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Game Labs

New technologies for board games

Sprama Game Labs

Sprama Game Labs is a new tech startup focused on developing an ecosystem for hybrid board games based on its new flexible, customizable, and cost-effective technology: The **Atlas Game System**.

Founded by partners with solid experience in enterprise and research, and due to the strong technical competencies in hardware and software and a network of contacts in the board games market, it aims to build a new ecosystem of hardware, software, and connected services.

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ATLAS
GAME SYSTEM

The **Atlas Game System**

DIGITAL
It enables digital interaction with players and traditional game elements.

INNOVATIVE
Hybrid board games bring new game experiences to the table.

MODULAR
It can be adapted to different games thanks to its **patented** modular approach.

AUGMENTED
Interactive tutorials, Artificial Intelligence, Connected services and much more.

FLEXIBLE
Game Maps can be customized in sizes, prints and functions.

COST EFFECTIVE
The most expensive components are reused in the Game Console.

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Three Components

GAME CONSOLE
Reusable electronics, compact and easy to transport

GAME MAPS
Flexible, game specific smart surfaces

GAME SOFTWARE
Easily integrated thanks to a specific SDK

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Atlas Game Console

The Atlas Game Console is a reusable component; it's compact, easy to transport, and includes a battery supporting several hours of play.

To play, it connects to a Game Map through dedicated electronics, identifies it, and reads the different sensors hidden in the game mat surface. It can read several kinds of sensors, from NFC readers to get items positions, to capacitive touch areas and force sensing pads (FSR) that can implement buttons and sliders. It also provides several side functionalities like identifying the Game Map through unique serial numbers.

It then sends information about the game surface to the app running on a mobile device or a pc wirelessly, using BLE technology.

Atlas Game Map

The Game Map is a swappable component plugged into the Atlas Game Console to play (like an old-fashioned console cartridge).

It's a flexible game mat with hidden electronics that enables interaction with the game elements placed on the surface using NFC communication, identifying them, and recognizing their positions. It looks and feels like a high-quality game mat.

The Game Map is highly customizable: it has a printable surface, and the size, shape, number, type, and disposition of sensible elements can change according to the game design.
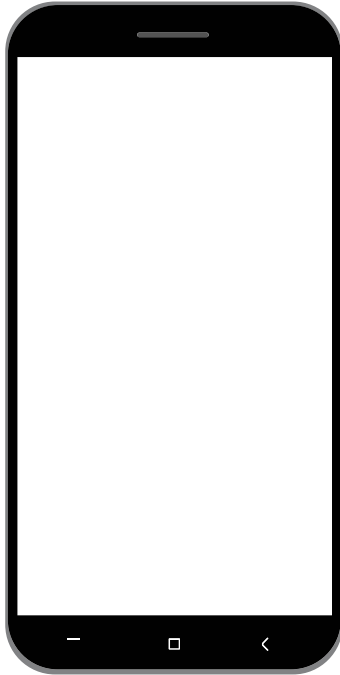
Game Software

The game software resides in a BLE-enabled device (like smartphones and notebooks) and handles all the game activities and logic.

As it's a fundamental component of a hybrid game we will support the software development activities by:

- Providing an easy-to-use SDK for Unity to interact with the console, enabling cross-platform development
- Keeping an in-house high seniority development staff working on the SDK to adapt it to client needs and support them in the development process
- Providing a centralized system (website and web services) for game-related services like authentication, leaderboards, achievements, and statistics to provide more value to players

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Our **goals**

Our technology aims to meet the curiosity of **new generations of players** interested in gaming approaches that combine the videogame experience with traditional board games.

Hybrid games up to now have achieved mixed results: inhomogeneous approaches, few dedicated technologies, complex user experiences, and a lack of added value by the technological component have been discouraging for the broad public.

In more advanced and dedicated solutions, high prices and low flexibility have been an obstacle for purchases from enthusiasts and early adopters.

Our patented solution has a lower production cost and allows for natural interaction while being flexible enough to fulfill authors' and publishers' needs.

Benefits of the Atlas Game System

For the User

- A lower initial cost and reusability raises the system's perceived value and encourages early adopters.
- Uses technologies common in video games like complex narrative trees, artificial intelligence, memorizing game conditions, handling complex calculations, and many more.
- Using in-game tutorials and aids makes gaming simple and more inclusive.
- Enables engagement mechanics like leaderboards, achievements, and trophies to enrich the user experience.

For the Publisher

- Brings the console business model to the board game market.
- Owning the system encourages the purchase of more titles for the platform.
- Reduced localization and instruction manuals cost (easier to update and correct)
- High variability in supported games types and pricing widens the potential audience
- Digital sales improve games' life cycles and ROIs
- Direct collection of gameplay statistics (impossible otherwise)

Competition

Among the competitors, we can identify digital game boards like **SquareOne** and **Lastgameboard** and smart surfaces like **Teburu**; these solutions have a high price and have fixed dimension and shapes that limits the games they can support.

Our modular approach gives us a significant advantage over them, as it enables the reuse of the most expensive elements while keeping surfaces with a low production cost and highly customizable. At the same time, the Game System integrates well into the production process commonly used in the industry and blends with traditional game elements.

We designed our technology to be cost-effective and suitable for mass production; we also organized the supply chain with some of the most prominent players in the board game production market.

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Building a **network of partners**

The project needs to be able to build a solid user base to be successful; to do so, we think we should:

• reduce users' perceived risk, limiting the initial purchase cost
• reassure users that they will have enough titles developed over time
• guarantee that we will maintain the system and the connected services

We believe networking is the key: building a network of publishers that will develop new dedicated games for the platform while we focus on technical support and services.

Our aim is to build a network of publishers to make different kinds of games for the Atlas Game System, to provide a good variety of games for end users and thus provide a high perceived value.

Our **revenues**

Royalties on published games

Digital Market

Online services

Engineering Services

Software Development

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Meet us at CES 2023, Booth 62801
Las Vegas, 01/05 – 01/08