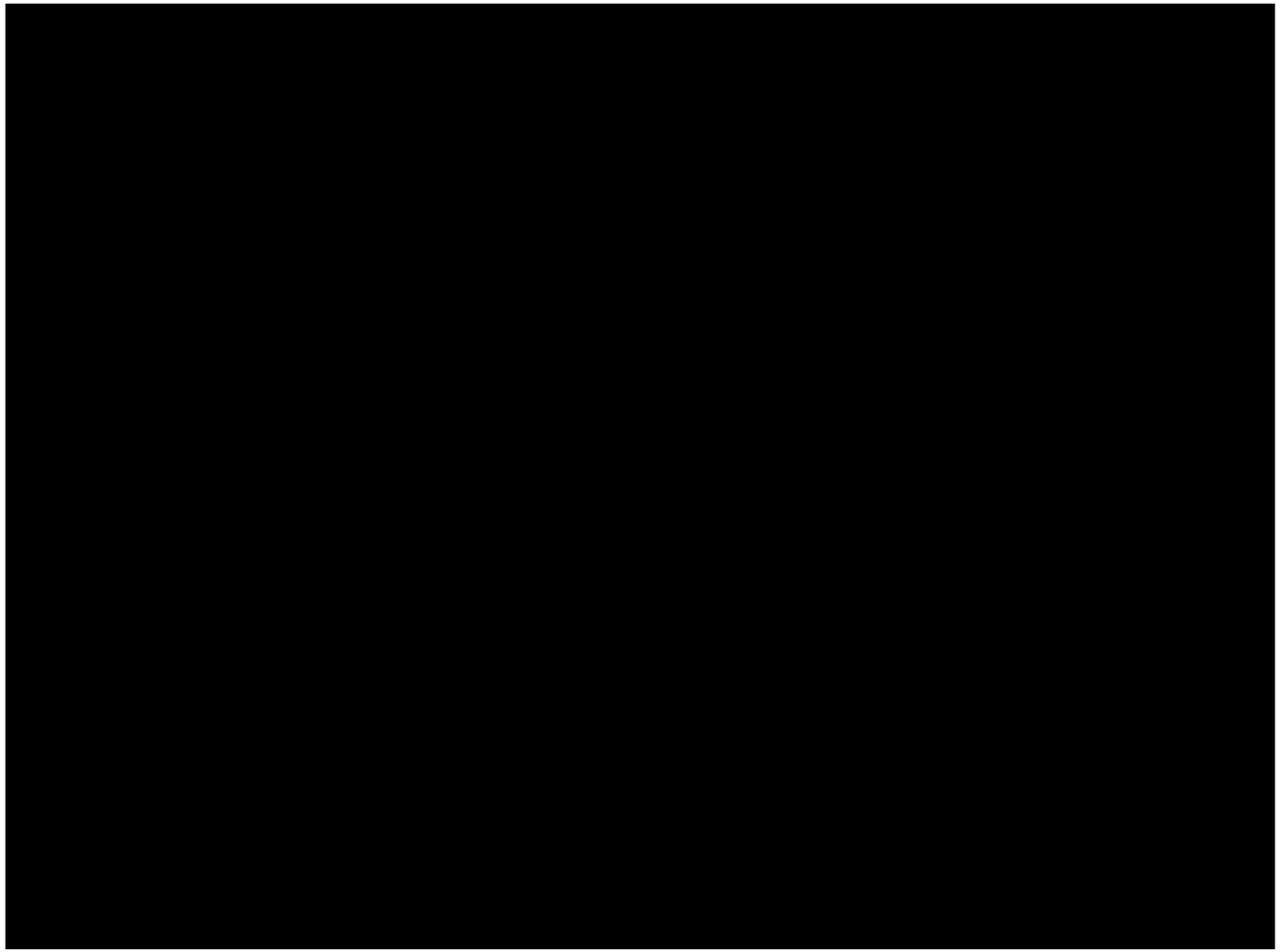
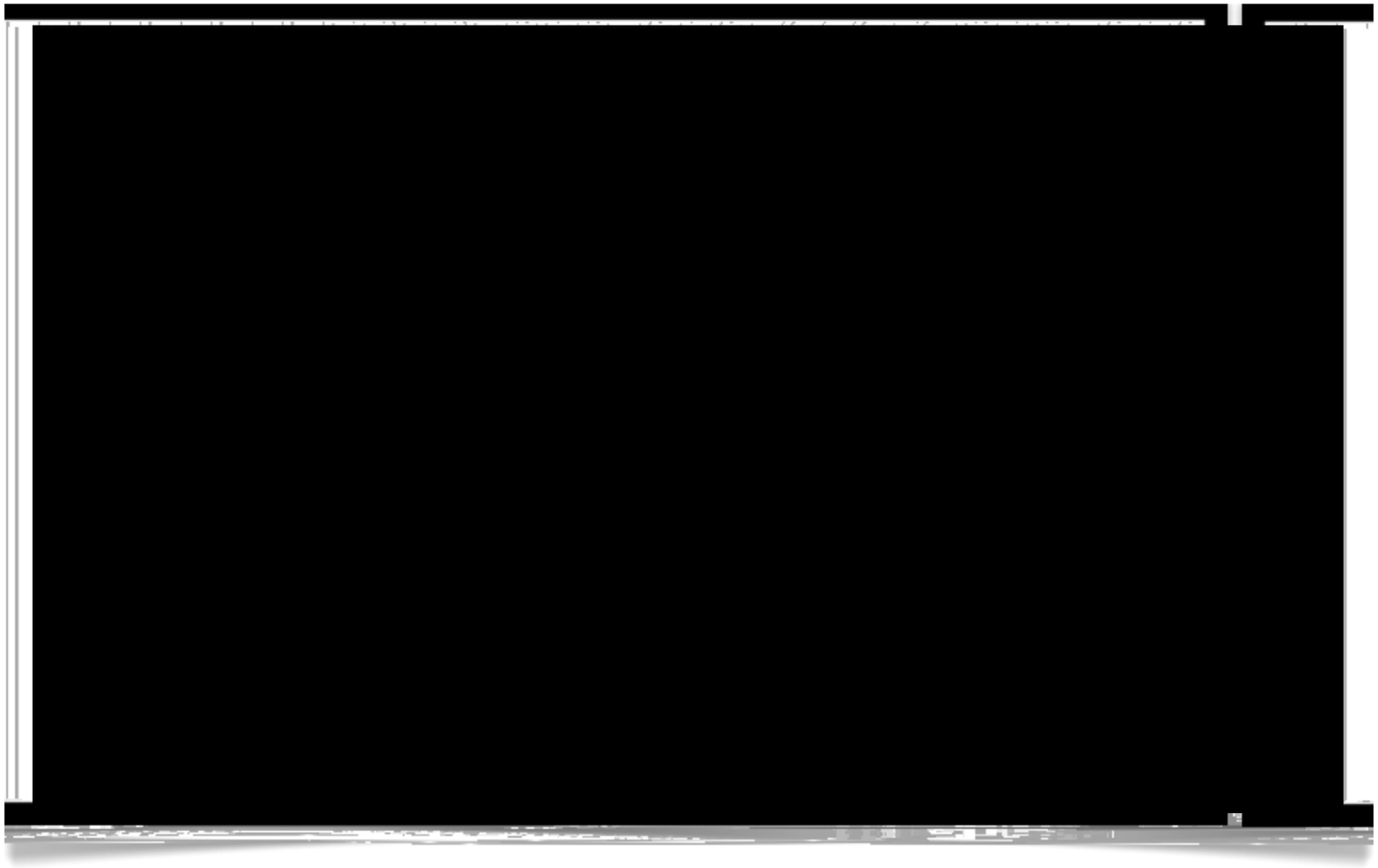
Basically a linear progression of how we got to where we are.

