Stories from Unity

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/me

- Unity Technologies
  - **ne** įkūrėjas!
- Teorija: Lead Graphics Programmer
- Praktika: troublemaker

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Unity Technologies

- Taking the pain out of game development
- Produktas: Unity
  - **Ne** Web 2.0!
  - ~500 KLOC, daugiausia C++

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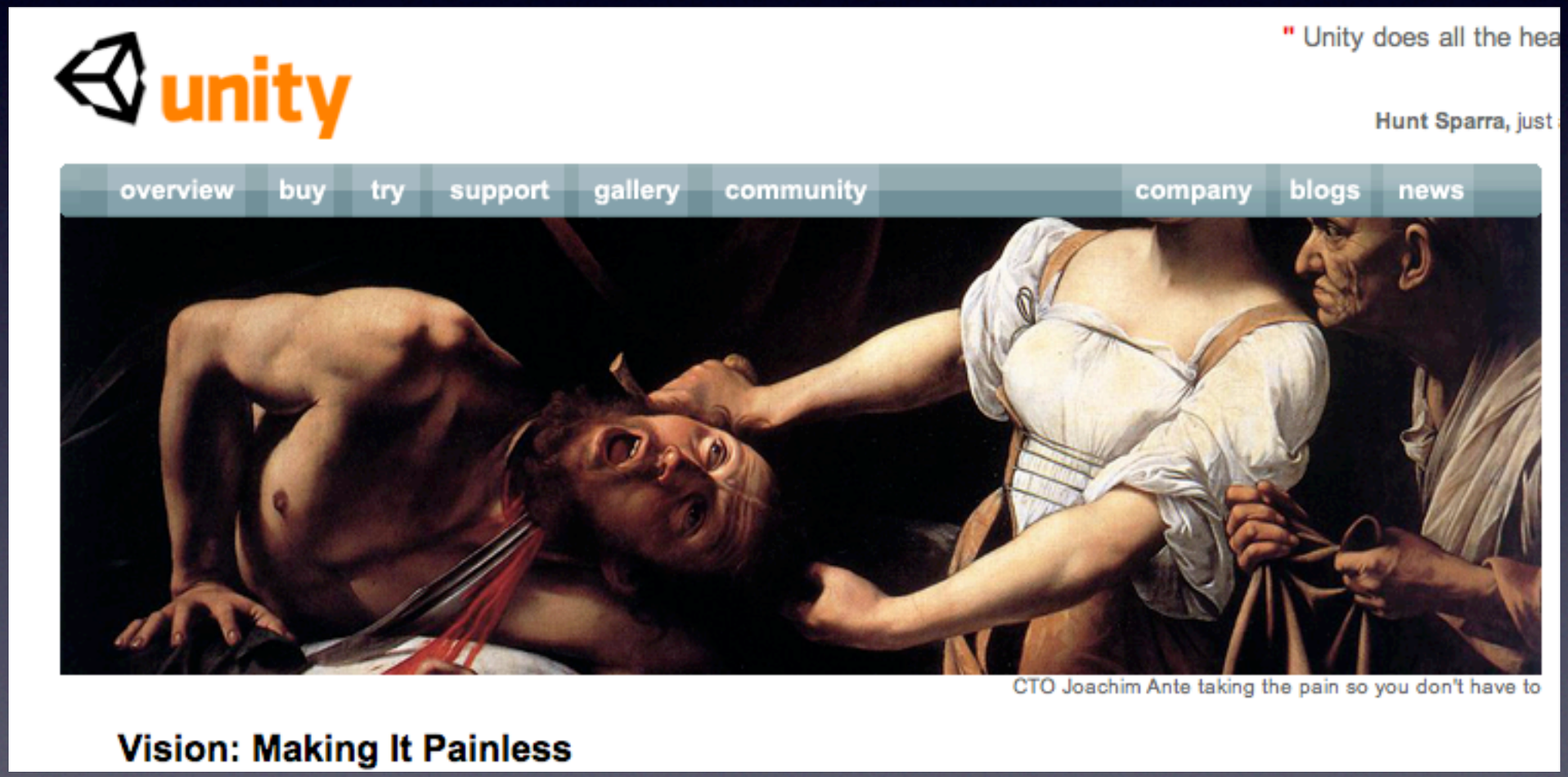
Unity Technologies

