

The Wayback Machine - <https://web.archive.org/web/20110930120146/http://gigaom.com:80/2011/09/27/grey...>
[Tech News and Analysis](#)

- [Events](#)
- [GigaOM.tv](#)
- [Research](#)
- [Home](#)
- [Apple](#)
- [Broadband](#)
- [Cleantech](#)
- [Cloud](#)
- [Collaboration](#)
- [Mobile](#)
- [Video](#)

[om](#): Where Americans drink their coffee. [Infographic] <http://t.co/Iye2KHHA>

Instant search



***Shadow Cities* finds that mobile gaming is surprisingly stationary**

By [Darrell Etherington](#) Sep. 27, 2011, 2:43pm PT [4 Comments](#)

- [Tweet](#)
-
-
-



© Pinar Ozge Grey Area co-founder and CEO Ville Vesterinen took to the stage at GigaOM's Mobilize 2011 Tuesday to discuss a growing trend: location-based gaming. One of the company's most significant discoveries about mobile games has to do with how little they seem to actually be played on the run.

Grey Area is the company behind [Shadow Cities](#), an iPhone game that broke new ground in mobile location-based massively multiplayer online gaming. Vesterinen called ShadowCities “the first of a new category of games,” where the game world and the real world are merged. *Shadow Cities* pulls not only other players in your area into the experience, but also the surroundings themselves. The real world tie-in allows for “the most exciting game board you can have,” says Vesterinen.

Location-based gaming, according to Vesterinen, needed technology to catch up to gamer expectations before it could succeed. Gamers who play MMOs are looking for “immersive experience,” and that’s what Shadow Cities can provide, thanks to the improved graphical capabilities of current generation mobile platforms.

Finding the sweet spot where location-based games succeed is a process of experimentation; Vesterinen says Grey Area expected a mobile game like *Shadow Cities* to be more popular while users were in transit, with short, casual sessions. In reality, most users tend to game in places where they are most often, like at home, and stay for longer periods. In this way, mobile gaming is much more in direct competition with traditional console gaming.

That also means location-based gaming need not necessarily orient itself towards casual players. Hours long sessions are common, and it stands to reason that some in-game experiences can cater to that group of gamers.

Another interesting point that Vesterinen made is that there is lots more opportunity to bring the real world into games; location is just one data set, things like real estate prices, weather, traffic could all contribute to the future of mobile gaming by filling in the virtual world with data users can easily relate to. That’s an interesting future to consider when video gaming’s past seems to have been built up around an idea of escapism, where game worlds often didn’t resemble a user’s environment at all.

Vesterinen said they plan to extend *Shadow Cities* to more countries, but also has more, similar games in development, though he wouldn’t go into much detail about specific plans for Grey Area’s future releases.

Something went wrong

:(

Ruffle failed to load the Flash SWF file.

Access to fetch has likely been blocked by CORS policy.

If you are the server administrator, please consult the Ruffle wiki for help.

[View Ruffle Wiki](#)

[View Error Details](#)

Watch [live streaming video](#) from [mobilize2011](#) at livestream.com

Related research and analysis from GigaOM Pro:

Subscriber content. [Sign up for a free trial.](#)

- [Tablets wars: Apple is from Venus, Amazon is from Mars](#)
- [Tablets wars: Apple is from Venus, Amazon is from Mars](#)
- [Tablets wars: Apple is from Venus, Amazon is from Mars](#)

If you like this story, please share it

- [Tweet](#)
-
-
-

[Smartphones](#)

[Previous](#)

[What you can learn from the rise and fall of WebOS](#)

[Next](#)

[The connected home is closer than ever](#)

- [Comments](#)
4

[Feedback](#)



Displaying 4 of 4 comments.

1. [aepxc Tuesday, September 27 2011](#)

It takes a while to get immersed, and a conscious desire to do so. I'd wager that "immersive" and "casual" will be mutually exclusive categories.

[Reply](#) or

Share

◦ [Facebook](#)

[Tweet](#)

◦

2. [Jacek Grebski Tuesday, September 27 2011](#)

Interesting stuff, but makes sense if you think about it. On the go gaming has to achieve a certain goal, i.e. angry birds, a MMOesque game involves a lot more of a time commitment. Would be interesting to see how a game w/ a large penetration would work in a place like NYC though, especially, if you had to physically go to certain places to level up, etc... and also what types of rewards you would offer the player.

[Reply](#) or

Share

◦ [Facebook](#)

[Tweet](#)

◦

3. [Robby Tuesday, September 27 2011](#)

Those who like mobile games will also like Dobango play2Win iPhone games app. Games are fun and addicting.

<http://itunes.apple.com/us/app/play2win/id432643192?mt=8>

[Reply](#) or

Share

◦ [Facebook](#)

[Tweet](#)

◦

4. [Helene Lavoix Thursday, September 29 2011](#)

If networks were giving proper connection everywhere, then probably you would have more games played while traveling.... try playing any game on a 3G that moves to E every 30th sec, or on a WIFI that disappears and oh your provider does not cover this spot...

[Reply](#) or

Share

◦ [Facebook](#)

[Tweet](#)

◦

Displaying 4 of 4 comments.

[Join the conversation](#)

[Darrell Etherington on Twitter](#) [RSS Feed for Darrell Etherington](#) [Email Darrell Etherington](#) [Darrell Etherington](#)



Happy birthday to [@om](#) ! Hope you're enjoying your day, picking out great watches and/or shoes. :)
Darrell's Posts

- [The new Kindle: Hands-on and first impressions](#)
- [Kindle Fire details reveal no iPad competitor](#)

Resource Center



Managed Security for a Not-So-Secure World Learn strategies that provide data security and address the rising data threat landscape, the need for compliance, and today's lean IT staffs. [Download it free now!](#)



Infrastructures for Innovation See how new technology offerings lower operating costs, higher revenue, and effective and rapid delivery of new offerings to the market. [Download it free now!](#)



Mobile Security Today Deconstruct the myths, risks and threats of the current mobile security landscape, and learn how organizations can establish a solid mobile security strategy. [Download it free now!](#)

Brought to you by  **CenturyLink™**
Business

Sign up to get news!

Your Email Address

SUBSCRIBE

- [Twitter](#)
- [Facebook](#)
- [RSS](#)



GigaOM TV

Now Loading...

Meet The Editors



[News From](#)

- [Wall Street's Favorite Industry and the Four Stocks It's Buying](#)
- [Samsung Reportedly Offers Apple a Deal](#)

- [Micron, Support.com: After-Hours Trading](#)
- [Dion's Thursday ETF Winners and Losers](#)

© 2011 [GigaOM](#)

- [Privacy Policy](#)
- [Terms and Conditions](#)
- [About](#)
- [Editorial Team](#)
- [Media Kit](#)
- [Contact](#)

[WordPress.com VIP](#)

Click to log in with:

- [LinkedIn](#)
- [Twitter](#)
- [Facebook](#)
- [WordPress.com](#)
- [GigaOM Pro](#)

[Not you?](#) ☒ Remember me

Comment as guest:

By continuing you are agreeing to our [Terms of Service](#) and [Privacy Policy](#).

Submitting comment...



Click to log in with:

- [LinkedIn](#)
- [Twitter](#)
- [Facebook](#)
- [WordPress.com](#)
- [GigaOM Pro](#)