No more walls of text



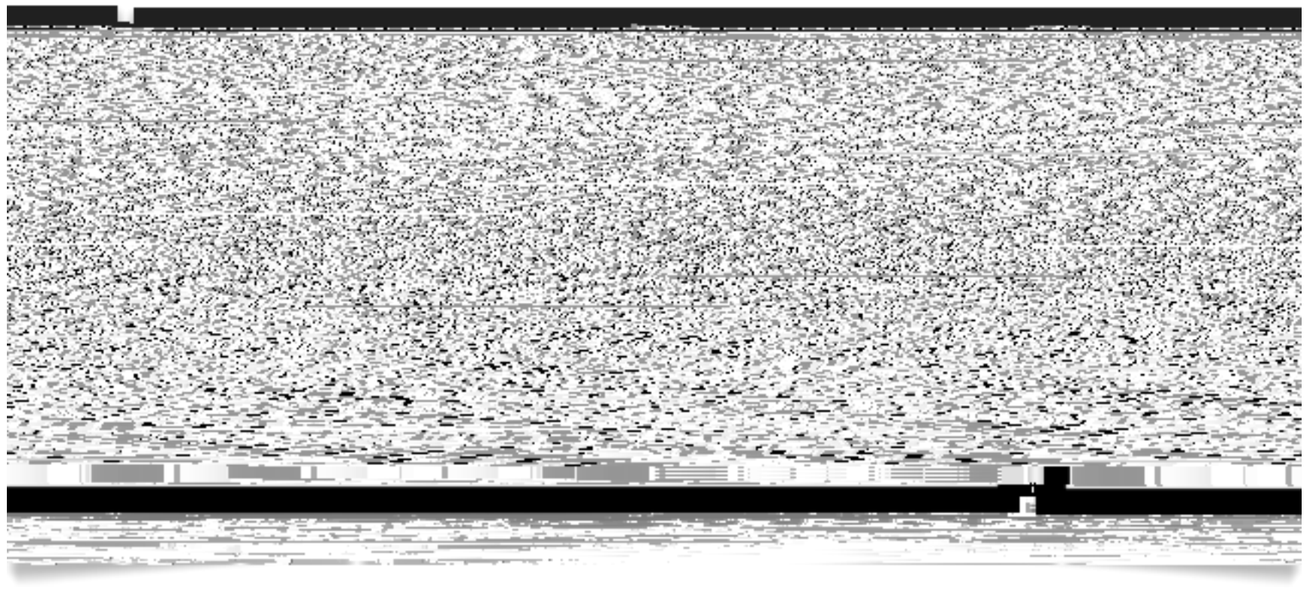
4M DKK = around 800,000 USD. Which is needed because, well....

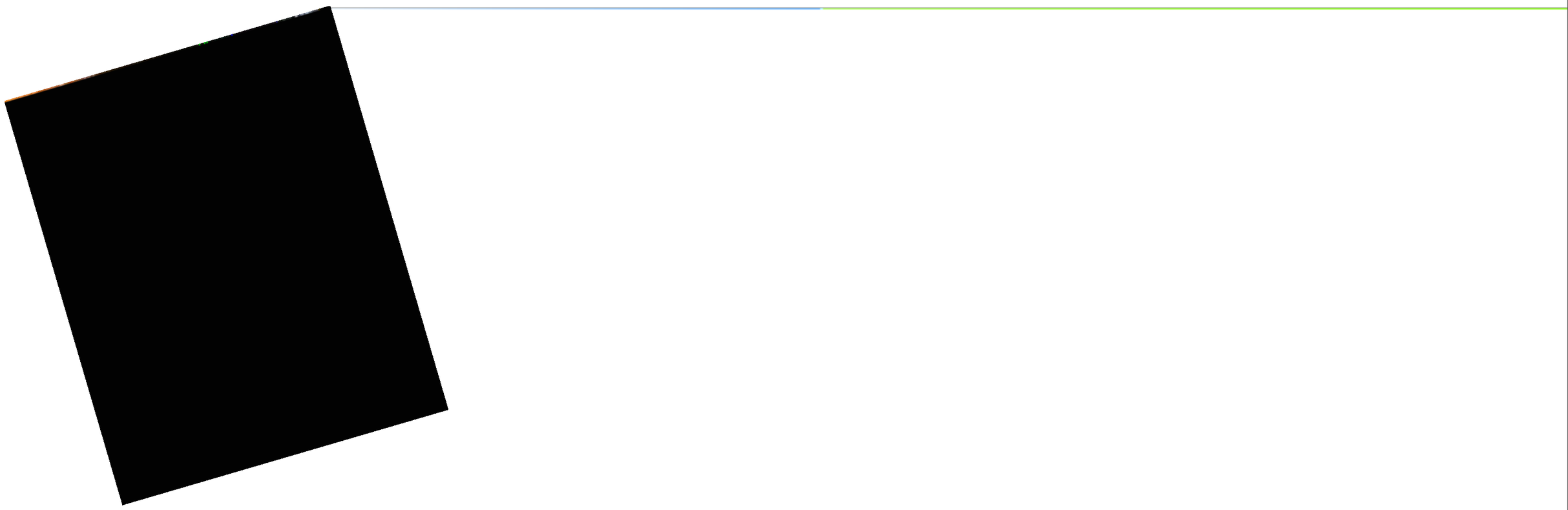
the problem with baby elephants is that they have this the tendency to grow, which means they need new prosthetic limbs. Which need paying for.

