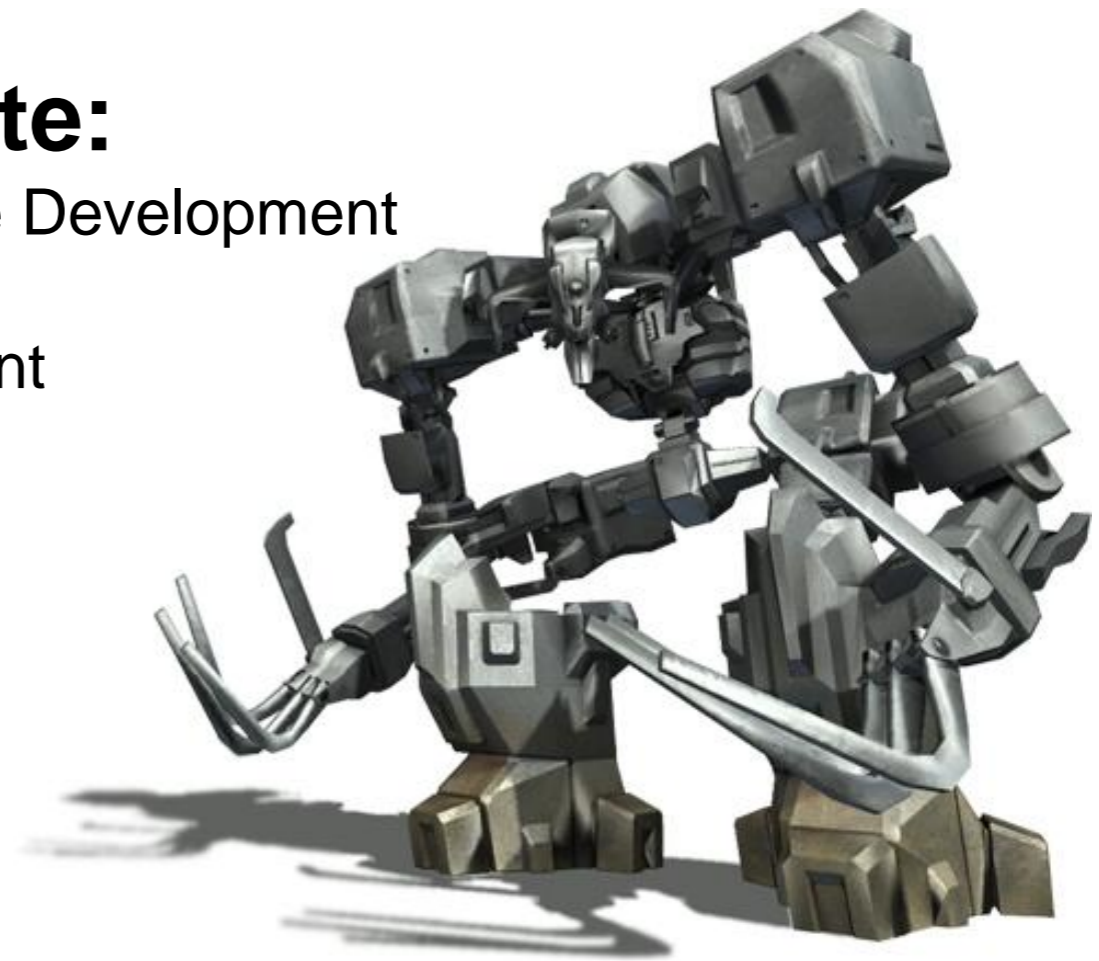# Androids Of The World Unite:

Using Unity to Extend The Reach Of Mobile Development

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Who are we?

- Unity Technologies, makers of the Unity authoring tool and game engine.

- Founded in Denmark but now with five offices worldwide, including our headquarters in San Francisco.

- Starting with the three founders we've now grown to include 70+ people.

