

Virtual & Real Communities



Wie die Gaming - Branche das Community - Building prägt





NIANTIC

Wie alles begann

Wie alles begann



Die Welt wird zum globalen Spielfeld



INGRESS Prime
2013



Pokémon GO
2016



**Harry Potter
Wizards Unite**
2019 – 2022

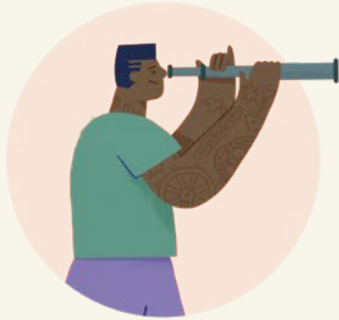


Pikmin Bloom
2021



Mehr Produkte in der Entwicklung
(darunter: *Transformers: Heavy Metal*)

NIANTIC'S MISSION



EXPLORE

The world is a
Giant Adventure



EXERCISE

For Physical and
Mental Wellbeing



SOCIAL

Real-world Social
Interaction

Exploration & Discovery

Be curious about a place – let's appreciate and explore the world around us with a fresh perspective.

01

Niantic is an AR company inspiring people to *explore the world*, together.



02

Niantic is an AR company
inspiring people to explore
the world, together.

Movement

"How do I move in this game?" Niantic nudges players
to exercise and get moving outside.





03

Niantic is an AR company
inspiring people to explore
the world, *together*.

Real-World Social

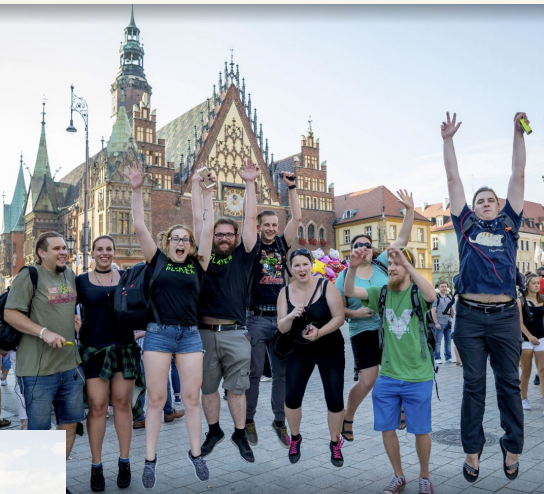
Explore together in person – creating
new friendships and strengthening
communities along the way.