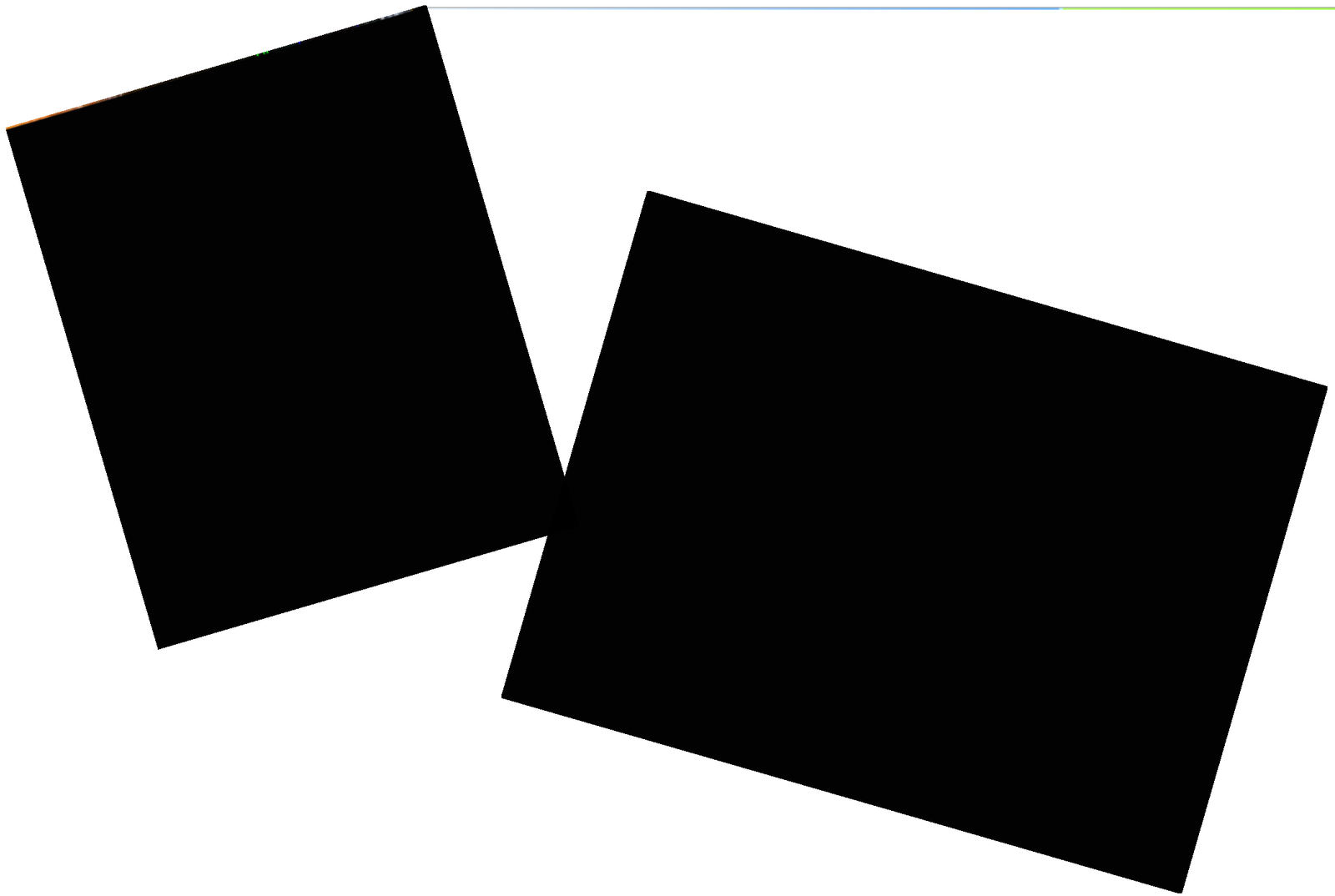


Maps suck!