- Last Fall we took on a first round of investment from Sequoia Capital allowing us to accelerate our plans.
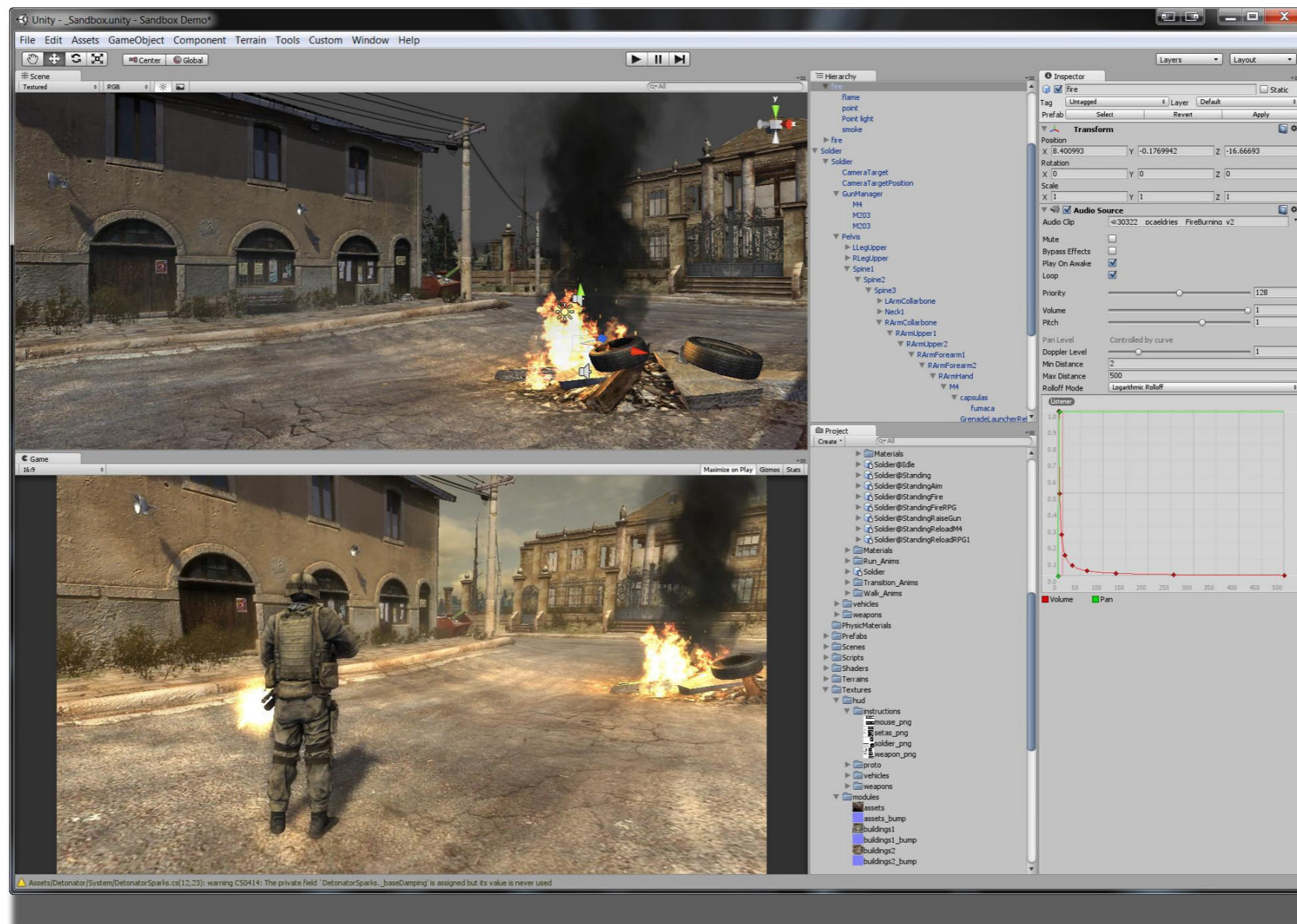
Welcome to Unity!
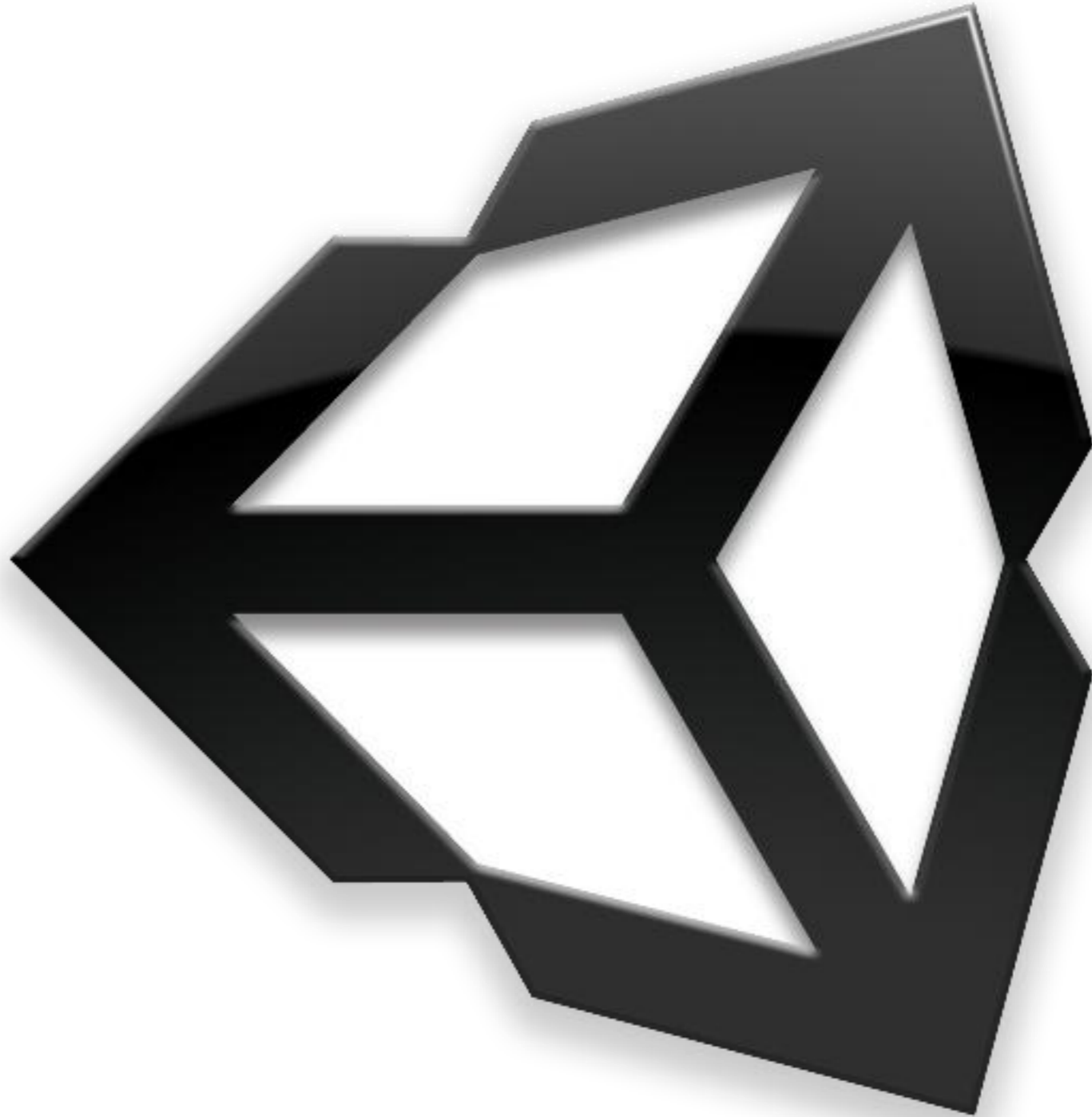
What is Unity?

