monsarrat

Why is This Newsworthy?

1. Outdoor Games are an Untapped Opportunity

It feels like outdoor video games are dominated by Pokémon Go. But their technology, GPS pinpoints, only support a “collecting” type of gameplay. Nobody plays collecting games on PC, console, mobile, and VR.

The strongest and best-earning video game genres on PC and console are action, roleplaying, and strategy, which have yet to be put outdoors. Pokémon Go's approach to gameplay, using fixed map points, just can't support those game types. How can you put a racing car game on a pinpoint? How can you explore a fantasy world on a pinpoint?

Seen from the perspective of which video game genres have been brought outside, most of the potential of outdoor gaming is still untapped.

That's what Monsarrat does. Their 8 patents lay out a game world across a map area, and then you walk through it like the Holodeck on Star Trek, seeing hundreds of fantasy rocks, trees, creatures, buildings, items, and more. That can bring roleplaying, action, and strategy game genres outdoors for the first time, the genres that have blockbuster profitability and that match the biggest movie franchises, where fans expect storytelling.

2. The World’s First Outdoor Roleplaying Game

Founder Johnny Monsarrat previously co-created a brand new category of video game, MMOs, as Founder, CEO, and CTO of Turbine. Turbine was one of the "big three" first MMO game companies, which made hit MMO games Asheron's Call (D.I.C.E. "Game of the Year") and Lord of the Rings Online (PC Gamer Magazine "Game of the Year"). Turbine is now a division of Warner Bros.

Now Landing Party is the world's first outdoor roleplaying game, another new category that's never been seen before. Unlike scavenger hunt games where you walk to GPS pinpoint and stop, Monsarrat lays a 3D fantasy landscape across a real world space. You see it in augmented reality and navigate by walking through it. It's never been done before, and is backed up by 8 patented technologies. Landing Party is available now on Android, iPhone, and XREAL AURA.

3. Makes Any Park a Theme Park

Monsarrat's game is like a theme park in your pocket. It transforms any open space into a fantasy world. As kids we all played creative games outdoors that were pure imagination. Landing Party brings those creative games to life, using augmented reality to show an entire 3D world around you, with hundreds of 3D models of trees, rocks, creatures, buildings, and more. Then you walk through the world by walking in real life.

It’s like an escape room or themed playground without any construction required. And with Monsarrat’s 8 patented technologies you can place it anywhere. You don’t need to walk across your city to fixed locations. You can play anywhere there is room to walk: indoors, your back yard, or a local park. Because you move the game world while you play, you can fit a large mission into small real-world spaces, or work around obstacles like bushes and park benches.

4. Builds Mental Health

Some 80% of young people say that they feel isolated. It's a global crisis of loneliness. When we're lonely, we look to social media to feel connected, but it doesn't work. There's no substitute for getting outside and going for a walk, or meeting up with friends. But when we're depressed, we don't feel like going out, so we don't.

Landing Party gives a video game incentive to get outdoors and walk around. Walking changes your body chemistry. It literally makes you happy just to walk. That's good for mental health, and for physical health too as you get your steps in. The game also helps you make a new friend in the real world, not just online. Whether it's remotely or in person, up to 10 players can play a mission together in a safe, daytime public park, with the game acting as an ice breaker or a team-building exercise. Playing a little game together breaks down barriers and helps bond people into friendship. That's valuable. See below for more.

5. An Outdoor “Sport” for the Rest of Us

As kids, we all played creative games outdoors, but as adults, it feels like if you're going outside, your only choice is sports. The outside world belongs to jocks. But some people find sports boring and exhausting. Others like sports but don't have the right clothing or equipment, don't live near a sports field, or they just don't feel like getting sweaty.

Monsarrat's games sit in-between video games and sports, and can draw people from both communities. For sporty people, it's more active than sitting in a chair in your mom's dark basement. For gamers, it's far more creative than sports, and you don't need to be an athlete to win, because all you do is walk around. You don't need a sports field or any equipment, and with Monsarrat's 8 patented technologies you can even play in a small space. Welcome to playing outdoors again.

6. A Game For Life. Your Real Life.

Most video games are a stress break, a distraction from the real world. It’s true that games can make you feel entertained, challenged, and inspired, and you could even make a new friend online. But nobody is living life to the fullest playing a video game, just like nobody is living their best life sitting idle and watching TV. At best video games are what we do to recharge. At worst we use them to avoid life. Humans are not built to sit all day.

Monsarrat’s games don’t separate you from life. They connect you to life. You walk your neighborhood breathing fresh air, seeing trees, sky, and other people. Engaging with the world opens you up to possibilities, like buying an ice cream, seeing a squirrel make a great leap, or

saying hello to a passerby pushing a baby carriage. You don't pause your life. You go out and live it, but with all the creativity, challenge, and imagination of other video games.

7. The Next Generation After Pokémon Go

Pokémon Go and other AR walking games get you outdoors and moving, seeing creatures on your phone in augmented reality. But they're based on fixed GPS pinpoints that you walk to and stop. That's not convenient to have to walk all over your city, and their simplistic "collecting stuff" gameplay doesn't match most movie franchises. Harry Potter and Marvel heroes don't spend all their time collecting stuff. Fans want roleplaying adventures instead.

Monsarrat's games don't make you walk to fixed locations. You play anywhere you want to. You don't just see one creature at one pinpoint location. Instead Landing Party lays out a game world across a two-dimensional map area that you walk through, seeing hundreds of fantasy rocks, trees, creatures, buildings, items, and more, made possible by their 8 patented technologies. That supports roleplaying adventures with deep storytelling. That's a far better match for most movie franchises, and when players get hooked on the story, and that boosts player retention and monetization. That's the next generation after Pokémon Go.

8. A Killer App for AR Glasses

Landing Party, Monsarrat's first game, already runs on iPhones and Android phones. Pokémon Go made $9 billion without AR/VR devices, and Landing Party does not need any special AR headset.

But, now Landing Party supports the new XREAL AURA, the wired XR glasses on Android XR. It could be a killer app for AR glasses:

- Better ads. Advertisements to sell AR glasses are usually marketed with actors statically staring into nothing or sitting on a sofa. With Landing Party, players walk around laughing and interacting with each other. That's a better visual to sell AR glasses.
- No competition. Most apps on AR glasses also run on a TV or computer monitor. Sure, the AR glasses may be more immersive, but monitors are an established, inexpensive, easy to use devices that you can't sit on by accident. But with Landing Party, you're walking around outside. You can do it with the small screen on a smart phone, but if you want a wide view, you need AR glasses. There's no substitute. That makes it an excellent use case.

"It is the best game I've seen at [Augmented World Expo] for sure… there's nothing that I've played or even seen in the last two days here except really this that would make me want to go out and buy a pair of smart glasses. There's nothing on the market like it." — Marty Hails, unpaid major influencer

This gives AR device makers a strong incentive to fund and support Landing Party.

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