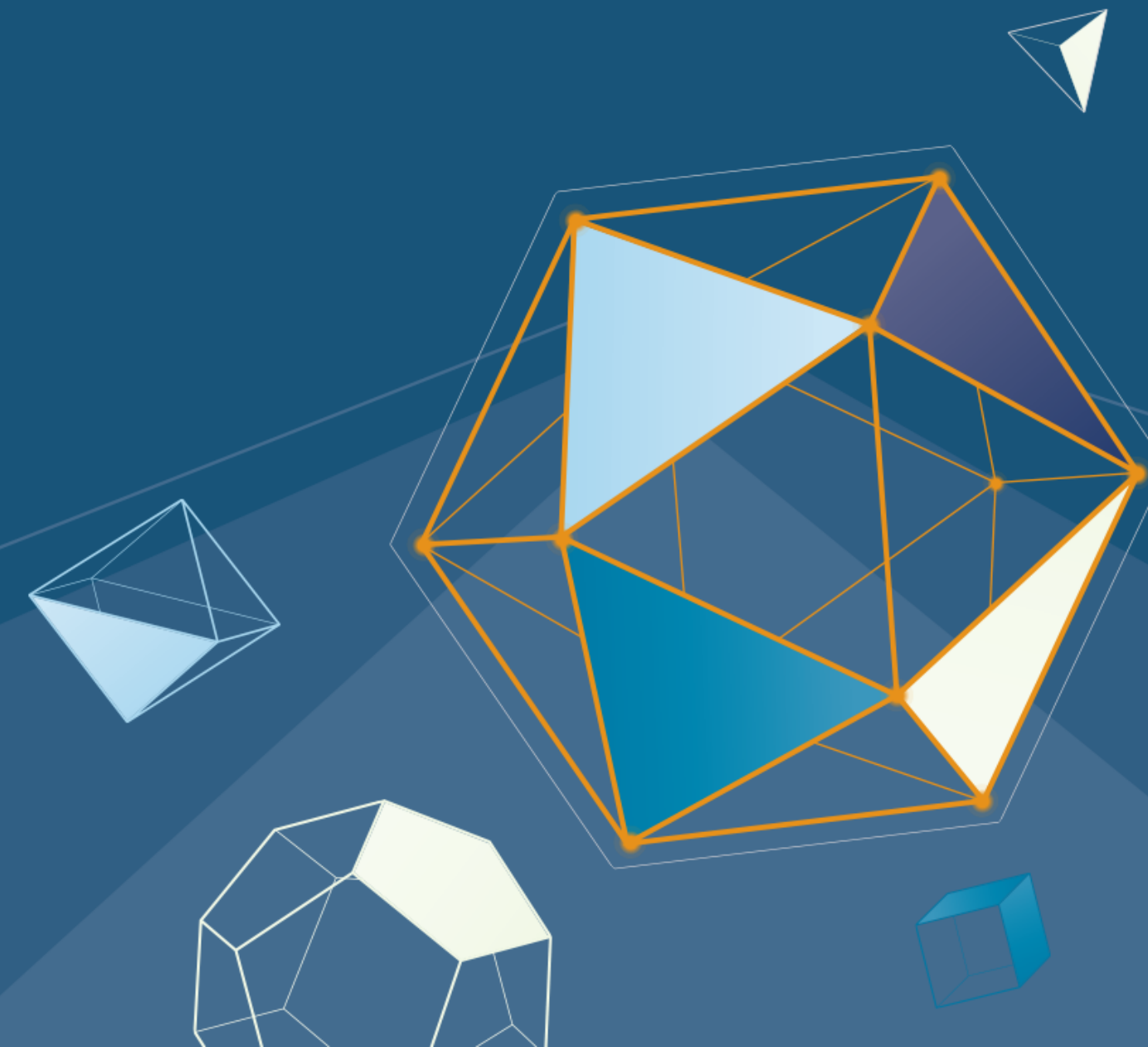




Case Study: Ubisoft Escape Games

Cyril Voiron
Executive Producer – Ubisoft Düsseldorf



Cyril Voiron

Ubisoft Blue Byte

Executive Producer

30+ year old - @Ubi since 2001

Codev, PC, Consoles, Innovations

520 people in Germany

3 Studios:

Ubisoft Düsseldorf, Ubisoft Mainz, Ubisoft Berlin,



UBISOFT
DÜSSELDORF



ASSASSIN'S
CREED
IDENTITY

ANNO
1800

BEYOND
GOOD
AND
EVIL 2



FARCRY

THE
SETTLERS

FOR
HONOR

Ubisoft Escape Games

We create virtual reality escape games
in the best gaming worlds of Ubisoft



ESCAPE THE LOST PYRAMID



AN ESCAPE GAME SET IN THE WORLD
OF ASSASSIN'S CREED ORIGINS



© 2018 UBISOFT ENTERTAINMENT. ALL RIGHTS RESERVED.
ESCAPE THE LOST PYRAMID, UBISOFT AND THE UBISOFT LOGO ARE TRADEMARKS
OF UBISOFT ENTERTAINMENT IN THE US AND/OR OTHER COUNTRIES.

UBISOFT
BLUE O BYTE

BEYOND MEDUSA'S GATE



AN ESCAPE GAME SET IN THE WORLD OF
ASSASSIN'S CREED ODYSSEY



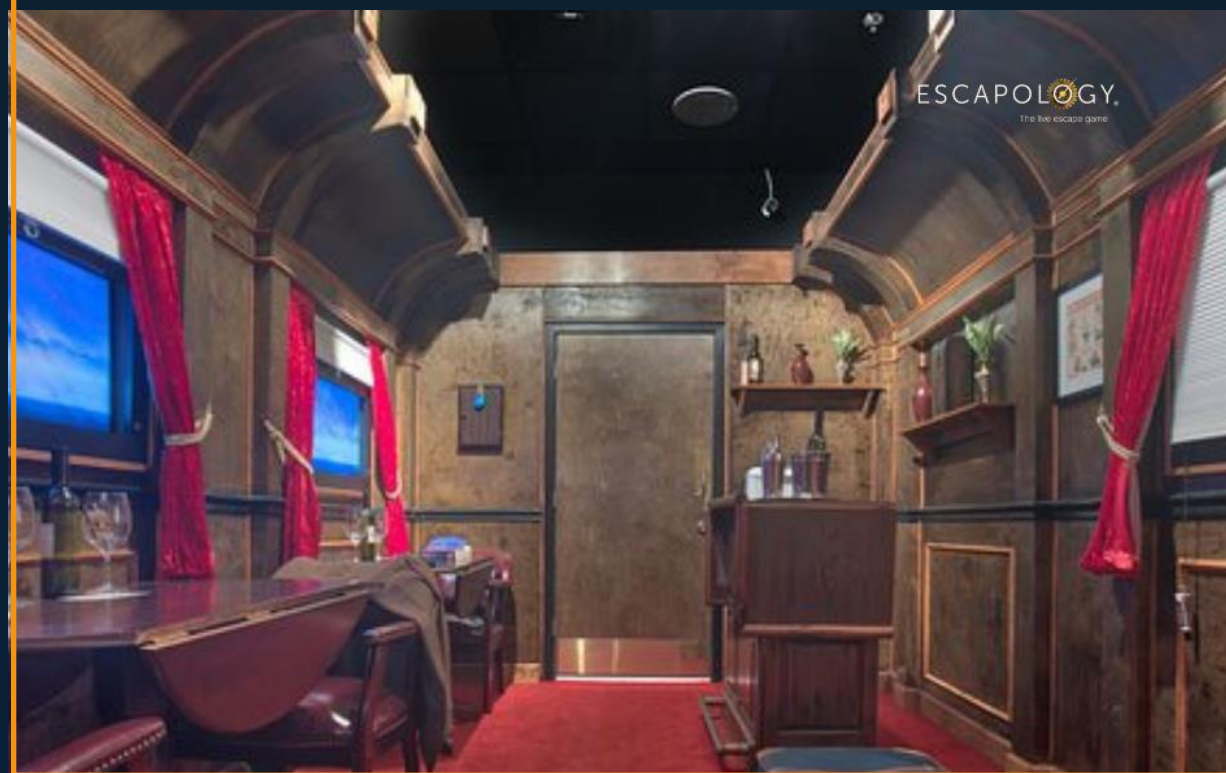
©2019 UBISOFT ENTERTAINMENT. ALL RIGHTS RESERVED. BEYOND MEDUSA'S GATE, UBISOFT AND THE UBISOFT LOGO ARE TRADEMARKS OF UBISOFT ENTERTAINMENT IN THE US AND/OR OTHER COUNTRIES.

