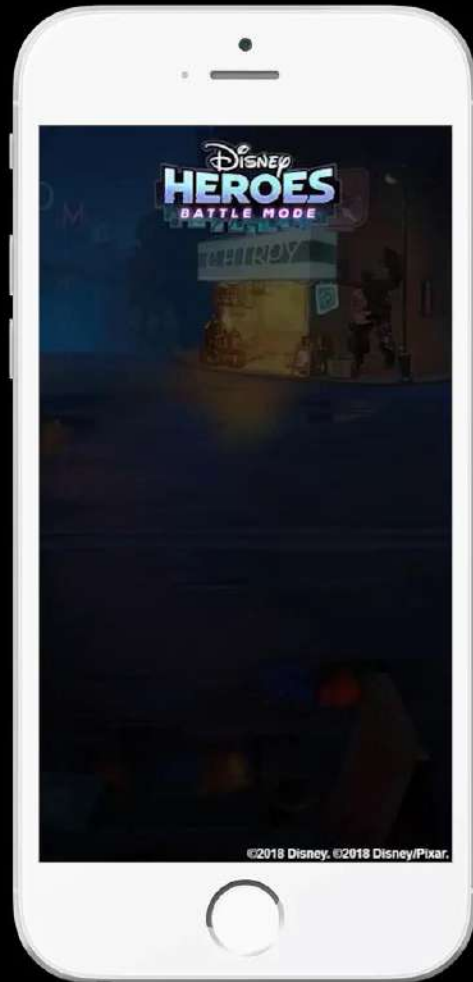
With proven effectiveness, interactive ads are the most efficient way to reach a wide audience. Rising Pixel's playable ads reach 100 million weekly visualizations.

#advertise #promote #engage



- Engage players with a brief demonstration
- Pre-play experiences to attract new users
- Ensure new downloads for your app





Advergames

Museum Games

ÜConsole game

Ocean Keepers and *Forest Keepers* is a set of two games, the centerpiece of the exposition about **climate change** of the Elder Museum of Las Palmas de Gran Canaria. Both games are designed to offer an educational and fun experience for families and visiting classes.

[#climate](#) [#museum](#) [#forkids](#)



- Created to engage kids' audience.
- Colorful and fun characters to resonate with the target.

elder_

MUSEO DE LA CIENCIA
Y LA TECNOLOGÍA

FOREST KEEPERS

The title 'FOREST KEEPERS' is rendered in a playful, bubbly font. 'FOREST' is in yellow with a brown outline, and 'KEEPERS' is in light blue with a dark blue outline. The text is set against a background of green trees and a brown log cabin. Several colorful characters are scattered around the title: a purple triangle, a red circle, a blue square, a green hexagon, and an orange triangle, all with simple faces and limbs. The background is a vibrant green field with scattered leaves and a blue sky on the left.