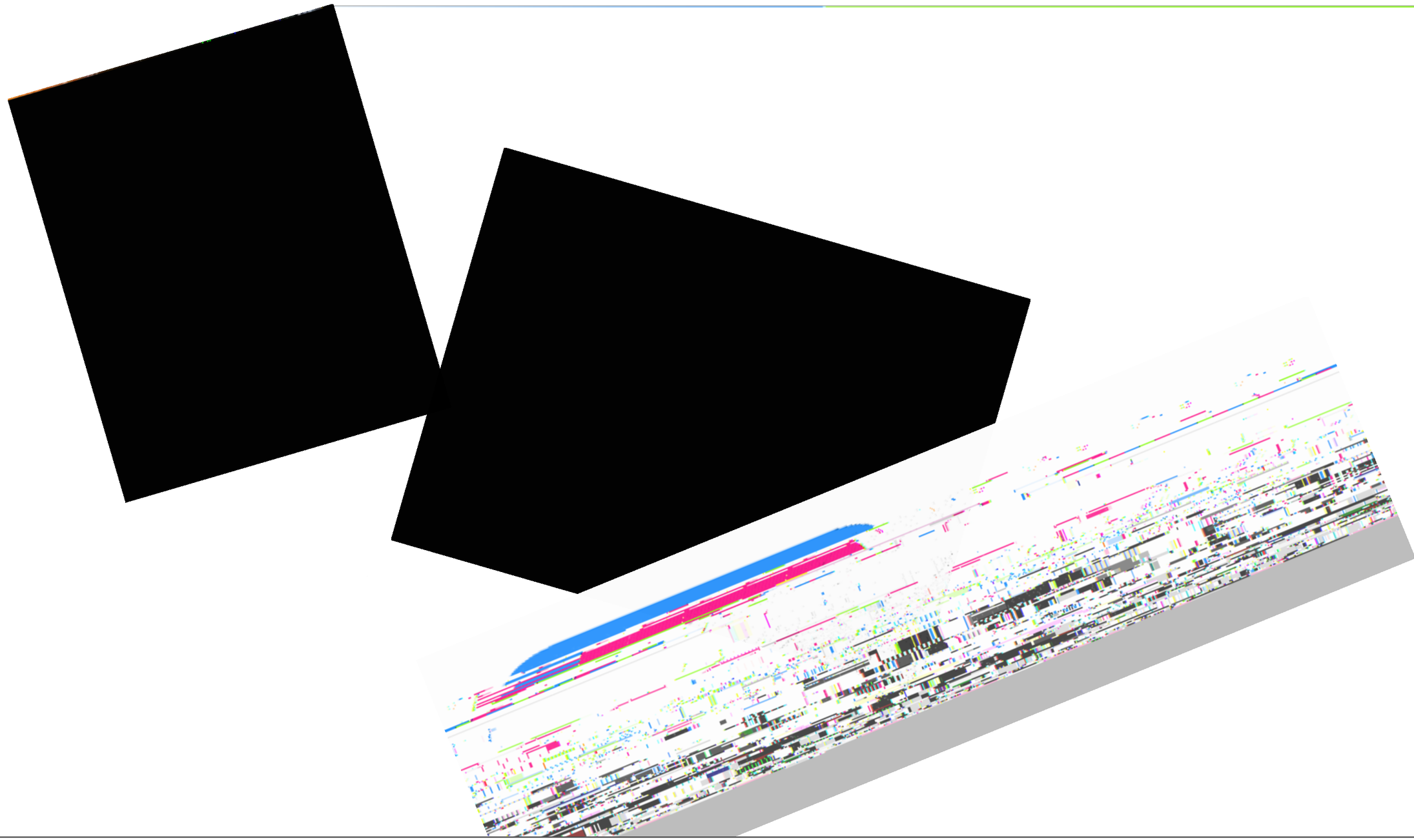
Which was an exceptionally good idea, because this is how everyone was forced to navigate around Copenhagen to find all the elephants. And on the whole....maps suck. They're inaccurate, can't be easily updated, and the only way to zoom them is, well.....move them backwards and forwards.