UBISOFT
BLUE  BYTE

Ubisoft Escape Games

Exclusively for location base entertainment

ESCAPE ROOMS

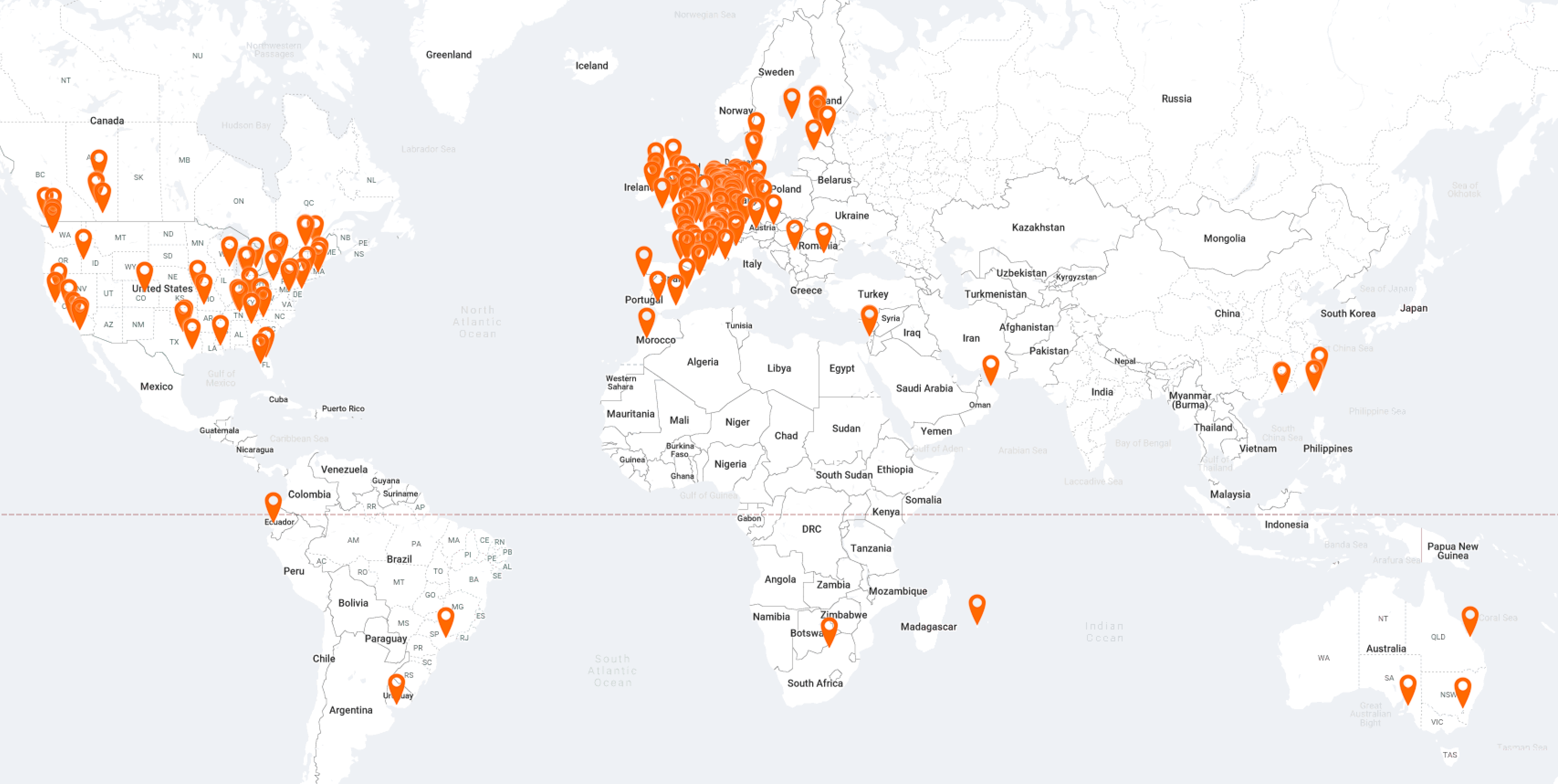


VR ARCADES



FEC, LASER TAG...





Ubisoft Escape Games Our **journey** into VR

Our journey into VR

We operate like a start up within the
Ubisoft ecosystem



Our journey into VR

2017

- March Escape Room Concept
- June Building the team
- July Start Prototype (8 dev)
- Oct. GO for project (10 dev)

Our journey into VR

2018

- June Release ETLP (16 dev)
- July 1st Client signed
- Oct Patch

Our journey into VR

2019

- Feb 100 clients signed
- May Release BMG (20 dev)
- July 200 clients signed > market leader!
- July Patch

2020

- Spring Release Room 3 (23 dev)

Production Choices

Small Team, short development

>

Making early choices

Production Choices

Our experiences are

Roomscale only
LBVR only
High end specs
Vive & Rift only



Multiplayer only
2 or 4 players
Mirroring for 4P

One time
experience!

No NPCs

Production Choices

Short development > agile production methods

- Autonomous devs with a “Let’s do it” mindset
- Flat hierarchy
- Weekly sprints
- Always playable
- Kanban project management method

Production Choices

- One-Time Playtests
- Measure & Iterate
- “What you feel, not what you see!”



Ubisoft Escape Games
Creating **B2B** experiences
for **mainstream**
consumers!

LBVR Constraints

Mainstream experience. Our audience is



All ages,
All people



Corporate
events



No VR or no video
games experience

LBVR Constraints

Session time:
60mn booking
slot!