- Real actual website, ~2007



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Unity

- Žaidimų kūrimo įrankis
- Maždaug “3D Flash”
- Windows, OS X, browser, iPhone, Wii
  - Daugiau “in the works”
- Maži/vidutinio dydžio žaidimai

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Unity

Integrated Editor

Everything is done through Unity's simple user interface. Thousands of hours of thought and spit-polish have gone into it. Read more.

Graphical Power

Unity has a highly optimized graphics pipeline for both DirectX and OpenGL. Read more

Asset Importing

All major file formats are supported, and almost any art application can be used with Unity. Read more

One-Click Deployment

Unity supports a wide range of platforms when you release your work to the come alive. Read more

Wii Publishing

The industry's most popular console just got a lot easier to develop for... Read more

iPhone Publishing

Revolutionary game development comes to a revolutionary device. Read more

Shaders

Unity's shader system combines ease of use, flexibility and performance. Read more

Terrains

Vast, densely foliaged landscapes that run smoothly on low-end hardware. Read more

Networking

Go from single-player to full realtime multiplayer games. Read more

Physics

Bring your interactions to life with the built-in Ageia PhysX™ physics engine. Read more

Audio & Video

Mix realtime 3D graphics with streamed audio and video. Read more

Scripting

Blazing fast .NET-based JavaScript and C#, with rich libraries and great documentation. Read more

Unity Asset Server

The Unity Asset Server is an add-on product which adds version control to Unity. Read more

Shadow & Light

Realtime soft-shadows and baked lightmaps, spiced up with halos and lens flares. Read more

Documentation

We provide you with step by step tutorials, documentation and example projects. Read more

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2005

- Startup!

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2009

- Startup? Turbūt nelabai

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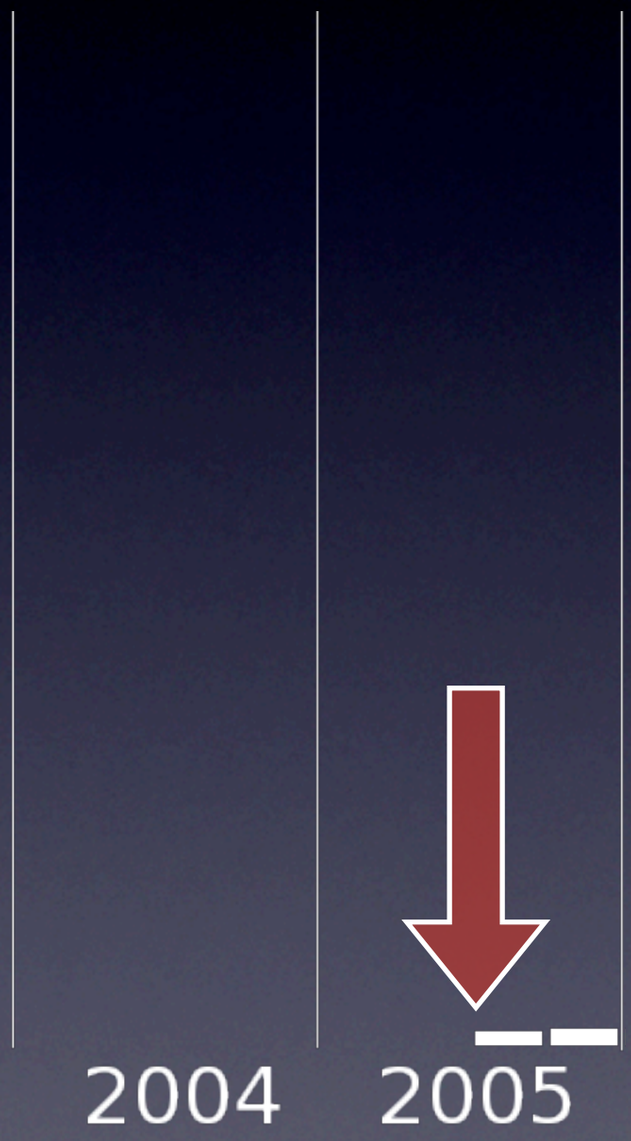
Pradžia