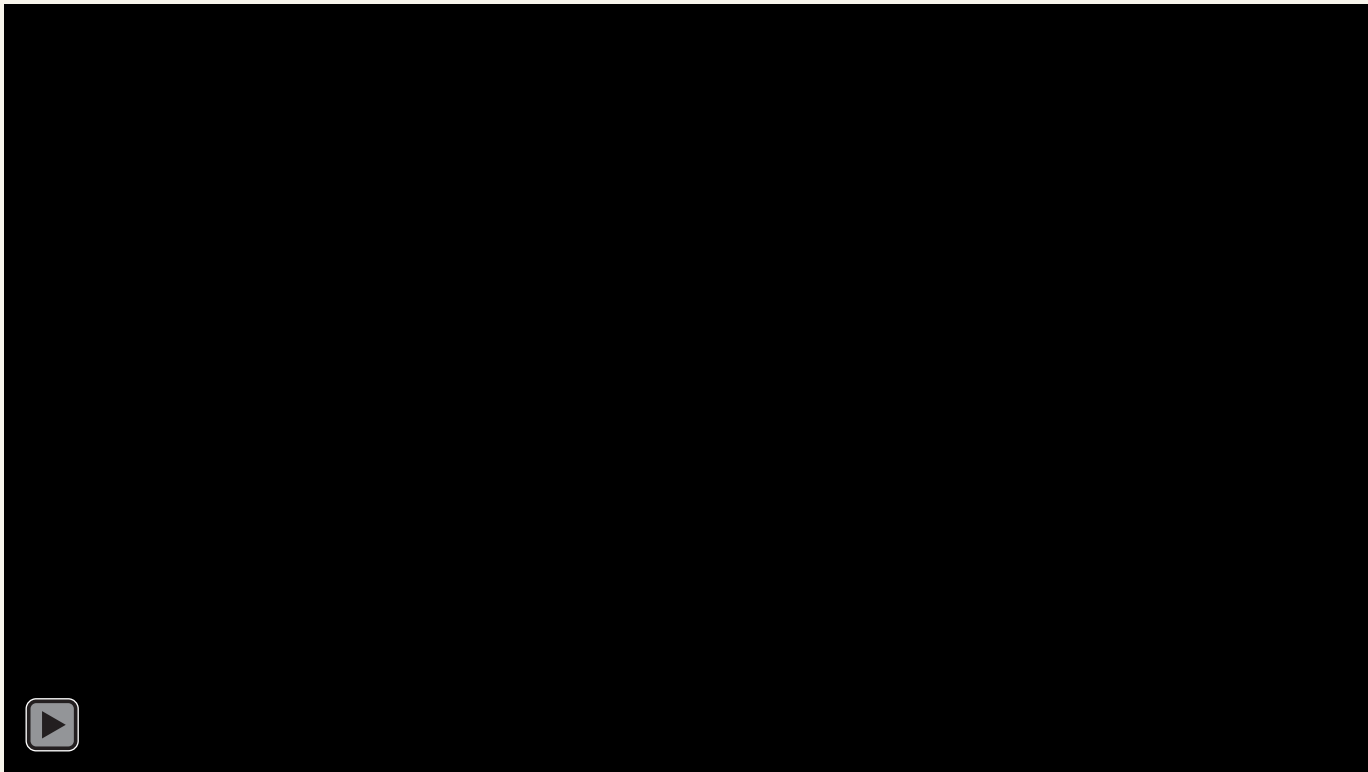
5 Dinge

die du von Augmented - Reality
Games über den Aufbau von
Communities lernen kannst



1 Eine starke Community braucht einen Berührungspunkt in der echten Welt





Pokémon GO Fest 2019

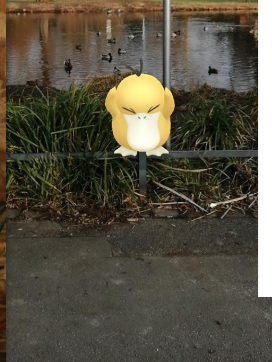
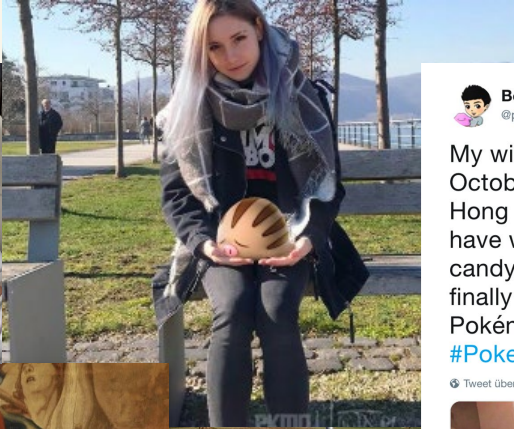
Dortmund, Deutschland

2 Ermächtige deine Spieler, dann werden sie eine Community schaffen





3 Teil einer Community zu sein ist ein Lifestyle



 **Bobby** ♦ PKMnsnaps
@pkmnsnaps Folgen

My wife & I each caught a Farfetch'd in October 2016, while on our honeymoon in Hong Kong. Since then, Farfetch'd and I have walked 2,307km, and earned over 800 candy together. Thanks @pokemongoapp for finally allowing me to meet my buddy Pokémon!
#Pokemon #PokemonGO #GOsnapshot

[Tweet übersetzen](#)

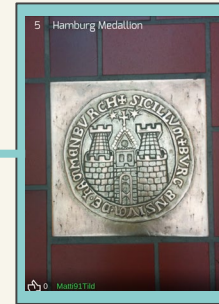
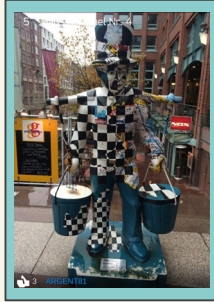