elder_
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Y LA TECNOLOGÍA



Gobierno
de Canarias

RISING
PIXEL

freeSFX

ESCANEA EL QR
O INTRODUCE
ID 2190



Games to teach

Tap Tap Plátano

Serious Game

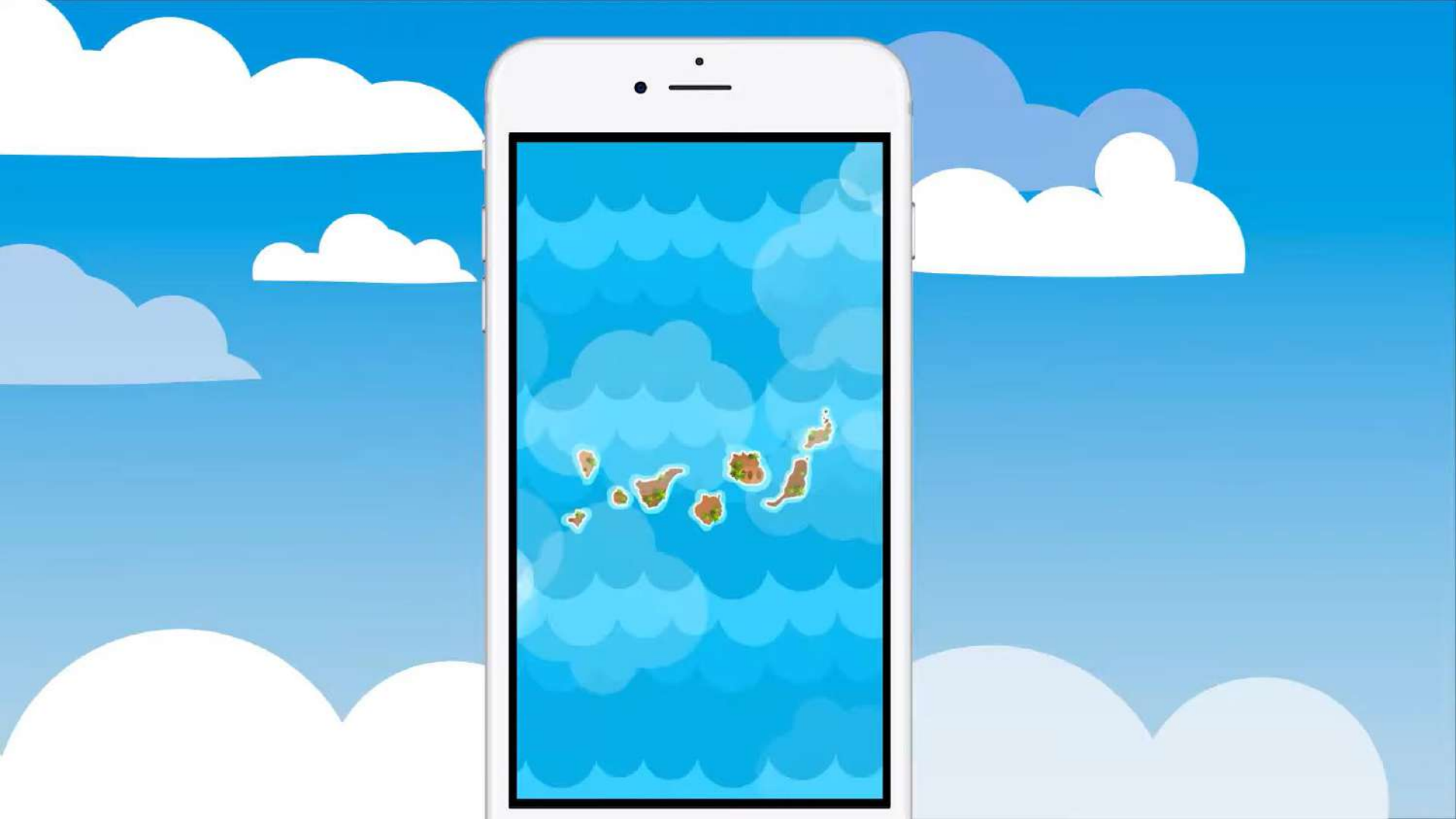
An idle clicker designed for *ASPROCAN*, the main producer and exporter of bananas in the Canary Islands. Tap Tap Platano captivates children thanks to **colorful characters** and easy-to-learn gameplay, while teaching them about environmentally-friendly cultivation practices.

#forkids #promote #idleclicker



- Customized for kids.
- Learn in a short amount of time.
- Shows environmental values.





Games to teach

Includivium

Serious Game

An energetic adventure set on a vibrant alien planet. Here, players will learn about **diversity and inclusivity** through a series of dialogues and minigames.

Includivium was developed in collaboration with a team of expert **psychologists**, with the objective of teaching about inclusivity in Italian companies.

#visualnovel #inclusivity #measure



- Show inclusivity values while playing and having fun.
- Colorful characters and syfy stories.
- Teach about diversity.



Project presentation

Our idea for you





CORAL

You betcha, Aqua!
What's the trouble in
the sea today?

AQUA

Surf's up, Coral! Ready
to play doctor with
our coral friends?