- 2003-2005
- Be pajamų
- Shithole
- Code code code!

Pirmi pardavimai



- Tik Mac OS X
- Apple WWDC
- Mac gamedev
- ~7000€ / mėn

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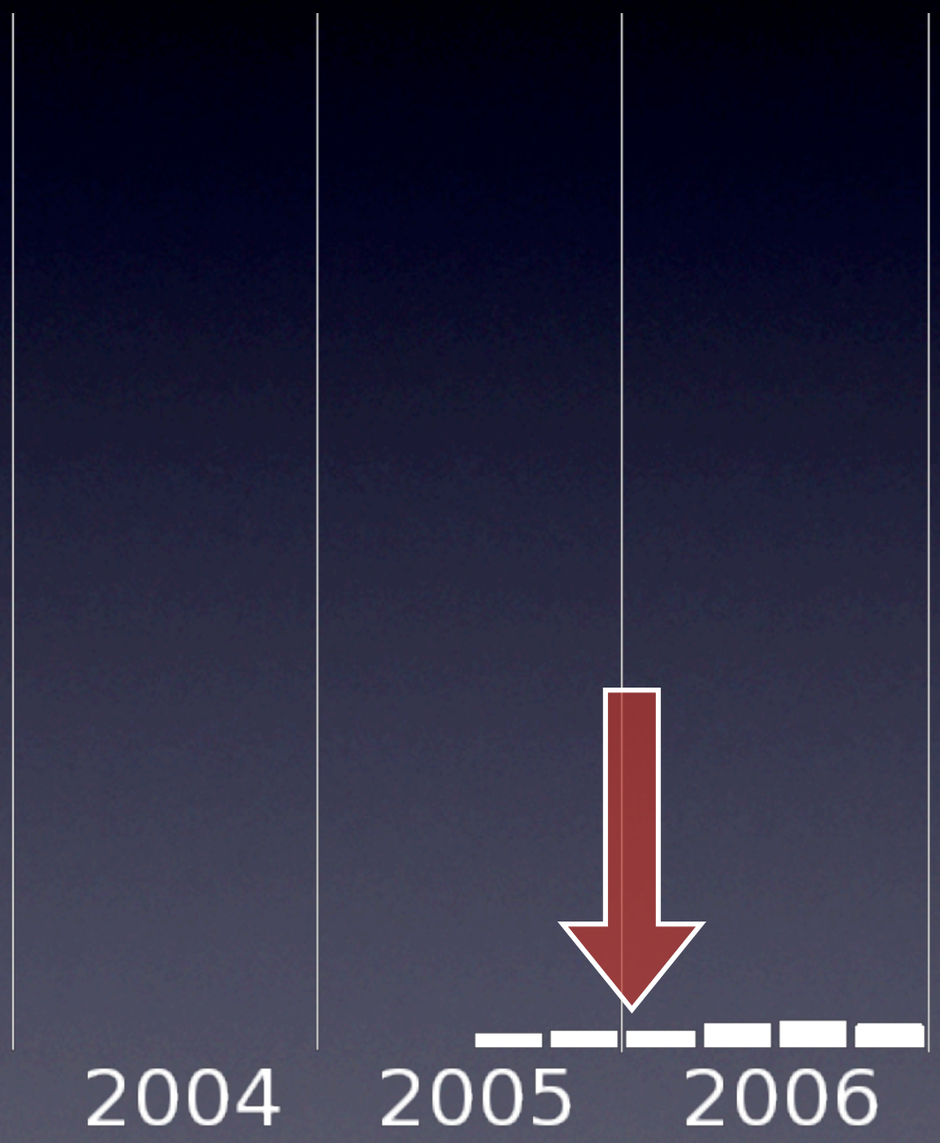
Aras prisijungia