23:32 - 23. Feb. 2019

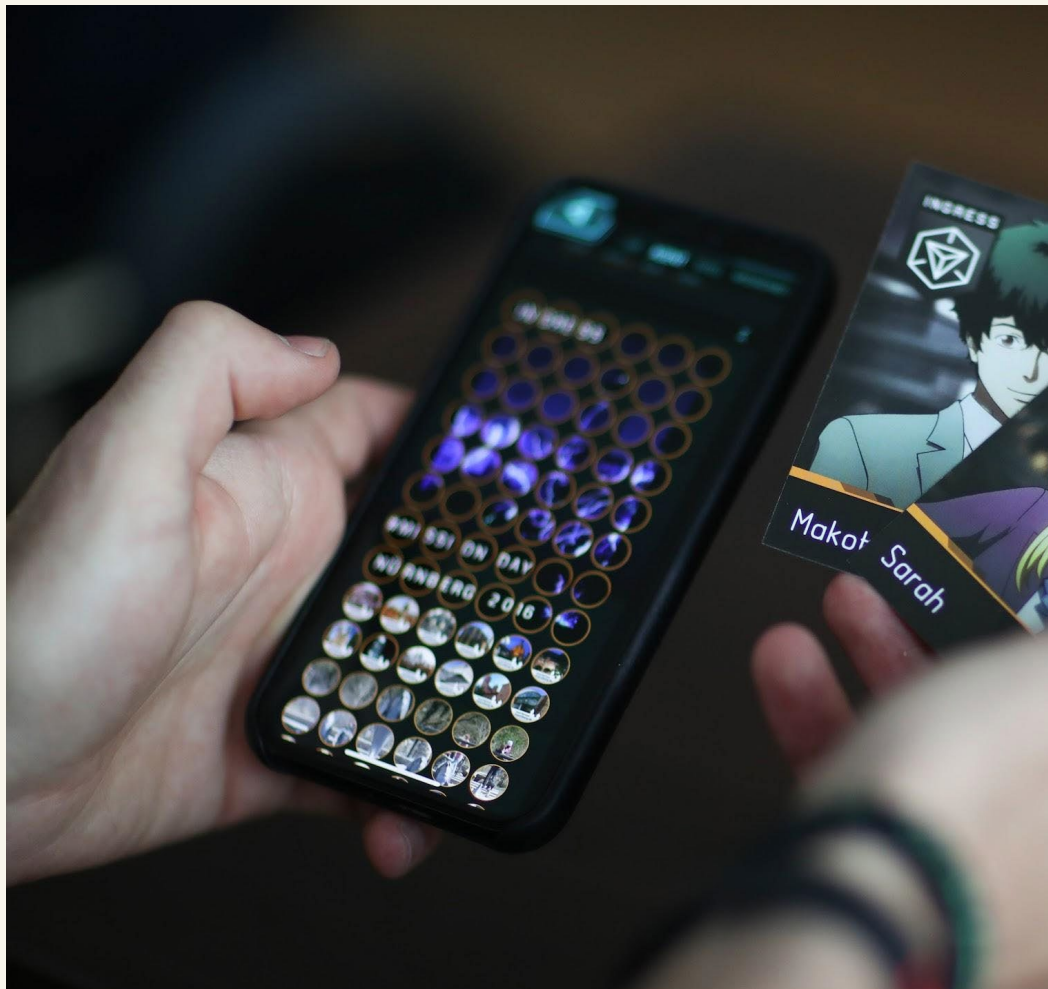
88 Retweets 883 „Gefällt mir“-Angaben 

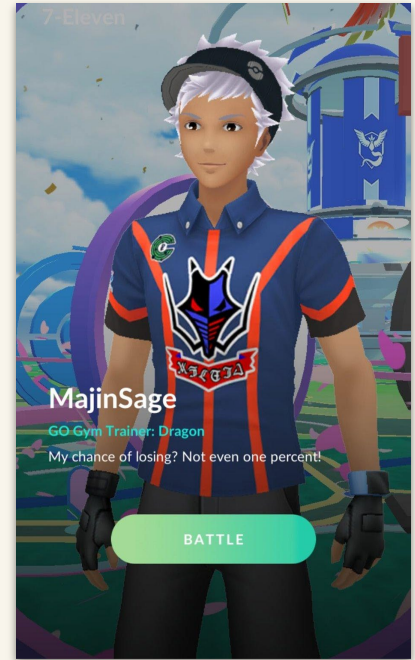
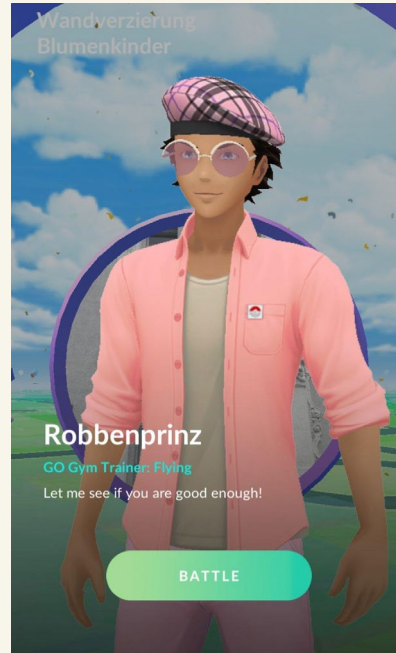
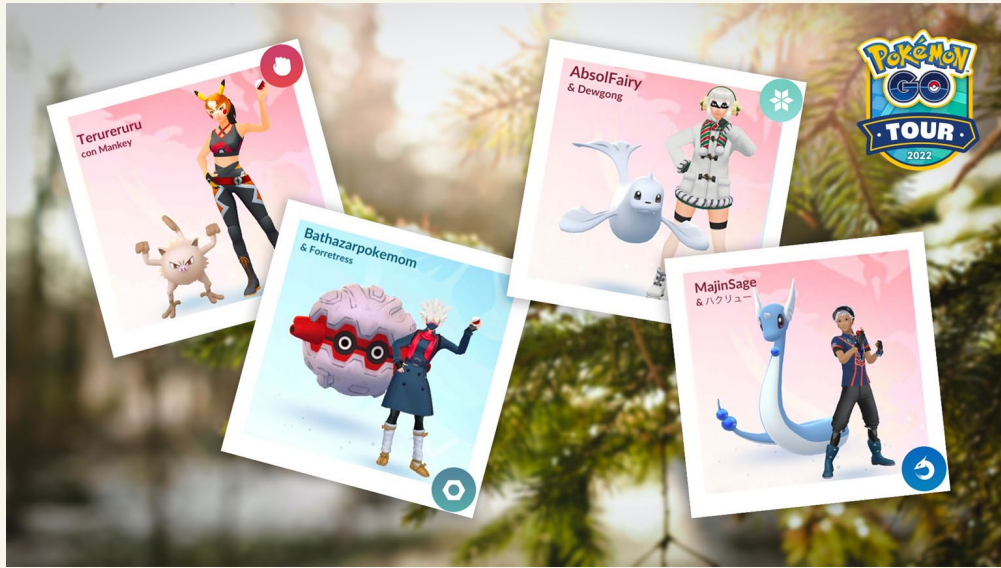


4 Teilnahme durch die Community wird dein Spiel bereichern



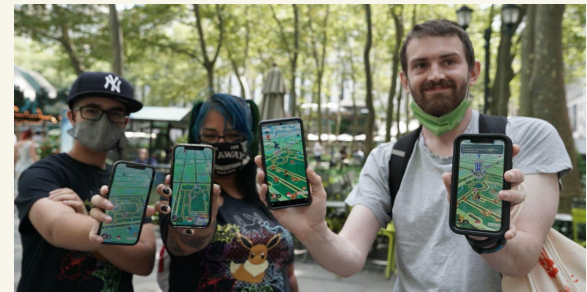
John Hanke, 2015





5 Eine Community zu bauen ist ein Investment in die Zukunft





Vielen Dank!

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