

# Gamification

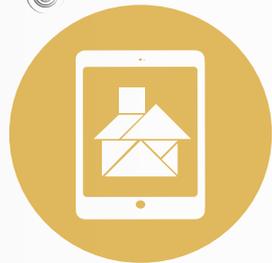


5"

14"



GAME-BASED  
LEARNING  
DEVELOPMENT



MOBILE-BASED  
LEARNING  
DEVELOPMENT



STANDARD  
E-LEARNING  
DEVELOPMENT



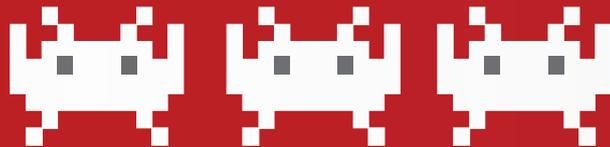
INTERACTIVE  
VIDEOS



**PRESS START**

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WE OFFER A **CONCEPT.**  
WE GAMIFY **EVERYTHING!**



# MULTIMEDIA FACTORY

is the first organization in the Middle East to focus on offering "gamification" solutions to the corporate and financial worlds.



Multimedia Factory provides innovative solutions to enhance employee retention and performance through interactive, engaging and entertaining applications. Factory specializes in the development of high-quality, cutting-edge applications that utilize advanced game mechanics to make tedious, corporate processes more fun.



Whether in the context of e-training, marketing campaigns, corporate communications or online games - Multimedia Factory offers solutions that are highly customizable, tailored to the unique requirements and culture of every organization.

# WHAT IS GAMIFICATION?



*ɡeɪmɪfɪˈkeɪʃ(ə)n/*

**noun: gamification**

1. *the application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, to encourage engagement with a product or service.*

## CUSTOMIZABLE

Our solutions are highly customizable and can be tailored to the unique requirements of any organization and its culture.

## AVAILABLE ON MULTIPLE PLATFORMS

Gamified solutions can be enjoyed from multiple platforms such as iPad, iPhone, Android, and desktop PC.

## ENGAGEMENT

The gamified approach is proven to increase the attention span for learners by engaging users on several levels, and catering to different learning methods.

## QUALITY

Multimedia Factory products are tested against highest quality standards. Our dedicated Quality Assurance professionals follow rigorous processes to ensure the highest final quality.

## AFFORDABLE

The game-based solutions are designed to ensure cost-effectiveness for any organization looking to implement the solution.

## SUPPORT

Support is available for our products and services through phone or email 7 days a week. We offer a 90-day no-strings attached warranty on any of our products or services.



# CORE OFFERING



## GAME-BASED LEARNING DEVELOPMENT

At Multimedia Factory, we are passionate about creating immersive learning experiences that change behavior and improve retention. The courses are checked against highest quality standards, and apply our tested 3-3-7 methodology (3 characters in 3 rooms with 7 items per room) on the MMF V2.0 Game Engine. Our game-based courses are compliant with AICC and SCORM standards and can run on multiple platforms and mobile devices.



## MOBILE-BASED LEARNING DEVELOPMENT

Our game-based solutions are implemented on a wide range of mobile solutions using the latest design approaches and technologies for tablets and mobile phones including Android, iPad, iPhone, to ensure that learning happens anywhere, and at any time.



## STANDARD E-LEARNING DEVELOPMENT

Multimedia Factory is a trusted outsource partner for a number of organizations for their e-learning development requirements. We utilize a number of technologies and development methodologies including Rapid Development, Lectora, Articulate, Flash, HTML5 and others for e-learning course development.

# OUR PROCESS

## ANALYSIS



In the Analysis stage, our game design experts collect and analyze the subject matter content. They use the material to draw up an engaging and immersive storyline that fits into the expected learning outcomes of the training. The storyline will be tailored to fit the client's environment and culture. Characters, locations and scenarios are fleshed out to mesh seamlessly into the storyline. The ideas are brainstormed with the client to result in the development of a full game-based e-learning storyboard based on the learning content of the topic.

## DESIGN



After the storyline is drawn, the team designs the interactions and conversations that take place in the game-based adventure. The characters, artwork, locations, introduction and ending are designed in a professional, illustrative art style. Voice over narrators are selected that fit the character's profile and demeanor, after which the recording is mastered and digitized in a professional studio. Multimedia Factory designated narrator will provide the required voice over audio throughout the course.

## BUILD



Our skilled team of programmers and builders develop the assets and coding required for the interactive scenarios taking place in the game. The learning material, assets and graphics are plugged into the patented MMF V2.0 gaming engine that is built on HTML5 technology to form a comprehensive game-based course. The course ends with a test your understanding section that measures the user's comprehension of the material. The user's responses are linked to an advanced analytics engine that measures performance against the expected learning objectives of the training material.

## EXPERIMENT



Once the product has been finalized, the course is shared with a pilot group with a focus group to observe and measure their reaction and feedback towards the experience. Elements that do not work or do not fit are discontinued, and new additional elements replace the old ones to ensure the game experience is a productive and fun one. This method is most likened to the Agile project management method of shipping and checking results on frequent basis.

# OUR SUITES

## COMPLIANCE SUITE

The Multimedia Factory Compliance Suite is offered through our partnership with Thomson Reuters. The suite contains material on Financial Crime related topics such as anti-money laundering, bribery and corruption, fraud and insider trading. The material further contains the most up-to-date regulations for Middle East countries and can be customized as required. The course adopts a game-based approach where you assume the character of an investigator looking into compliance issues at a fictitious bank.



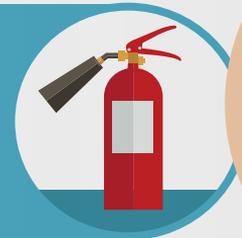
## SOFT SKILLS SUITE

Our Soft Skills Suite contains game-based e-learning courses covering several important topics such as Time Management, Improving your Emotional Intelligence and Leadership. The courses adopt a game-based approach where users are put in interactive scenarios where the requirements for applying their soft skills to their best ability are needed. The effectiveness of the training is measured through advanced analytics linked to the learning objectives of the course. The course contains a test your understanding section made out of randomly generated questions.



## HEALTHY AND SAFETY SUITE

The Multimedia Factory Health and Safety Suite consists of a number of topics including Environmental Awareness and Workplace Safety. The courses fit the requirements of different types of business large or small. The courses adopt an innovative approach of simulating a game wherein the player is presented with a number of health and safety challenges to overcome through the use of acceptable industry practices. The practical simulation of the EHS courseware will ensure that the learning material is comprehensively understood and enjoyed.



# GET IN TOUCH!



Multimedia Factory

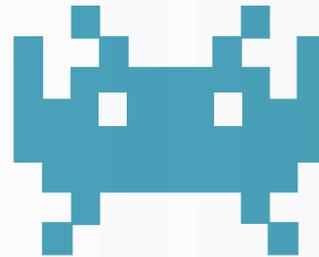
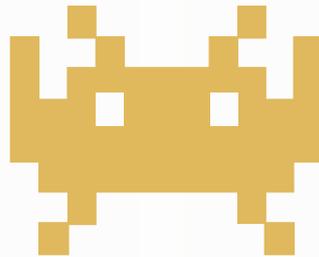
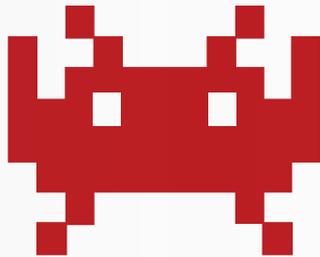
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**GAME OVER**



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