60 minutes
max to learn &
finish the
game

Onboarding
the players &
finishing a
session

Tools for
managing the
players in a
session

Why do you go
out of home?

Why do you go out of home?

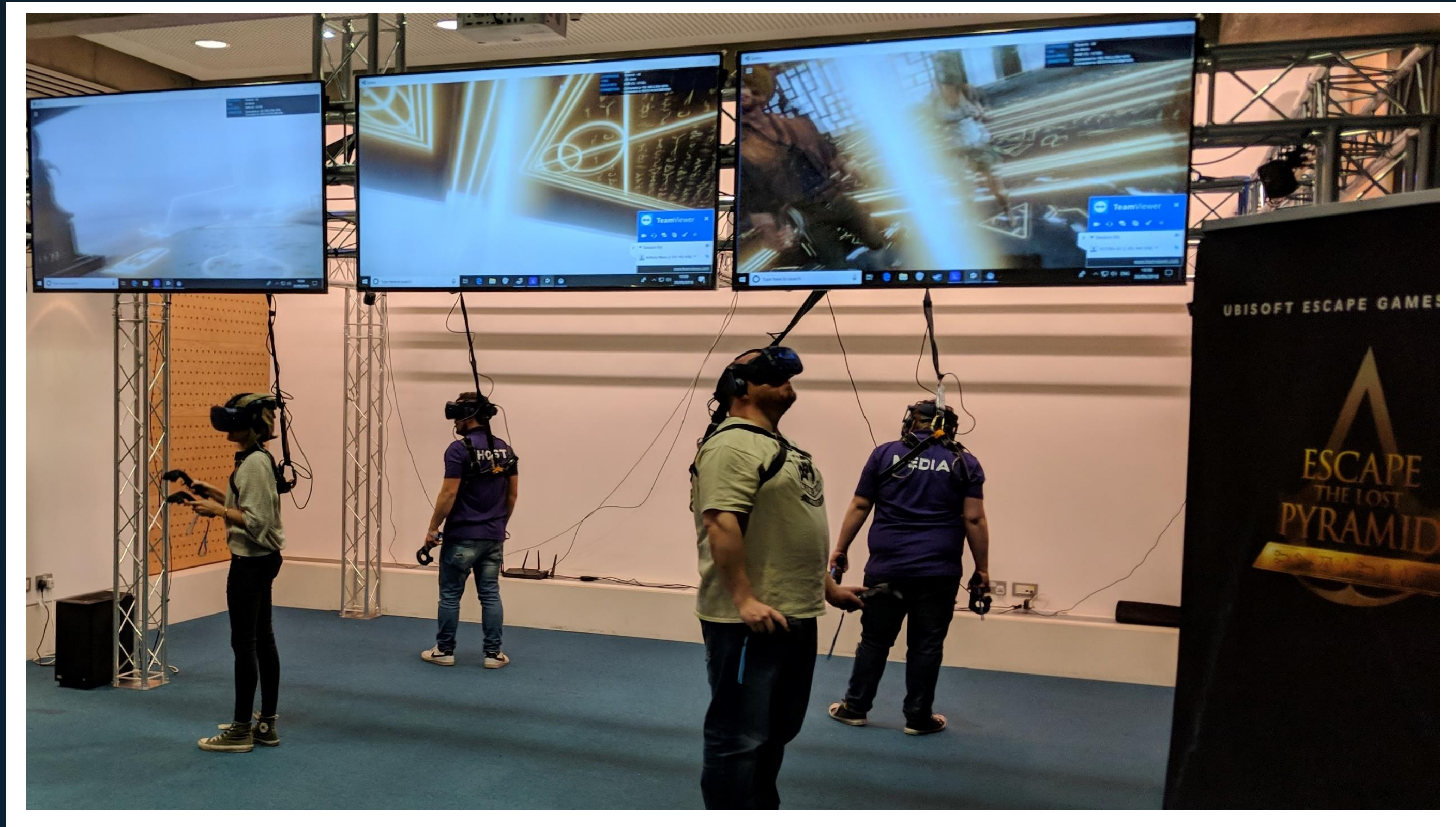
To meet friends

To meet colleagues

To do something with your family

Why do you go out of home?

Multiplayer only !



Why do you go out of home?

Strong collaboration

Why do you go out of home?

Rule:

You cannot solve
the game on your own

Why do you go out of home?

To do something you cannot do in
your living room !

Why do you go out of home

Larger than your living room!
Larger than life !

Why do you go out of home

Do what you cannot
do in real life!!

How do you make
it **accessible**
to everyone?