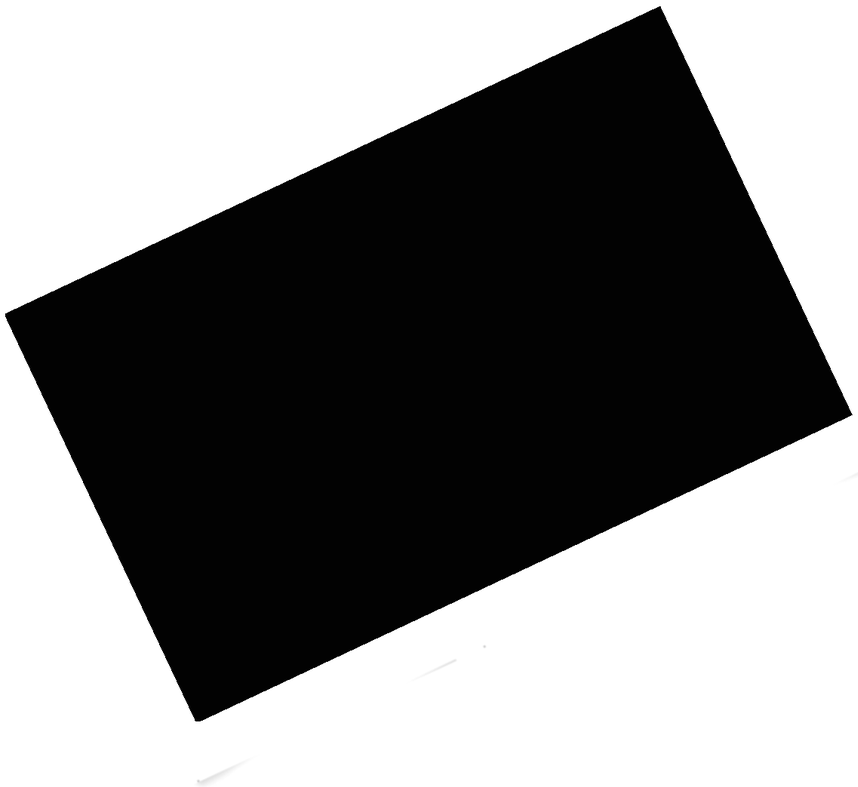


So last year here at GDC, there was a whole Gamification track. And Gamification kinda got a bad rep. But when you



So last year here at GDC, there was a whole Gamification track. And Gamification kinda got a bad rep. But when you go to commercialize (or productize) something like this, you need to consider the balance betw( ) -0.4-0.1 (i) (n) 0.4 ( )