- Unity is a multi-platform development tool designed from the ground up to be intuitive and easy to use.

- It allows you to compose various assets into best-of-breed content whether you're making games, training/simulation content, visualization tools and more.

What is Unity…continued

- The tool itself is cross-platform as it can be used under Mac OS X or Windows

- The content it creates is cross-platform as well as Unity can be used to create desktop or web content for users on Mac OS X or Windows

- With additional licensing Unity can also be used to create content for the iPhone, iPod touch and iPad* as well as Nintendo's Wii console
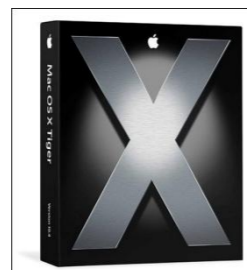
What is the Unity Web Player?

- The Unity Web Player is a system installed resource that allows users to view Unity authored content in the browser

- The Unity Web Player is supported in all browsers on both Mac OS X and Windows

- There are roughly 30M active installations of the web player out there today with another 2M new installations each month

- The Unity Web Player is in use by casual game portals, major publishers and media providers as well as non-game entities
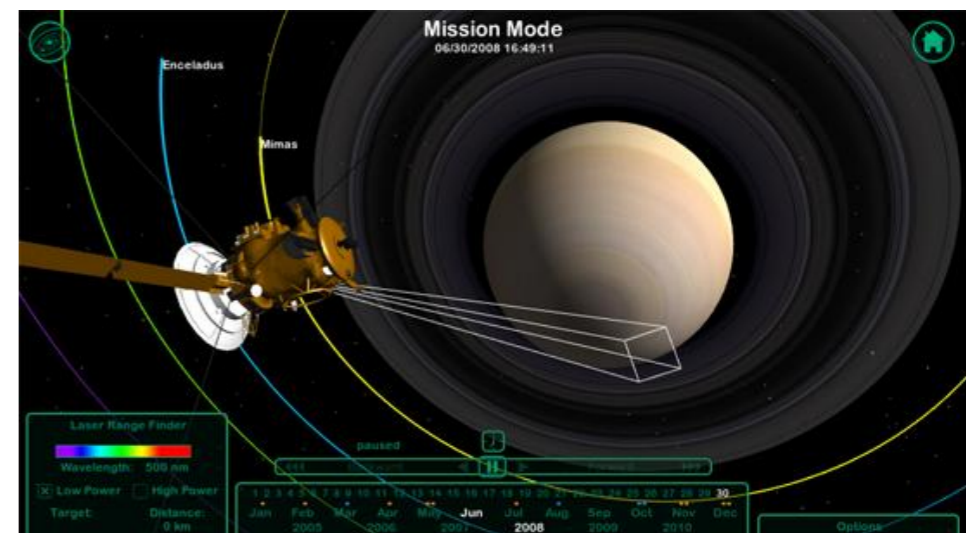
What Does it Cost?

- The base Unity license is free, yup, *0*, and you are free to use it to create commercial content if you like!

- You can also purchase Unity Pro, our full featured license for $1499

- Functional details for each license can be found online at the following URL:

  http://unity3d.com/unity/licenses

- If you purchase now you're pre-purchasing a Unity 3.0 license (more on that release later) with extra benefits

What's next?

What's next? Unity 3.0

- A major update to our existing product that includes the following new features:

  Unified Editor
  Beast Lightmapping
  Integrated Debugger
  Audio Improvements
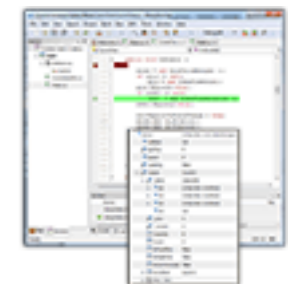 Deferred Rendering
  Umbra Occlusion Culling
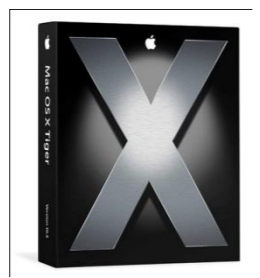 ...and more!

- Learn more:

