

i2 tecnologia Fuses High Fashion with Hot Technology in Flash Lite Game for S60 3rd Edition Devices



i2 tecnologia's fashion-memory game, Anina Dress Up, showcases collections from real-life designers and allows players to dress the model in the designers' latest fashions.

Fashionistas should take note: Luciano Ayres and Felipe Andrade, co-founders of Brazil's i2 tecnologia, would love to take them shopping for the latest fashions. The only accessory they will need is an S60 3rd Edition or Series 40 device loaded with Anina Dress Up, where high fashion meets hot technology in a game created with Flash Lite from Adobe. Developed in collaboration with international fashion model Anina, who also has built a reputation for combining multimedia art with mobile technology, Anina Dress Up mixes business with pleasure. It is a content-rich, interactive game combined with a business solution for real clothing brands and location-based services (LBS). Anina Dress Up was named a finalist in the Nokia Mobile Rules! '08 competition.

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S60 3rd Edition and Flash Lite: a dynamic duo

Using Flash Lite, a runtime engine for mobile and consumer electronic devices, developers and device manufacturers can create interactive multimedia applications, access Web, video, and mobile content, and deliver customized user interfaces to differentiate their devices. More than 60 Nokia devices support Flash Lite software today.

i2 tecnologia is focused squarely on Flash Lite. Andrade developed Anina Dress Up using Flash Lite 1.1. “For me, the decision to develop in Flash Lite for the S60 platform came easily,” says Andrade. Co-founder Ayres adds “Ninety-nine percent of Flash Lite developers use the S60 platform because it has the widest reach of any development platform. When you combine the market-leading smartphone platform with the de facto standard for creating rich, interactive content, what do you get? You get faster time to market, more-attractive graphics, a better user experience, and Flash Player consistency across devices and screens. There is no doubt that the S60 platform is the best choice for any Flash developer aiming to distribute his content.”

The game runs on many Nokia devices, including many S60 2nd Edition devices and all S60 3rd Edition, Feature Pack 1 smartphones, such as the Nokia N95 8GB, N95, N81, N81 GB, and N82 devices. Anina Dress Up also runs on a plethora of Series 40 3rd Edition and Series 40 5th Edition devices, such as the Nokia 3109 classic, Nokia 7900 Prism, and Nokia 8600 Luna.



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“Forum Nokia plays a key role in our development projects for S60 devices through its Device Loaner Program and the quality of technical information on the site's communities, forums, and blogs. As entrepreneurs, we can't afford to buy 15 different devices to test Anina Dress Up, so Forum Nokia makes our life much, much easier by providing real devices,” says Felipe Andrade, Co-founder and CTO, i2 tecnologia.

Looking ahead:

The i2 tecnologia team is continuing to develop rich mobile applications for S60 3rd Edition using Flash Lite, and to provide development services to its clients. The company also is fueling its own mobile projects with the Flyer Framework, an open source Flash Lite and Python for S60 framework that allows Flash developers to extend native Flash Lite features to provide deeper hardware communication, such as Bluetooth communications and simple telephony, camera access, audio recording and playback, video recording, and much more. They are currently working on the Flyer Framework version for maemo.

Forum Nokia Success Story

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The company has also created other games with Flash Lite 1.1 that run on Series 40 and S60 devices. These include Corn Rush, BoneSmashers Arm Wrestling, Office Frenzy, and Zing Zou, the glutton guardian. The company also designs screen savers, wallpapers, and advergames (a new trend in Web marketing), and offers distribution and branding services as well as Flash Lite training and consulting.

Anina Dress Up plays well with S60 3rd Edition devices

Anina Dress Up is available as a free download directly to S60 3rd Edition or Series 40 devices from www.mobi.aninadressup.com. Consumers can play the game of dressing Anina in cutting-edge fashions from emerging designers, and produce their own content, right on their S60 or Series 40 device. "Porting is usually the hardest part of developing for different devices," says Ayres, "but it's not an issue with Flash Lite. With Flash Lite, we can easily resize content for new devices quickly, without draining our resources."

"Our clients know Nokia and trust its products and services; the fact that we are an official Forum Nokia partner makes them more confident about their investments and results." — Luciano Ayres, Co-founder and CEO, i2 tecnologia

Going global with S60 3rd Edition

Anina Dress Up may be considered the 21st century version of Colorforms, a classic toy dating to the 1960s in which with ultra-thin, die-cut vinyl images stick to a glossy cardboard background via static cling. The twist here is that, using i2 tecnologia's branding services and leveraging Anina's online marketing channel, 360Fashion Network, real fashion designers can present their collections on S60 3rd Edition devices in a visually creative way, and on a global level. To date, there are participating designers from the Americas, Europe, Australia and New Zealand, and China, and the game is available in English- and Chinese-language versions. Among other designers, the game showcases clothing from New York's Chesley McLaren and London-based Eley Kishimoto, as well as accessories from China's Zebra Woods. Designers from the Netherlands such as Joline Jolink, Jan Taminiou, Daryl van Wouw, Blue Blood, and Belgian designer Anja Austa have also signed on, and additional languages will be available to help those designers target their markets. Later this summer, a full-featured version of the game will be released incorporating Store Locator, a feature that will alert users to local shops that carry the game's showcased designer clothing. In late 2008, the game will also include a male model character.

Business strategy

i2 tecnologia sells games, screen savers, wallpapers, and other content through a revenue-sharing model with operators around the world. The company also provides Flash Lite consulting and training services. The Anina Dress Up game is a free download direct to S60 or Series 40 devices from www.mobi.aninadressup.com. Anina, who also is a Forum Nokia Champion, is building on her reputation as a successful model to leverage her contacts in the fashion industry. She came up with the location-based shopping strategy and is cultivating partnerships with emerging designers who want exposure for their collections, according to Andrade. The i2 tecnologia team then brands the game for designers and special marketing campaigns.

How Forum Nokia helps i2 tecnologia

"Forum Nokia plays a key role in our development projects for S60 devices through its Device Loaner Program and the quality of technical information on the site's communities, forums, and blogs," says Andrade. "As entrepreneurs, we can't afford to buy 15 different devices to test Anina Dress Up, so Forum Nokia makes our life much, much easier by providing real devices. We think Nokia has the best handsets and support to help grow the development community." The company's long-standing relationship with Nokia began when the Nokia Multimedia Department offered Andrade the opportunity to develop a Flash Lite game for the marketing campaign for the Nokia N76 multimedia device. Andrade easily proved himself with Nokia Shuffle Puzzle, which was delivered in three weeks and preinstalled on the Nokia N76 device, an S60 3rd Edition device, in Brazil. "Being recognized as a development specialist by the leading mobile handset manufacturer is the best reference we can get," says Ayres. "Our clients know Nokia and trust its products and services; the fact that we are an official Forum Nokia partner makes them more confident about their investments and results."

For more information, go to:

www.nokia.com/developer



Players race against the clock to help Zing Zou catch the falling food and satisfy his voracious appetite, all while avoiding bombs and the Red Ninja.



In Corn Rush, i2 tecnologia's first game developed for S60 3rd Edition, players must control the hen in her quest to pick up all the corn in three different scenarios.



Anina is an international fashion model with a passion for technology. She is also a Forum Nokia Champion who teamed up with i2 tecnologia to develop and market the Anina Dress Up game.

Photo credit: Thomas Paquet

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