Non Violent

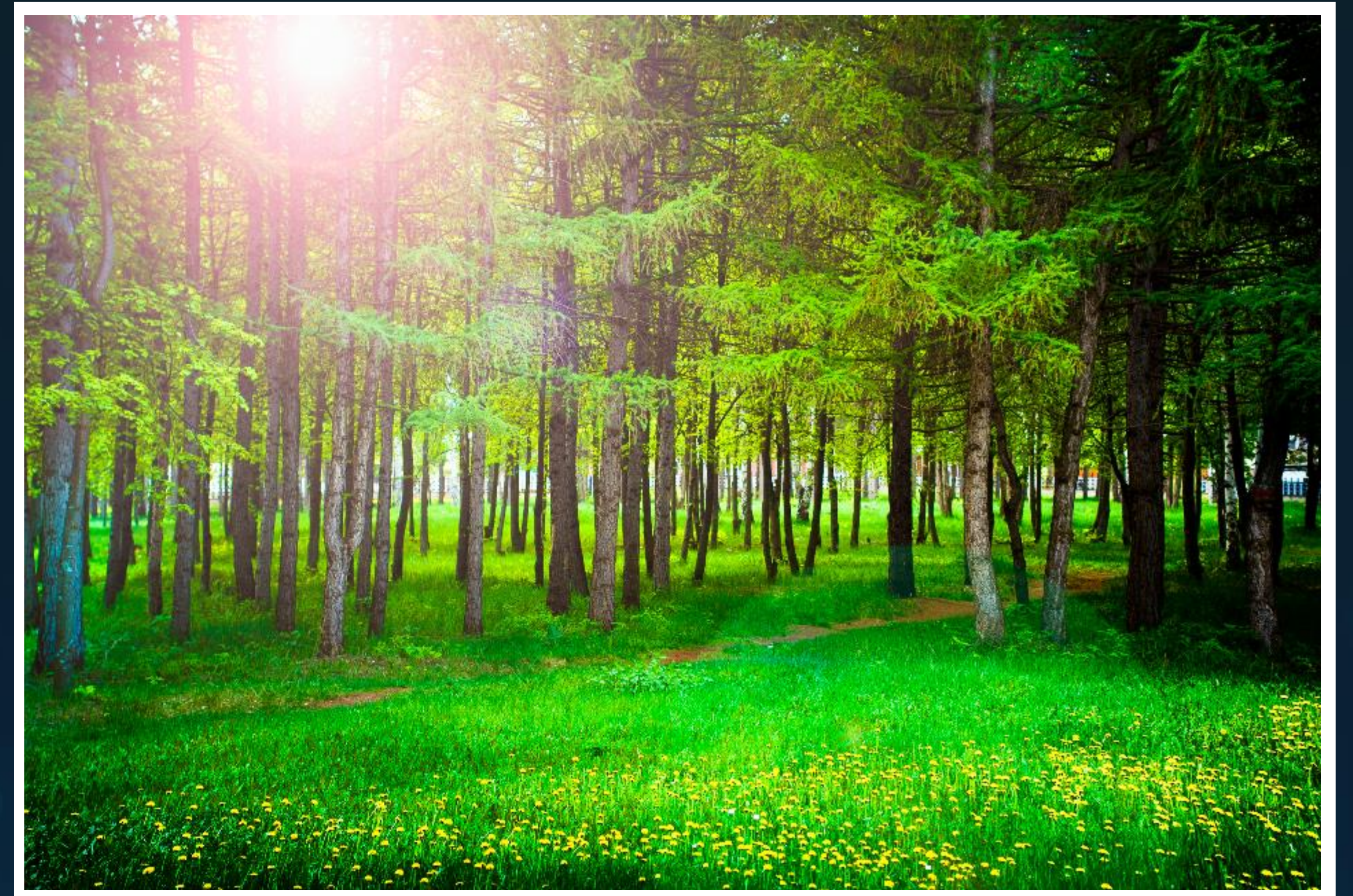


You have
a full body avatar



Be as natural as possible

- Talking, Bow Shooting, Climbing.
- Roomscale = walking
- No need for tutorial!
- Only for grabbing

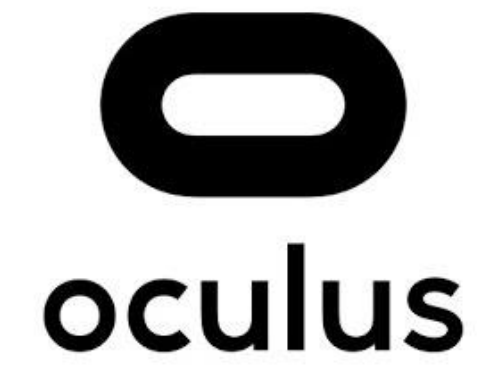


A moving platform which travels with you

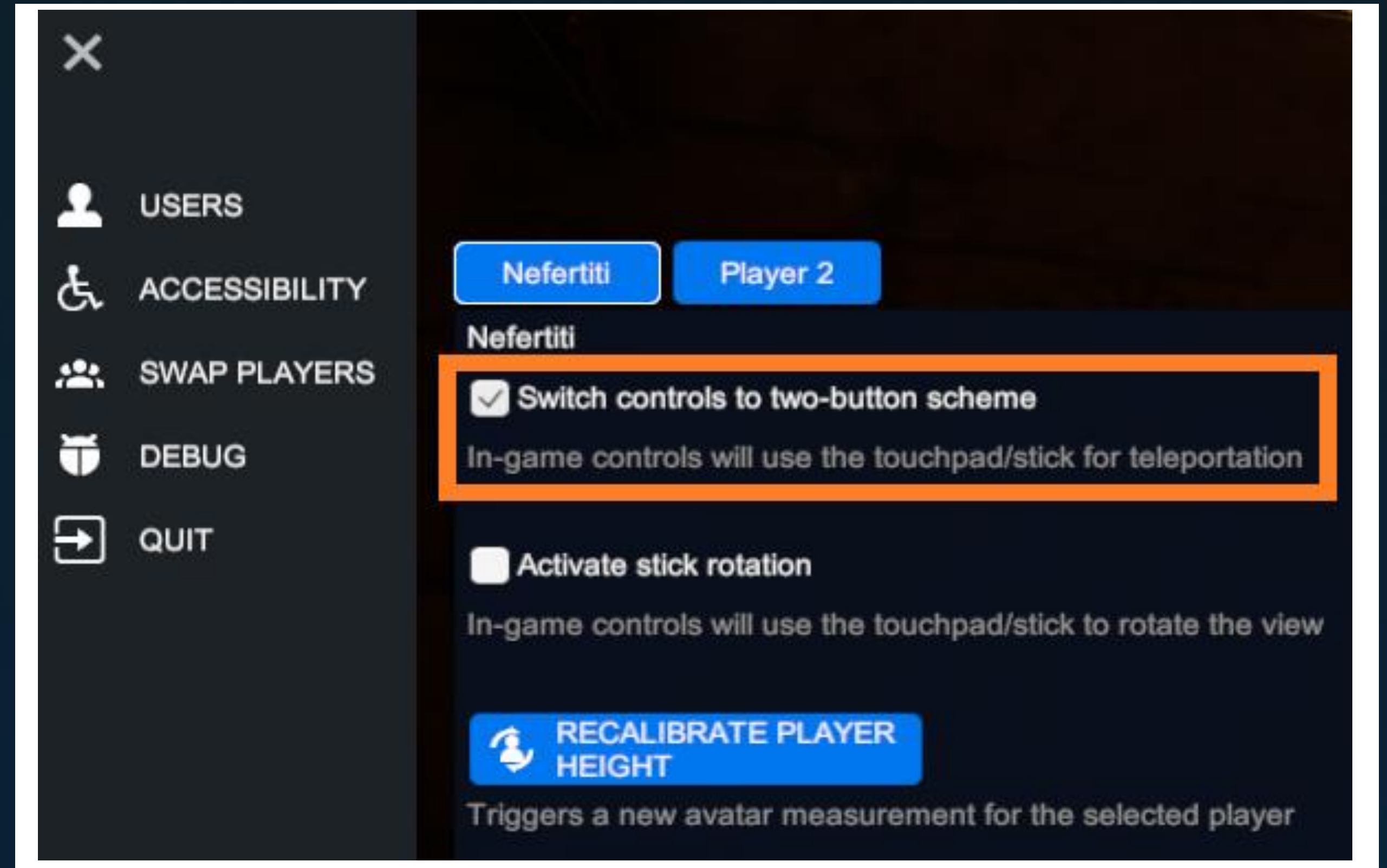
You can teleport



1 button controls vs standard VR controls



For frequent VR players
2 button controls
Stick rotation



Help System Eagle Vision



What we **changed** for our **second** game!

Following feedback from partners and consumers

Staging the multiplayer

Lobby	Stage 1 Starts	Stage 1 Ends	Stage 2 Starts	Stage 2 ends	Stage 3 Starts	Stage 3 Ends
4	1	2	2	4	2	4
Players together						
4	1	4	4	4	4	4
Players together						

Rule:
Keep line of sight



What we changed

Disable / Enable
Help System
Eagle Vision

What we changed

From an average
completion time of
44 mn to **54 mn**



What we changed



Ubisoft Escape Games

What the Clients say



And what it reveals about the market...

What the Data says...