  http://unity3d.com/unity/coming-soon/unity-3
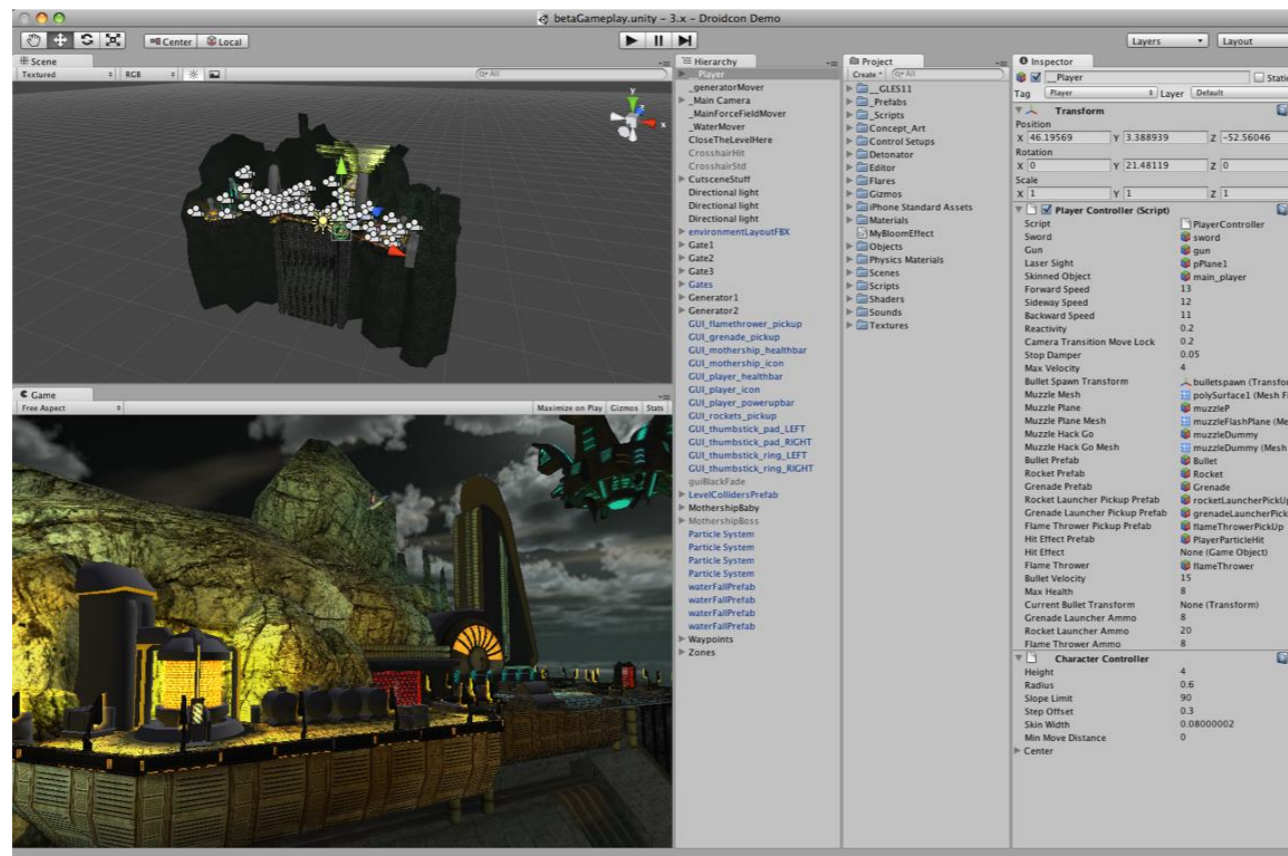
- Coming this Summer!
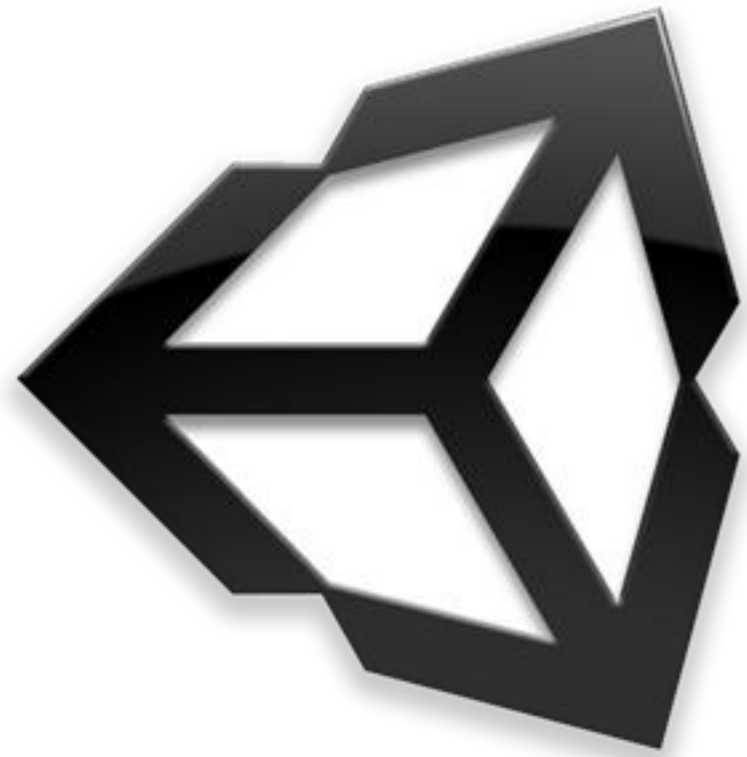
What's next? More Consoles

What's next? Android Support!

Welcome to Unity Android

- Unity Android will be an add-on license that will allow developers to create applications for Android devices

- We are targeting all devices running Android 2.0 or greater

- Tegra 2 support right out of the box. Easy to create powerful apps that take advantage of the Tegra's horsepower.

- Unity Android licensing will follow the same model as Unity iPhone, but exact terms, options and pricing have not yet been decided

- Unity Android is being developed in parallel with Unity 3.0 and is slated for release this Summer

Demo Time!