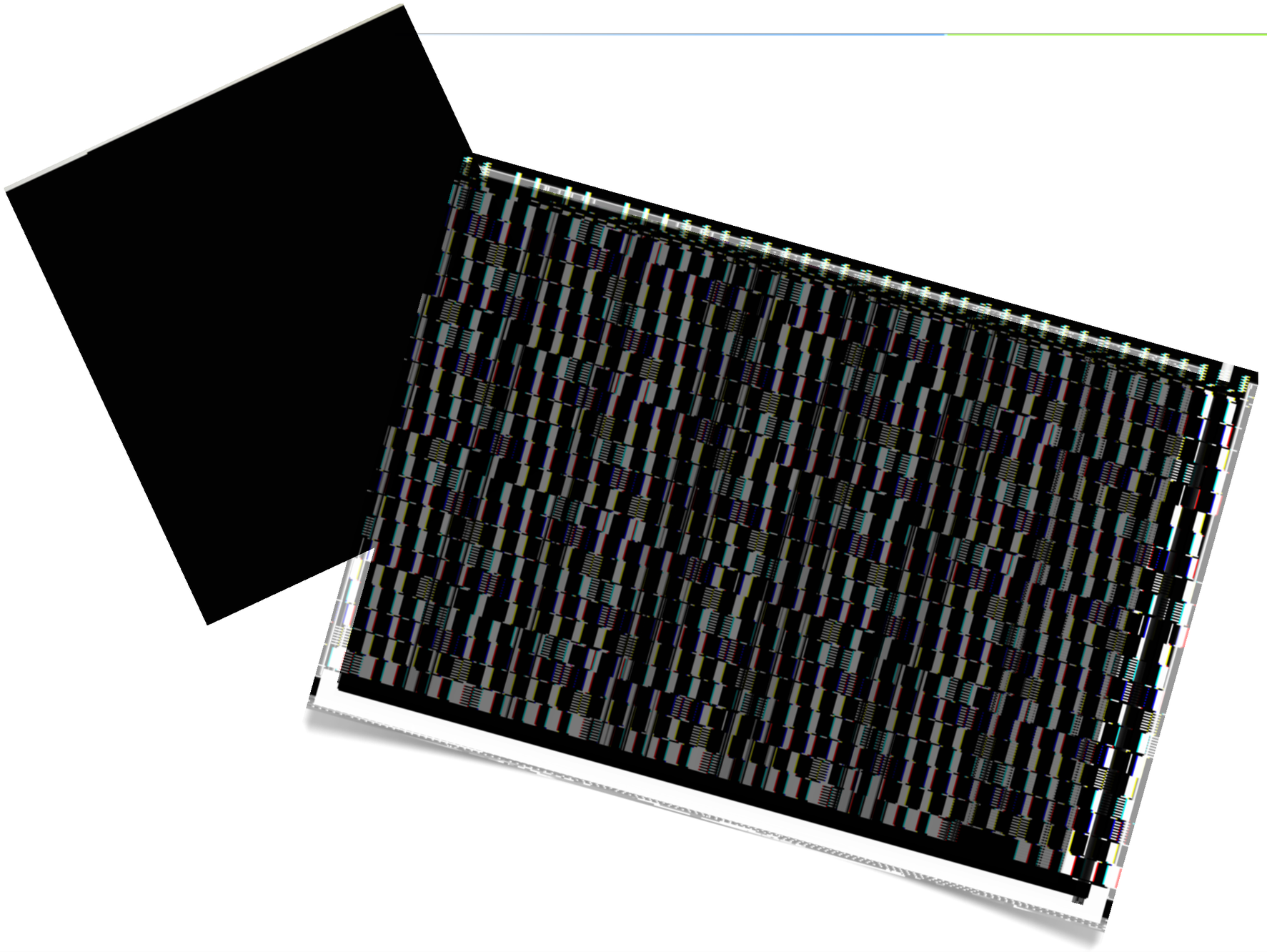
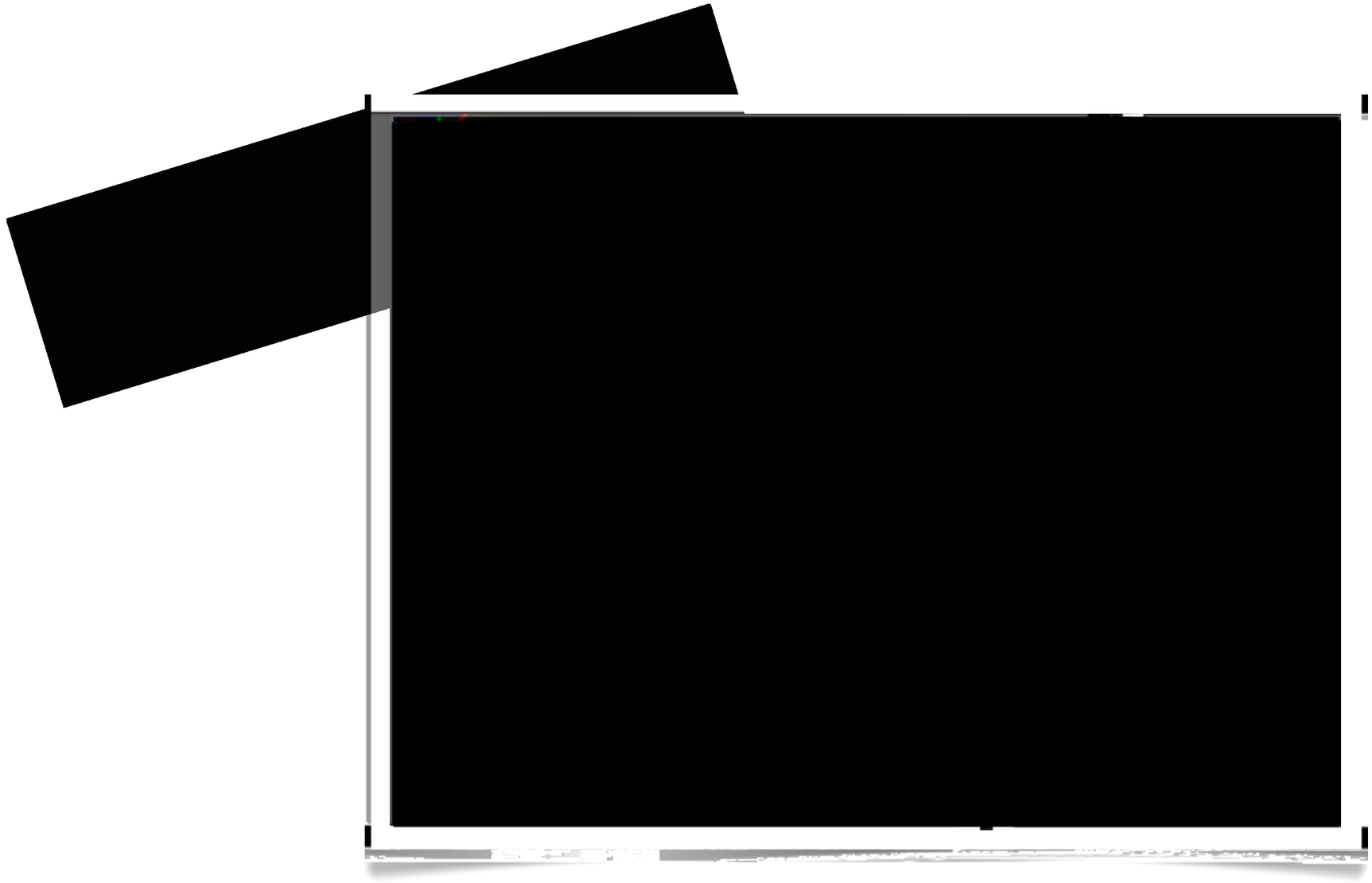
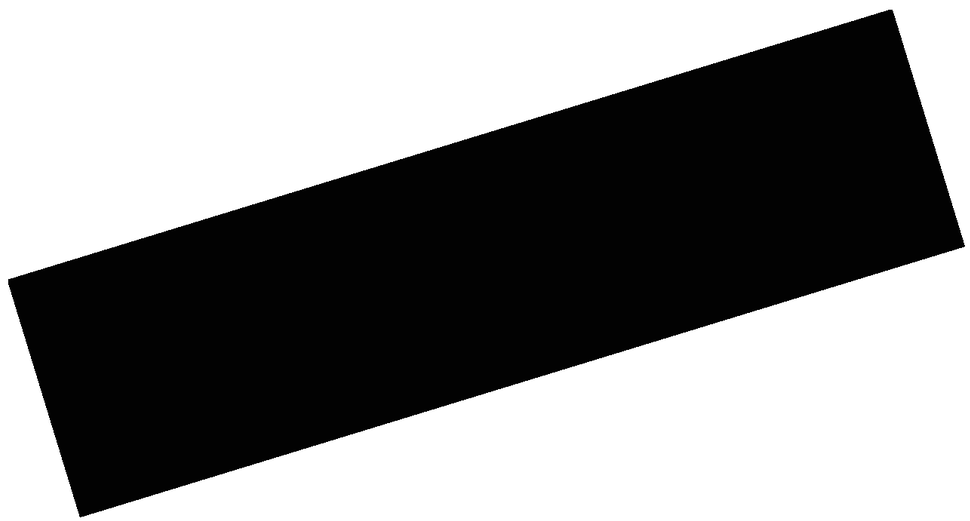
So we soft launched for Milan.



Soft-launched in the middle of the parade. 300 installs. from 2 facebook postings.

Overwhelmingly iPhone. We had continuous playtimes in excess of 3 hours, sometimes up to 6. We learned a lot...the paths didn't really work as we wanted, and ppl wanted more backstory of each elephant and artist.

Singapore - improvements. Better paths, more info. In-app shop links. A requested feature from both EP and users,



Fortunately we’d been given a Nordic Game grant for a project called Parallel Parks - a white-labelled gamification of