

Moket Innovates with Flash Lite on S60 3rd Edition Devices



Moket uses Flash Lite to build games such as Polar Cap Blues for S60 3rd Edition Devices.

Dale Rankine has bet the future of his company, Moket Pty Ltd., on Flash Lite from Adobe — and the bet, so far, has been a winning one. Since its founding three years ago, Moket has created a wide variety of Flash Lite content for S60 3rd Edition devices — everything from games to wallpapers, screen savers, and animated cartoons. The bet on Flash Lite has paid off so well that Moket has grown from a one-man shop to having seven team members in just 18 months. The company has become a Flash Lite aggregator for other independent developers, and it is in talks with international TV networks to create an animated show that could be played not only via television, but also on S60 3rd Edition devices.

Rankine, CEO and founder of Moket, attributes a good portion of his company's success to Nokia. "Nokia has been a pioneer in the use of multimedia for smartphones, thanks to its early adoption of Flash Lite." Nokia was the first company to launch Flash Lite-enabled devices outside of Japan," he says, "and its focus on Flash Lite as a rich multimedia layer enables companies like us to develop the next generation of rich media for smartphones."

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Mobile characteristics of Flash Lite

Flash Lite lets developers create multimedia applications, wallpapers, screen savers, and games that can be displayed on S60 3rd Edition devices. In addition to offering the capabilities of Flash that are playable on Macintosh and Windows systems, Flash Lite adds unique mobile features such as the ability to vibrate devices and send text messages. Many of the company's animated Flash Lite products for S60 3rd Edition devices are built around what Rankine calls "reactive content." These are applications that react to the feedback they receive from the S60 3rd Edition devices.

Proactive battery life management

"We don't just create looped animations," Rankine says. "The animations we create can respond to information such as the handset's battery life, signal strength, and so on. So if the battery gets low, an animated character can jump onto the screen and warn you." Perhaps the best example of that is Moket's MoCarbon products. These are screen savers that warn users when their phones need charging, and remind them to unplug their phones when the charging is done. The software helps to "green" the planet, because a fully charged, plugged-in phone unnecessarily uses electricity.



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"S60 3rd Edition devices are extremely attractive from a developer's point of view. They're open and accessible, and are the leading smartphone platform, so you can reach a huge number of customers developing for them," says Dale Rankine, CEO and founder of Moket.

Looking ahead:

Rankine sees a flourishing future for his company. As the company grows, it may split into different business units for its MCN distribution network, its own games and applications, and cross-platform development. Moket has also stepped up production of Flash Lite 3 content, which includes video improvements. The company is building a Flash Lite 3 Dojo Monkey-branded media player as a proof-of-concept application running on a Nokia N95 multimedia device, which will be able to stream Flash video (FLV) directly to the handset instead of relying on 3rd Generation Partnership Project (3GPP) video, improving video quality. "Nokia will continue to be a vital part of our success," Rankine concludes. "Nokia's focus on Flash Lite as a rich, multimedia layer offers us almost unlimited opportunities."

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Moket also uses Flash Lite to create games, but its most innovative use of Flash Lite for S60 3rd Edition devices may soon be showing up not just on mobile devices, but on TV sets as well. The company created a game built around a character called Dojo Monkey, and then after recognizing the character's potential, decided to create an animation cartoon featuring Dojo Monkey that will be able to be viewed on S60 3rd Edition devices, television, and the Web. The company has already created a trailer and pilot episode for the cartoon, and is pitching the series to TV networks in Australia and around the world.

"Flash Lite will allow us to become a cross-content media company with very little effort," Rankine says. "We'll be creating a cartoon that from the beginning we know will be played on different platforms, including TV, S60 3rd Edition devices, and the Web. We'll develop the cartoon with all those channels in mind, so it will take very little additional effort for us to create it for each channel. Someone who develops a cartoon in the traditional way, and then needs to port it to mobile devices, has a much more difficult time creating cross-channel content."

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A multipronged approach

In addition to creating its own content, Moket also became a software distributor for smaller Flash Lite developers with the launch in 2007 of its Moket Content Network (MCN). Not only does MCN distribute developers' games, screen savers, wallpapers, and other applications, it evaluates the content, offers feedback to developers, negotiates contracts, handles sales reporting, and manages royalties. In return, Moket shares revenue with the developers.

For Moket-created content, the company has several different types of business relationships. As a traditional developer, Moket licenses its software to an aggregator, who in turn has relationships with carriers, who in turn sell it to customers. Everyone along the chain gets a cut of the revenue. Moket, for example, has a relationship with Smashing Ideas, which includes Moket games in its mobile game catalog for Verizon Wireless customers in North America.

Meeting with success

Moket has grown significantly since its launch three years ago. Rankine was the company's sole employee when he launched it; today the company has seven team members, including game designers, animators, and developers. The total number of applications in its MCN catalog has grown dramatically in the year since MCN was launched. It started with 15 Flash Lite applications, and today it has 150. "We expect to have 500 by year's end," Rankine says.

How Forum Nokia has helped Moket

Rankine says that Nokia has been a key component of Moket's success, due in large part to Nokia's early support of Flash Lite. "The S60 is the leading smartphone platform, so when we develop for it, we're developing for the mass market, not a niche," he explains. "Nokia was the first OEM to license the Flash Lite player outside of Japan. The company has been in the game the longest, and it has the most openly addressable Flash Lite-enabled handsets on the market. S60 3rd Edition devices are extremely attractive from a developer's point of view. They're open and accessible, and are the leading smartphone platform, so you can reach a huge number of customers developing for them."

Nokia has helped in more direct ways as well. Nokia introduced Moket to operators that have licensed Moket games to be preinstalled on handsets. Its game Whack Attack, for example, was bundled with the Nokia 6131 phone for Singapore. Whack Attack was one of the first Flash Lite games preinstalled by a handset manufacturer anywhere in the world, Rankine says. Moket games are also being added to the Try for Free Catalogs on the Nokia Download! client. Further cementing the Nokia-Moket relationship, Rankine is a key presenter at one-day Forum Nokia Flash Lite Code Camps in April 2008 in Australia and India.

For more information, go to:

www.nokia.com/developer



Moket's speed-memory game CIPHER combines Mastermind and memory-style gameplay and requires that players find colors in the random code to complete each level.



In Moket's game Dizzy Zub Zub, users try to collect jewels in an underwater world.



GRORBS is an addictive puzzle game from Moket.



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