NO

YES



Game concept

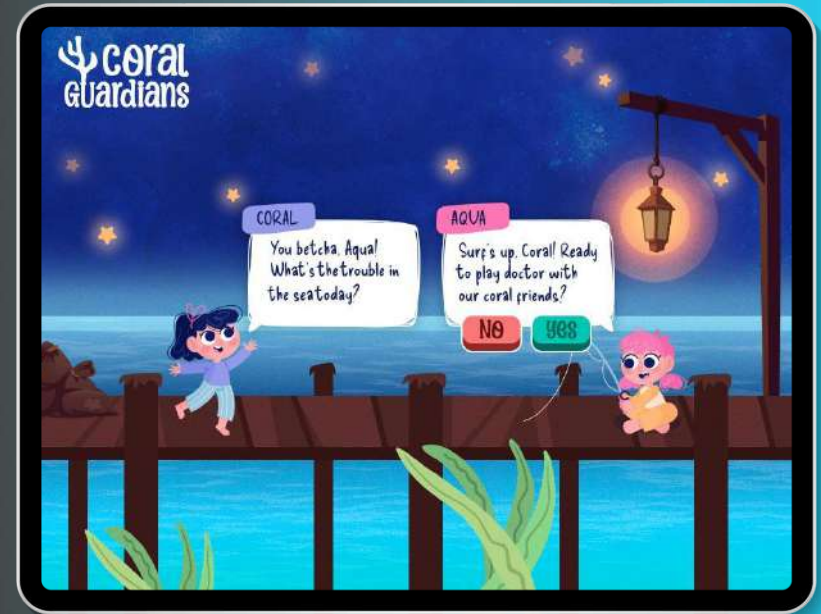
Coral Guardians

Embark on an underwater journey with **Coral Guardians**, where players become young marine protectors in a vibrant 2D world, tasked with healing and revitalizing a coral reef ecosystem.

Using simple touch controls, kids aged 6-9+ navigate a series of fun and informative **minigames**, learning about conservation while engaging with colorful characters and solving environmental puzzles.

It's an **adventure** that educates as it entertains, fostering a deep connection with the ocean's wonders.

Coral Guardians offers a hands-on approach to science, encouraging curiosity and care for marine life through personalized avatars and a friendly competition on high scores.



*Art was created only as a reference



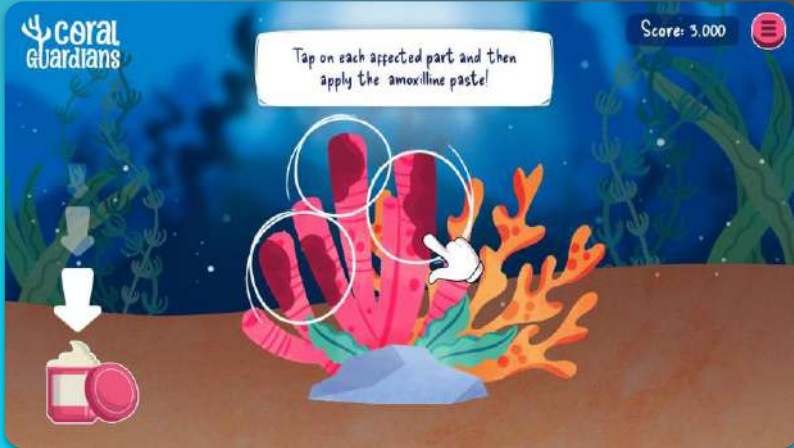
Learn, Grow, Protect. Coral Guardians simplifies complex marine science into fun activities that ignite a love for ocean conservation, upholding our mission to "Open Every Mind to Science."

Share and Compete. friendly competition on who can be the most efficient coral caretaker and puzzle-solver, encouraging replayability and ongoing engagement.

Customization and Personal Touch. The game features (limited) customizable avatars, allowing every child to see themselves as heroes of the reef.

Eco-Conscious and Kid-Approved. No in-game purchases or disruptive ads here—just pure, unadulterated fun designed to inspire the next generation of ocean guardians.





Adventure story

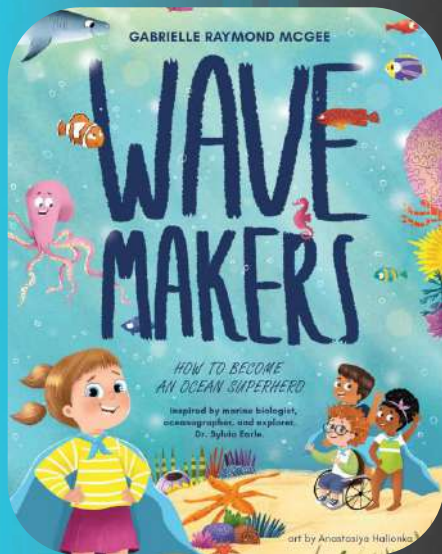
Game Story Idea

In the vibrant beneath world of *Aquatica*, a diverse and colorful coral colony is in peril. The once-thriving marine sanctuary is now afflicted by mysterious ailments, and Aquatica's guardians call upon a young hero, Coral, a dedicated and curious junior scientist, to help restore the reef to its former glory. With a coat, a sense of adventure, and a passion for marine life, Coral steps into a world teeming with challenges and wonders.

Starting at the Aquatica Research Hub with Aqua, their sidekick, Coral embarks on a mission to heal the ailing corals. Each coral cured unfurls secrets of the deep and the critical roles of various sea creatures. Solving puzzles and completing tasks, players amass a trove of tools, diving deeper into marine enigmas.

Some graphic ideas

Moodboard



Objectives

■ *Conservation Awareness*

Instill the principles of environmental stewardship by illustrating the impacts of pollution and climate change on coral reefs, promoting habits that contribute to the health of our planet's oceans.