#Players

2 Players sessions

56%

[ 46% -  62%]

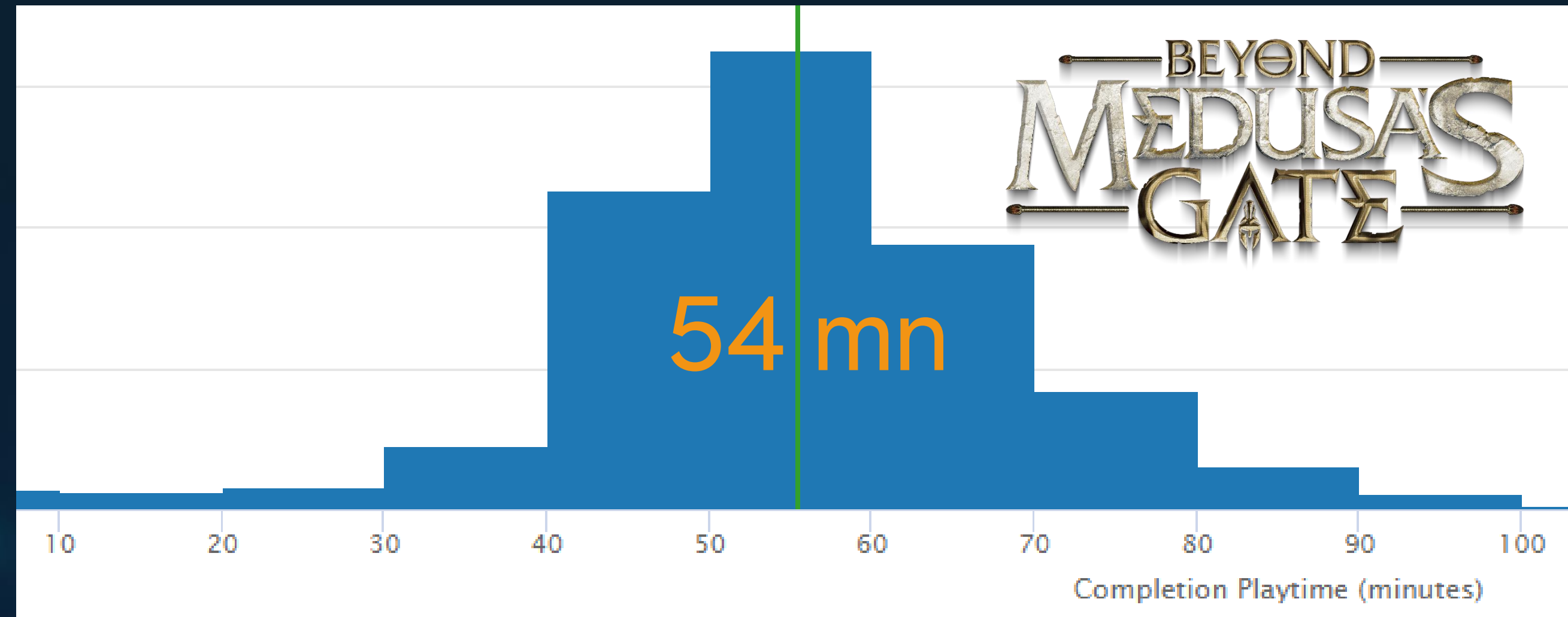
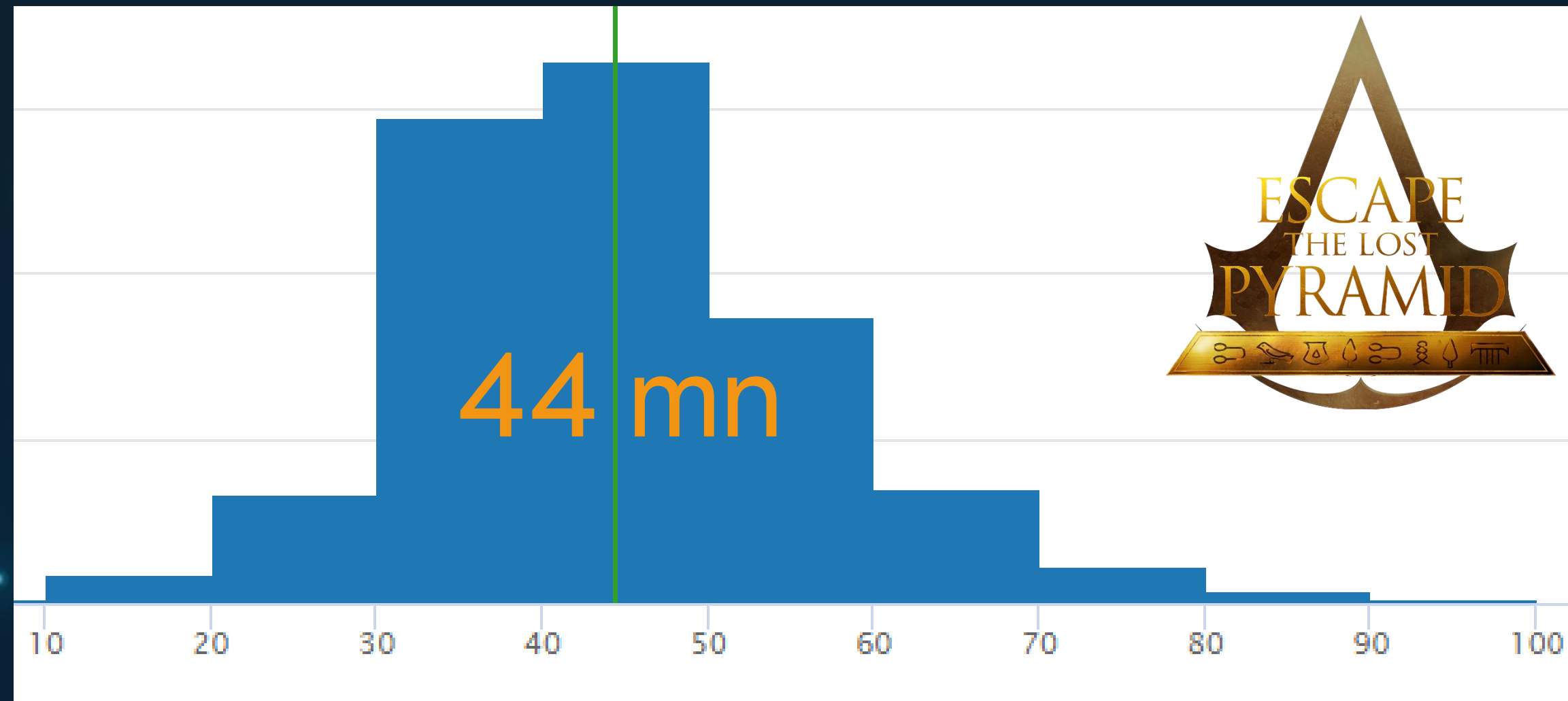
4 Players sessions

44%

[ 54% -  38%]

What the Data says...

Average Completion



What the Data says...