Niekas nepasikeičia :)

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2006

- CEO, CTO, aš ir studentas
- Pajamos nedidėja
- Code code code
- Community / Word of mouth
  - Kitokiam marketingui nėra žmonių/$

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2006/2007

- Kiekvienas mėnuo – klausimas
- Keep on pushing
  - 1.2.2, 1.5, 1.5.1, 1.6, 1.6.1, 1.6.2

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2006

Unity - Made by You !
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The first game development tool of the next generation...
What You See Is W t You Ship

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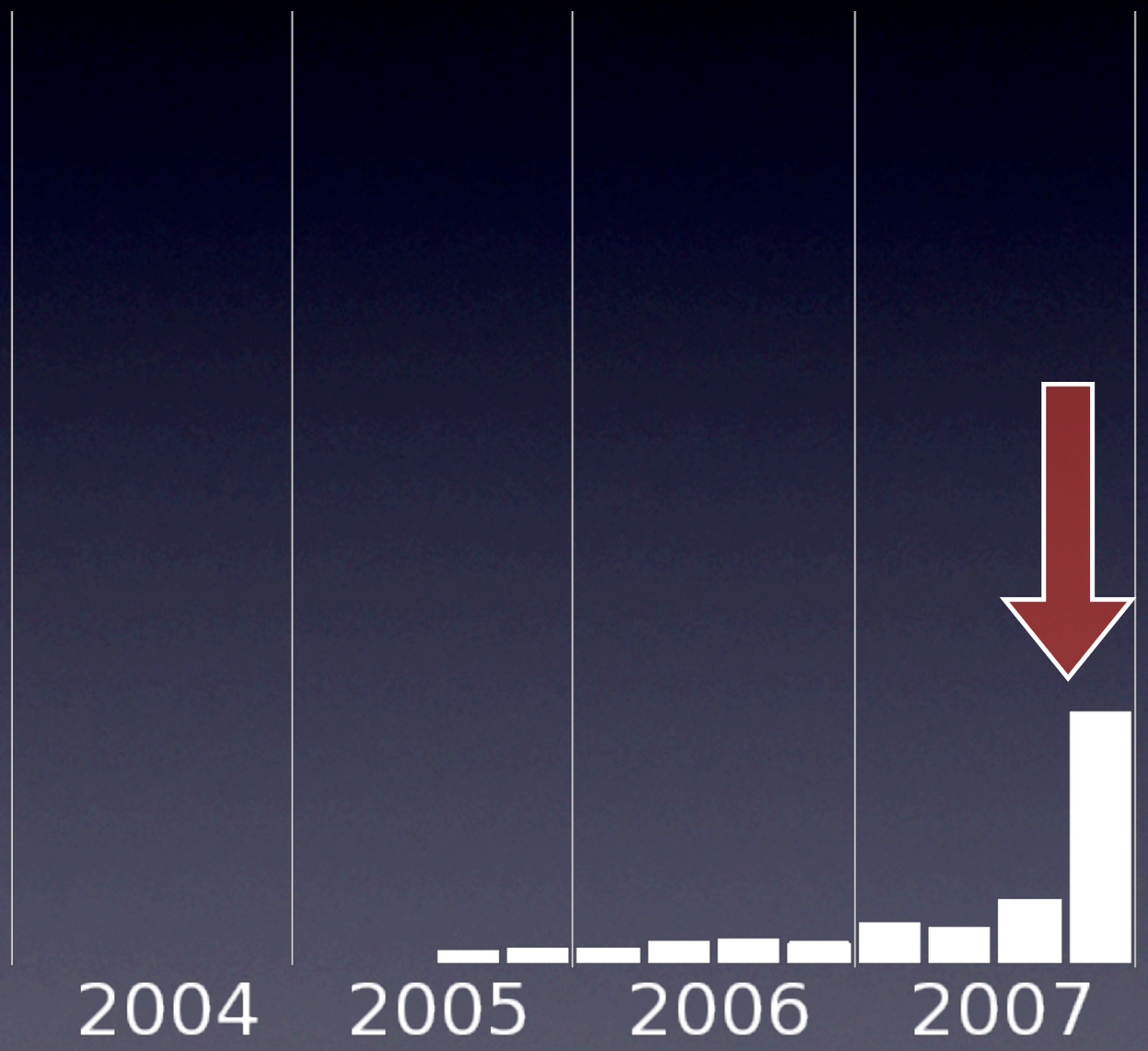
2007