■ *Interactive Learning*

Utilize the interactive nature of the game to encourage active learning and retention of information about marine life and oceanography through exploration, quests, and in-game challenges.

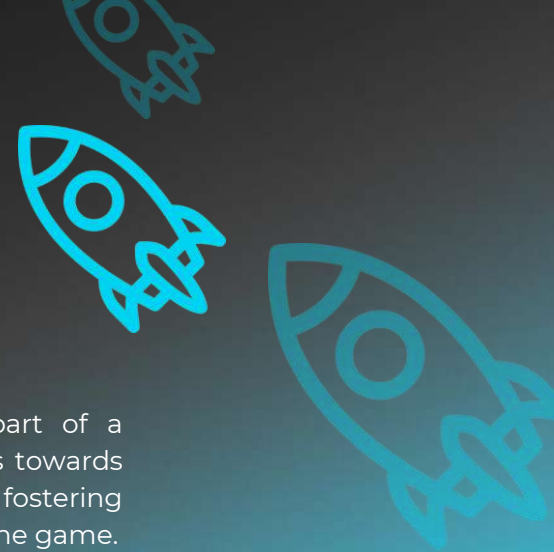
Social Objectives:

■ *Community Engagement*

Encourage players to become part of a community that values and works towards the conservation of our oceans, fostering discussions and activities beyond the game.

■ *Inclusivity & Accessibility*

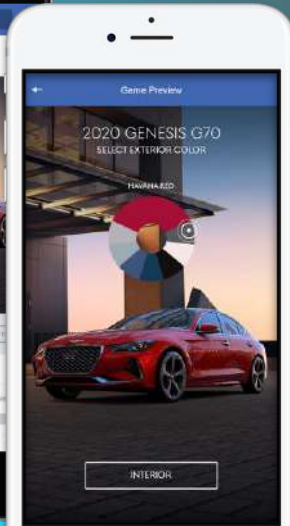
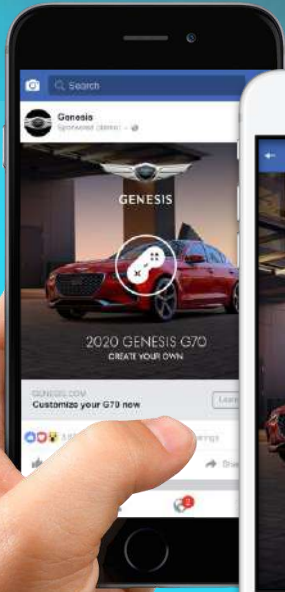
Rising Pixel's emphasis on games as a universal right is underscored by our commitment to creating frictionless, accessible experiences. Our preference for HTML5 technology reflects this dedication, ensuring widespread accessibility and inclusivity in the digital experience landscape.



Placement & Accessibility

Our interactivities run through any network or hosted on the website. Frictionless experiences that require no additional download. Serious games or advergame can be accessed by the users through...

- MOBILE
 - TABLET
 - BROWSER
 - SOCIALS
 - MUSEUM
 - DIGITAL KIOSKS
 - INTERACTIVE DISPLAYS
 - AD PLAYERS
 - EXHIBITION BOOTHS
- Any place where you can have QR :)*



INSTANT



Game will rely on Green hosting

"If the Internet was a country, it would be the 7th largest polluter just before the entire United Kingdom."

Green hosting or eco-friendly hosting is Internet hosting that involves green technologies to reduce environmental impact powering a data center directly with renewable energy, planting trees, plants and more.

Images, Website, HTML, CSS. Everything is stored inside computer, placed in some place all over the world. The "Computers" called Server are stored inside huge farms called Data Centers.



BHOOST

👉 Bhoost la tua scelta
consapevole, il tuo hosting Green.



Principles of sustainable web design

■ Web Performance Optimization.

How quickly do assets download to a user's device?

■ Usability.

How quickly can all users accomplish tasks across devices and platforms at various bandwidth speeds?

■ Content Findability.

How quickly can users find the content they need? And how useful is that content once it's found?

■ Green Web Hosting.

Are the servers hosting your digital products and services powered by renewable energy?



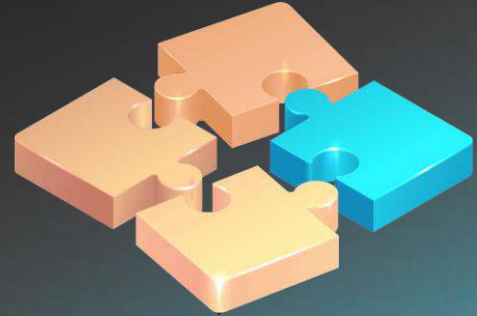
Action Plan

How do we make it possible?



