



Showcase: Catch Mr. X!

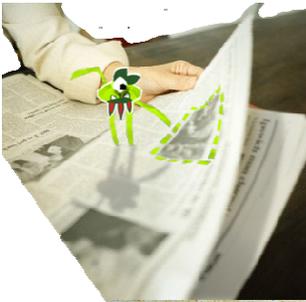
Gbanga® planned, produced and performed an interactive story in public space.

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Intro

Gbanga is an interactive and location-aware *story-telling platform* that is available on mobile phones and on the web. The inclusion of *reality factors* such as place, time, local weather and persons in proximity are of particular importance. Additionally, Gbanga works across *different types of media*: participants find information in newspaper articles, they look at billboards and search for real artifacts in their surrounding area. With Gbanga, you can tell stories, ask participants riddles, *mystify*, arrange competitions, and offer theme-based mini-games. Gbanga works on most cell phones, even on phones without GPS. Gbanga offers conceptual design, implementation, execution, usage analysis and reporting of interactive stories to clients.



1) Clue in newspaper



2) Billboards



3) Virtual information



4) Secret identity of Mr. X

Idea

Passers-by read in *commuter rag* about the quest to find Mr. X. He is on the run and leaves *marks in reality* such as one-way tickets, stickers and footprints and *virtual traces* such as virtual post-its and witness statements of computer players. Clues include information about *whereabouts* ("took the subway line 6"), cogitations about *observations* ("ha, the roof of that famous house is yellow!") and *intentions* of the evader ("it's very hot today: I'll go bathing"). Mr. X wins when he arrives at the destination before the persecutors can catch him.

Goals of the Campaign

- Activate people in their routine of the day
- Turn public space into a playground
- Introduce a city's places of interests

Included Elements

- Gbanga-*Software* to play onsite on the cell phone
- *Website* for web browsers for overview and to review at home/office desk
- Real space and *public transport* such as tram, train, bus

Gameplay

In a news article about Mr. X and his motives, a reader is asked to text "Gbanga" to 123. After the download and installation, the reader finds an online message from Mr. X (comparable with text messages/SMS). The message contains the final destination of Mr. X and the next intermediate stop in puzzle form.

A *strategy* is to follow the solution of the puzzles. Alternatively, one might just scan the space for virtual traces (see above). The first one to find the location and the identity of Mr. X wins.