Unity 2.0:

paid upgrade

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Unity 2.0

- 2.0 = big deal
- Unity vis dar tik OS X!
  - ...bet žaidimai veikia Windows & OS X
- 11 žmonių
  - Ar vis dar startup?
  - ...vis dar obscure

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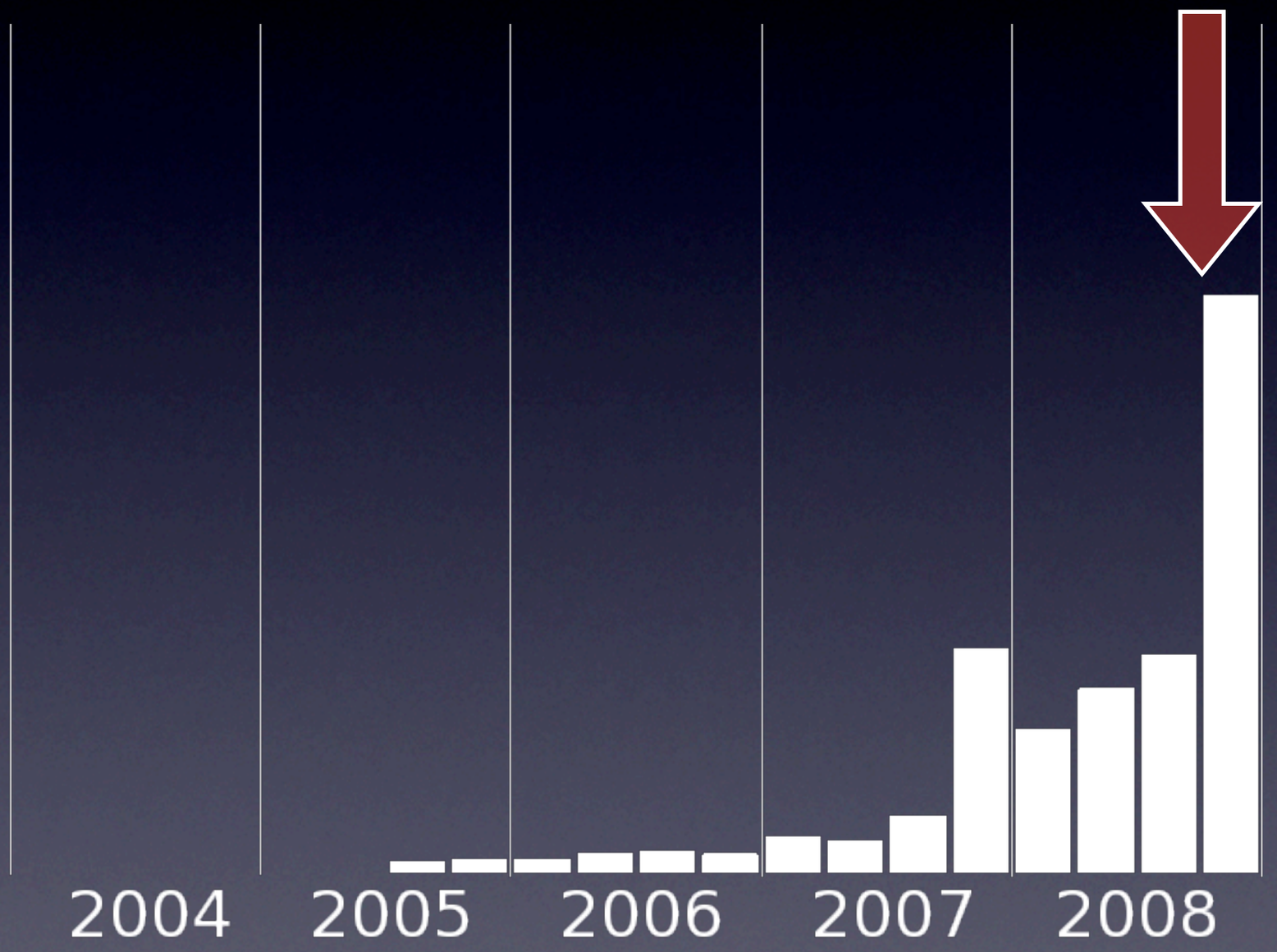
Unity iPhone?