Methodology

The methodology "We Innovate with You," based on the [Octalysis Framework](#), transitions from experimentation to implementation, focusing on concrete solutions to enhance the learning experience.



Collaborative workflow



Rising Pixel: Game Designer and development team.

Flying Sharks: Project Management and Subject Matter Expert.

West Coast Films: Production Management.

Client: Product Owner.

Design and planning



Initial meeting to discuss requirements and infrastructure with the client's stakeholders.

Biweekly SoW meetings to monitor progress and adjust strategies.

Implementation Phases



Initial design based on feedback and specific requirements.

Testing and Quality Assurance (QA) to ensure compliance with standards.

User Acceptance Testing (UAT) to validate the final user experience.

Scalability and conditions

■ Scalability.

The game aims to serve as a tool that can be expanded in the future for various purposes and further updates.

■ Project Phases

The project phases will be defined in detail, including pre-production, design, production, testing, and delivery.

■ Content Collaboration.

Basic textual content will be prepared by Rising Pixel, while technical content will be provided by the client. Translations or corrections will be available to the client through our exchange files.

■ Ownership and Branding.

The game will be owned by the client, featuring graphics and characters from Rising Pixel's intellectual property (IP). Our logo will be present within the game in a minor form compared to the client's, and we can create additional promotional content to promote the project on our social networks.



 Plan de Recuperación,
Transformación
y Resiliencia

 Financiado por
la Unión Europea
NextGenerationEU 

ÜConsole

Scan | Play | Enjoy

RISING 
PIXEL

How it works

1

Find a screen

That can be seen by all participants, such as a large TV or a shared screen. That's the Master Screen.

2

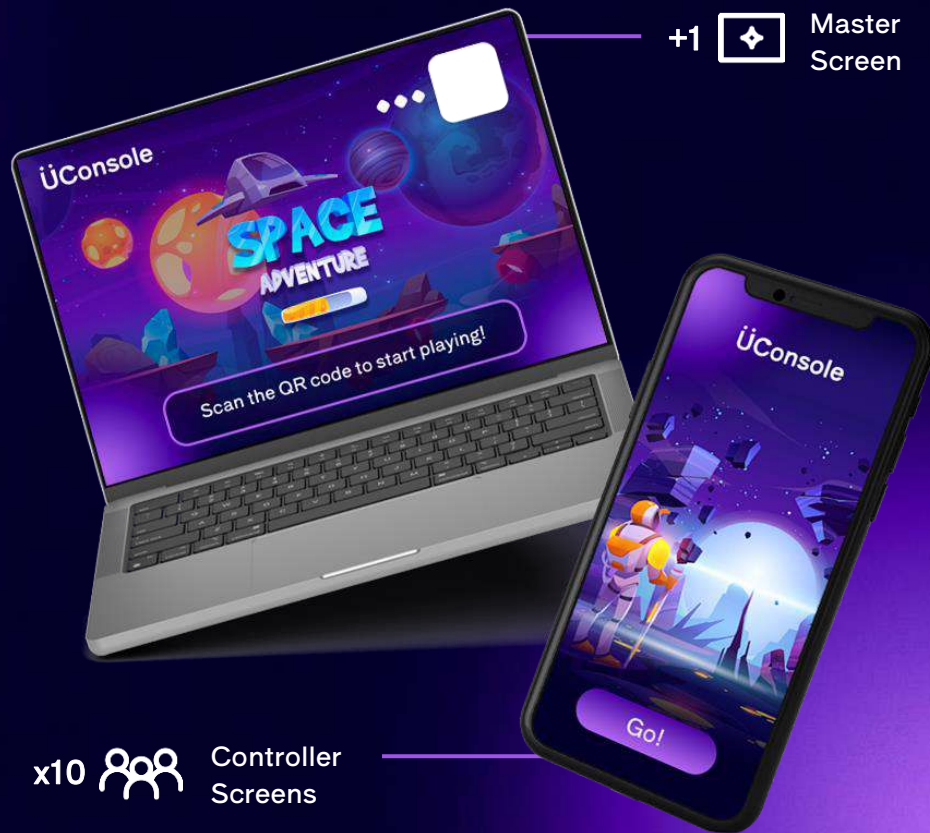
Scan the QR Code

Participants use their phones as a controller screen.

3

Start playing and enjoy!

Once connected, participants can use their smartphone as a controller to participate in the shared experience.







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¡THANK YOU!





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¡ <https://uconsole.space/> !