Completion Rate
80%

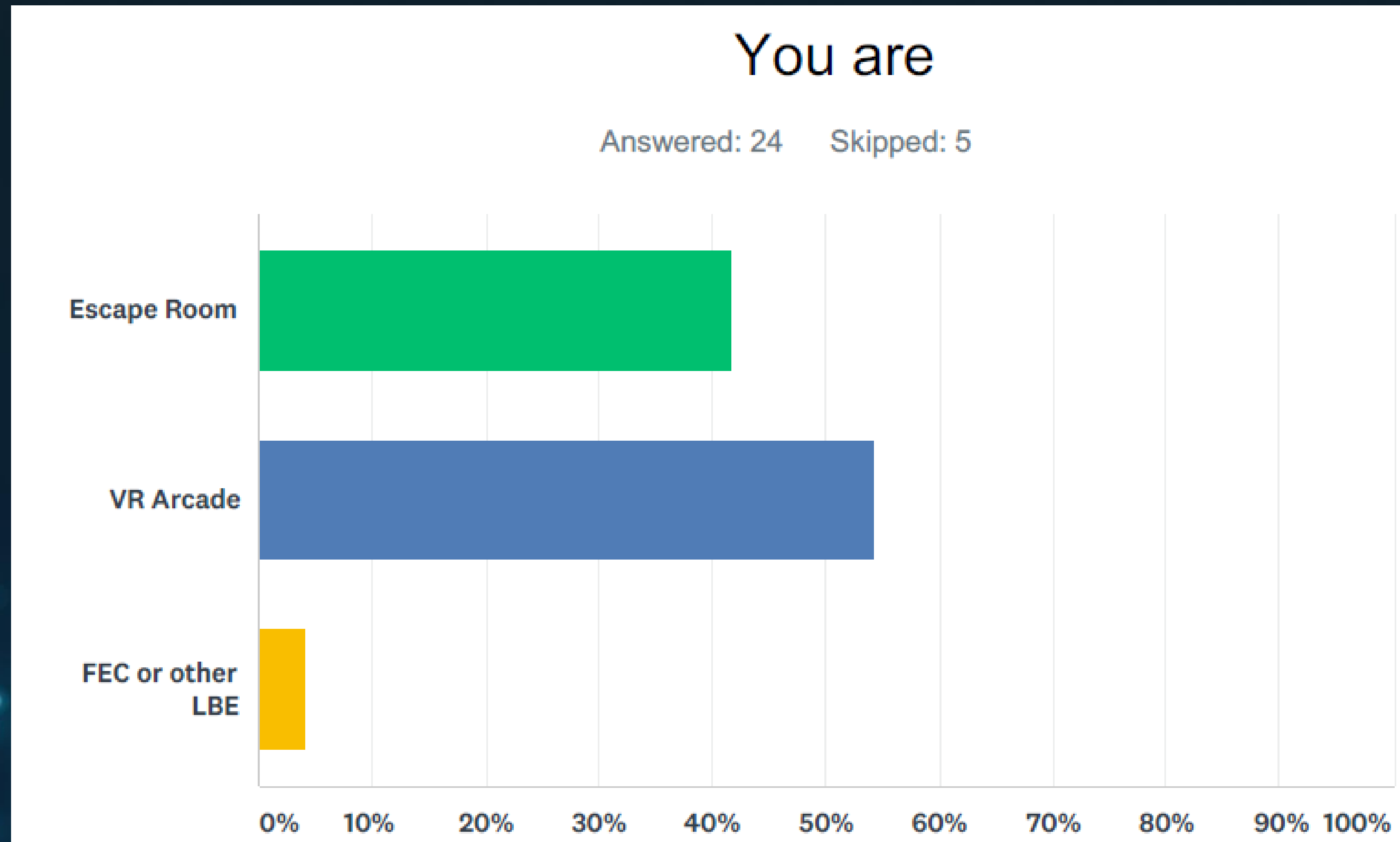


87%



77%

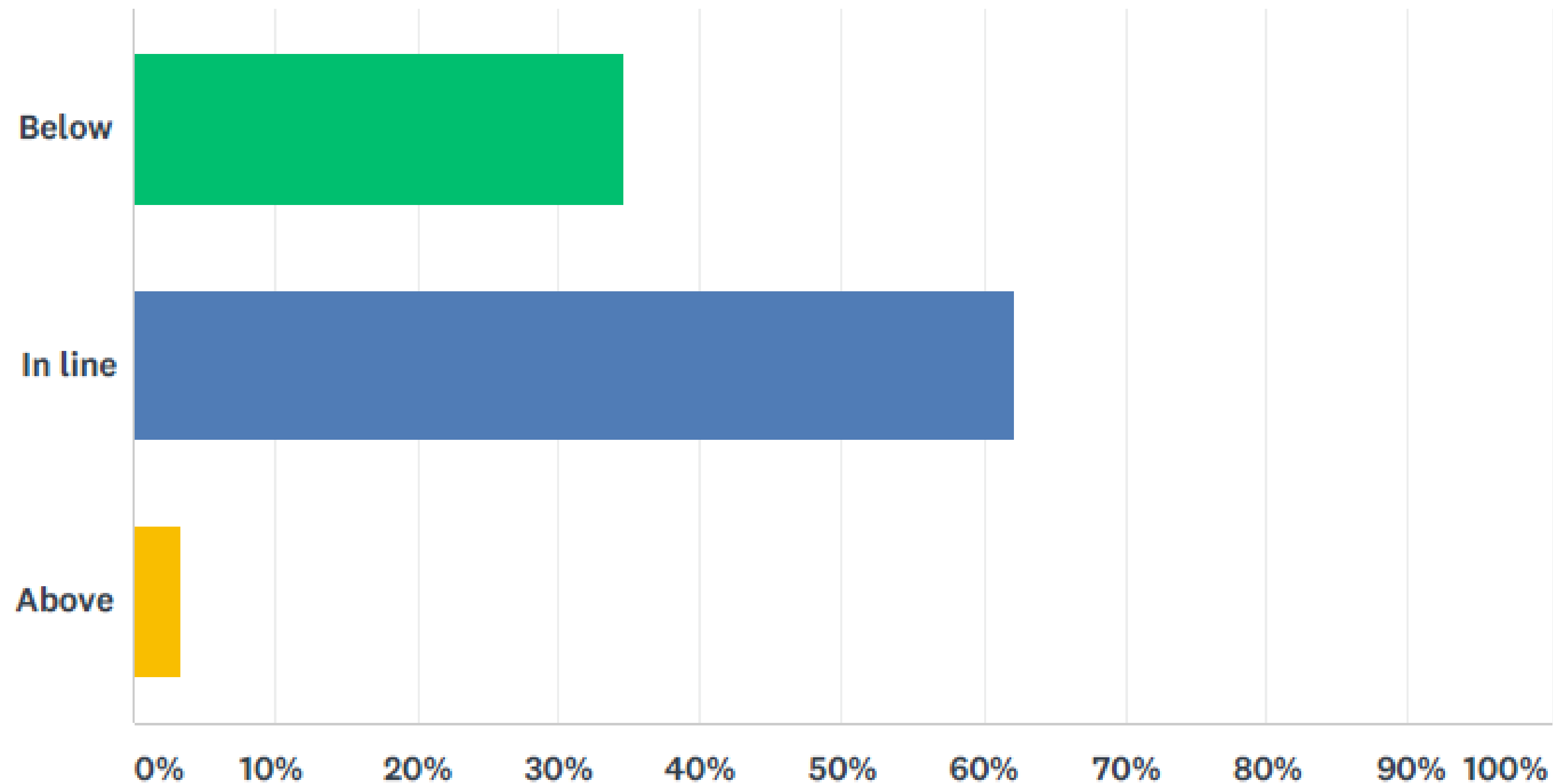
What the clients say...