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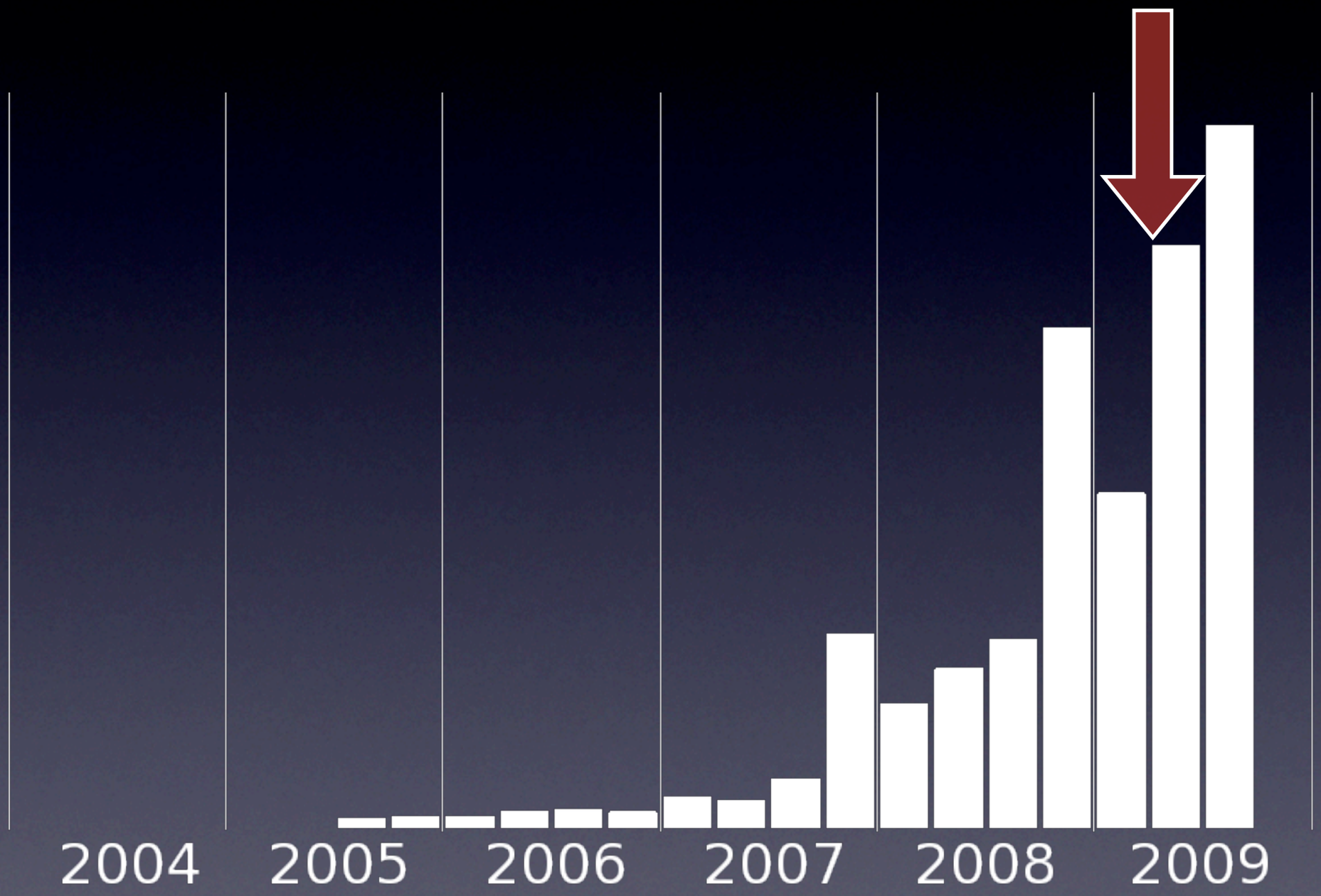
Windows versija