What the clients say...

Is the revenue in line with your expectations?

Answered: 29 Skipped: 0



What the clients say...

The **restricted amount of users** playing with wireless technology. Content for events with 6-12 people would be awesome.

“Convincing adults who usually play Escape games that this is not a video game. **This is a new market** and we are beginning to ride the curb up but it's very early”

I think we have not **communicated** in a sufficiently effective way. And, perhaps, **it takes a little while before VR attracts** customers in rural areas.

Need **to do more marketing**. Maybe some in store signage.

What the clients say...

There is not a general appeal & acceptance for VR
Differences per venue and per consumer types
Mainstream needs to be converted

What the clients say...

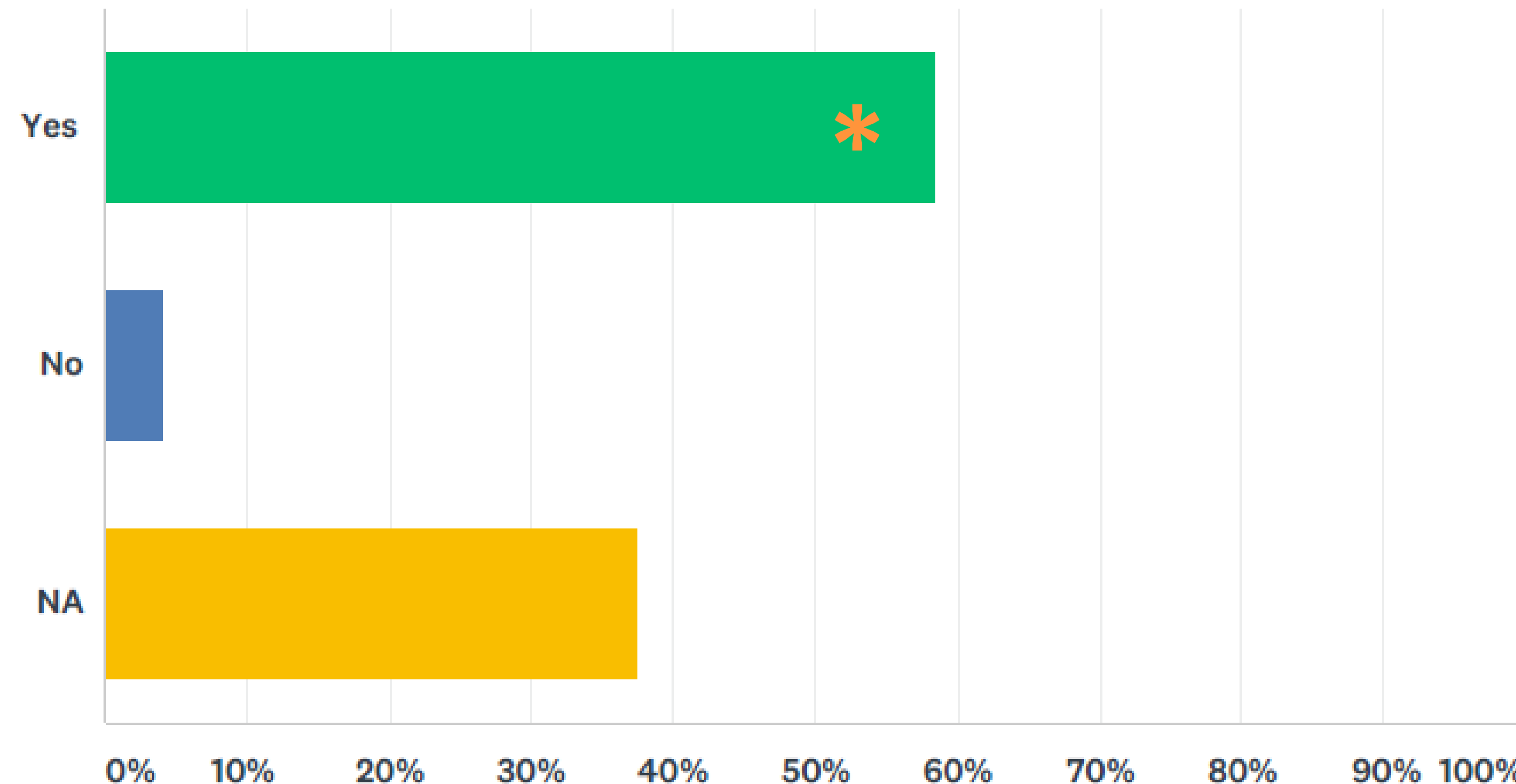
For a VR Arcade

- VRER attract a new type of players that would not come into a VR Arcade
- It turns some of them into repeating VR consumers

What the clients say...

Do you think you will increase the space dedicated to VR Escape Rooms in your venue?

Answered: 24 Skipped: 5

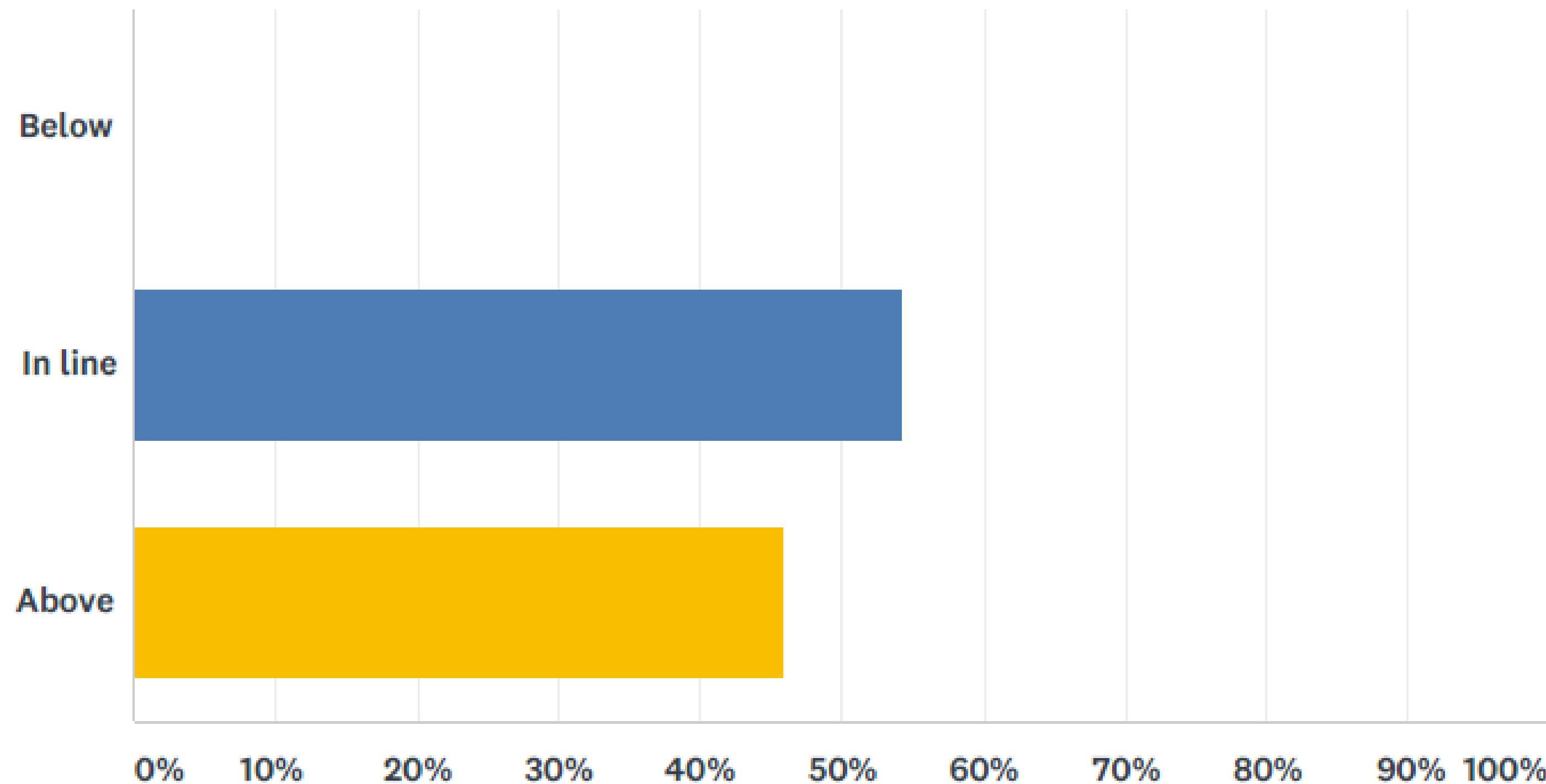


* 6 out of 14 partners who wants to increase the space for VR Escape room are not satisfied with the business.

What the clients say...

Is the quality of the experience and the consumer feedback in line with your expectations?

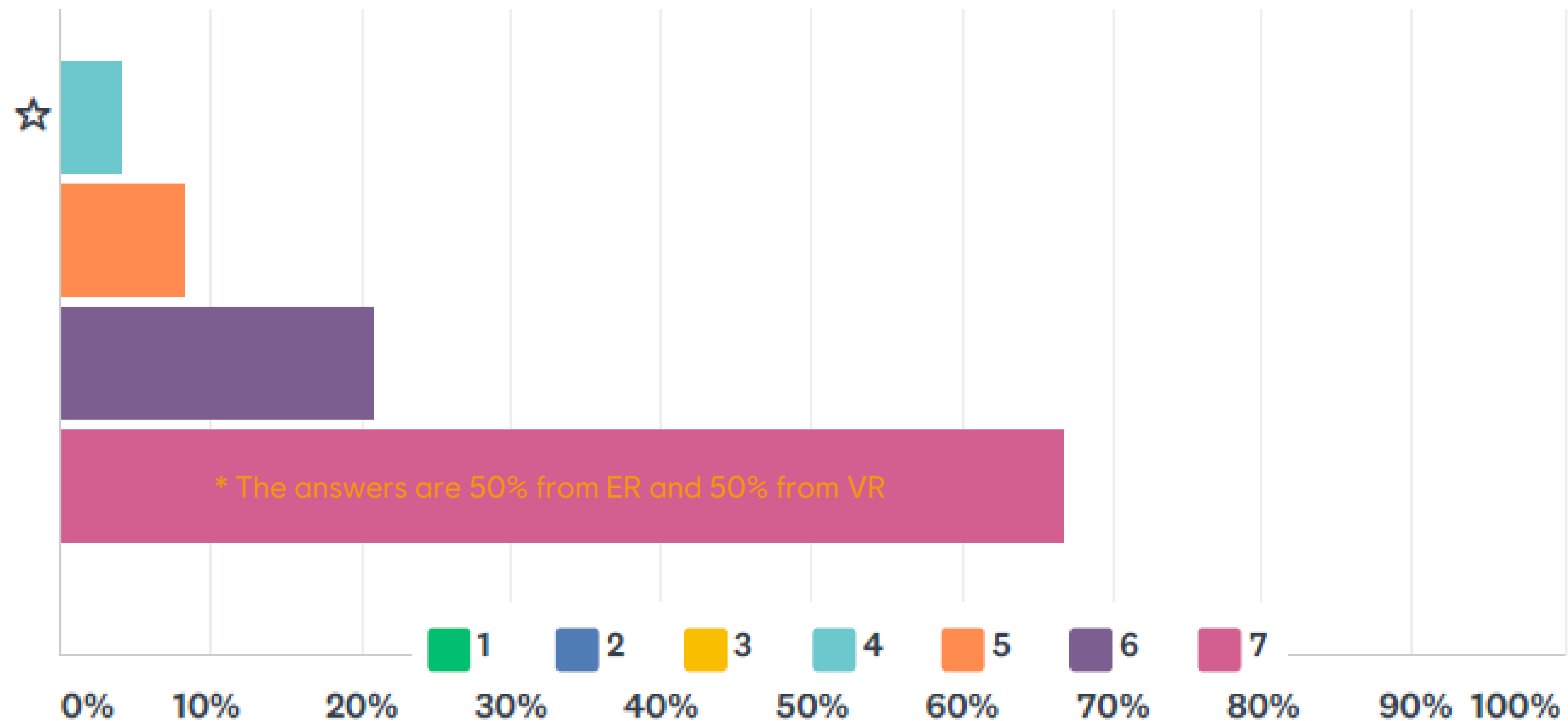
Answered: 24 Skipped: 5



What the clients say...

How bright do you see the future for VR Escape Rooms?

Answered: 24 Skipped: 5



What the clients say...

A new type of LBVR venue

- An Escape Room branded venue proposing only VR Escape Rooms experiences
- 8 partners
- And many more inquiries...

Beyond the data ...

How to market and address
the consumers of VR Escape Games?

Beyond the data ...

①

Tell people that **VR is not a video game platform!**

They are not video games, they are experiences!

②

Don't market it as a video game! But as an experience.

③

Let them **put the headset on** in the lobby, in an avatar, so they realize what VR is!

Questions ?

cyril.voiron@ubisoft.com

We are recruiting for VR @ Ubisoft Düsseldorf
<https://duesseldorf.ubisoft.com>



Düsseldorf



 **MERCER**
#6 Best City in
the world for
quality of life



#2 Biggest
Japanese
community in
Europe



#1 Karneval &
Bier in
Germany