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2009

- Arti pusės mln. € / mėn
- 50+ žmonių
  - Kai turi HR, jau nebesi startup'as :)
- Sequoia Capital Series A 5.5 mln. $

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Going Mainstream

- Startup: kaip pragyventi
- Mainstream: daug daugiau problemų!

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Problemos

- O kas, jeigu...
- Per daug krypčių
- Daug žmonių, sunku adaptuotis
- Ką darys konkurentai?

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Ką pasirinkti?

ZUNE

PS3
PlayStation 3

maemo

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Šitiek žmonių!

- Kaip juos visus suvaikyt?

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Distributed

- Kopenhaga
- Vilnius
- Kaunas
- San Franciskas
- Londonas
- Amsterdamas
- Berlynas
- Sietlas
- San Paulas

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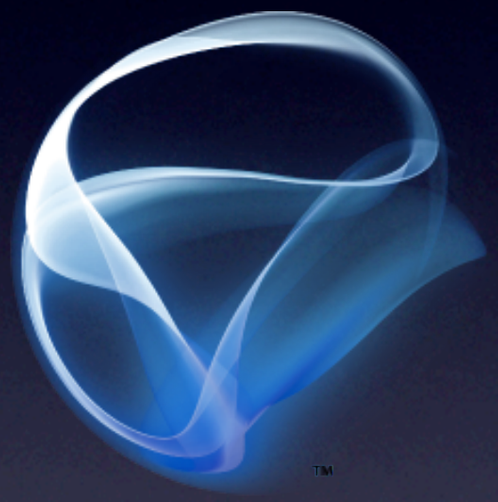
Trad. konkurentai

Baisūs konkurentai



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Įdomu

- Are we up to the challenge?

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Moralas

- Startup = fun!
  - (bet ir iššūkis)
- Geri ir protingi žmonės!
- No bullshit!
- Focus!

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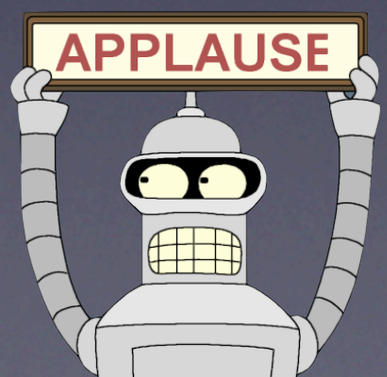
Moralas

- Džiaukitės, kol esate startup’ai

Klausimai?