

SuperGaming!

ludic networking & massively collaborative play



JANE M^CGONIGAL

42 Entertainment & UC Berkeley

www.avantgame.com

What is SuperGaming! ?



JANE M^CGONIGAL Computer Systems Lab – Colloquium @ Stanford University 2.23.05

What is **SuperGaming!** ? (etymology)

SuperGaming! is:

- massively scaled, as in *supersized* gaming



What is **SuperGaming!** ? (etymology)

SuperGaming! is:

- massively scaled, as in *supersized* gaming
- embedded in and projected onto everyday public environments, as in *superimposed* gaming.



What is **SuperGaming!** ? (etymology)

SuperGaming! is:

- massively scaled, as in **supersized** gaming
- embedded in and projected onto everyday public environments, as in **superimposed** gaming.
- able to heighten the power and capabilities of its players, as in **superhero** gaming;



What is **SuperGaming!** ? (etymology)

SuperGaming! is:

- massively scaled, as in **supersized** gaming
- embedded in and projected onto everyday public environments, as in **superimposed** gaming.
- able to heighten the power and capabilities of its players, as in **superhero** gaming;
- designed to harness the play of distributed individuals into a high-performance problem-solving unit, as in **supercomputing** gaming.



What is **SuperGaming!** ? (structural/aesthetic)

Networking that is:

ludic (gamelike)

- rule sets govern action & interaction
- there is a shared goal and clear “win condition”
- “magic circle” is created
- transformative through play

& **spectacular** (for an audience)

- public display
- large or lavish scale
- contrast, friction and/or surprise



What is **SuperGaming!** ? (technological)

Platforms

PDA's

Cell phones

Wi-fi laptops

RFID tags

GPS devices

LAN's

Digital cameras

Applications

Social networking software

blogs

Wikis

SMS

Tagging software

Public message forums



What is **SuperGaming!** ? (cultural-historical)

smart mobs

networked console gaming

superhero culture

live action role playing

open source ethic
& hacker culture

do-it-yourself supercomputer culture

urban computing



SuperGaming!

ludic networking & ~~massively~~ *moderately* collaborative play

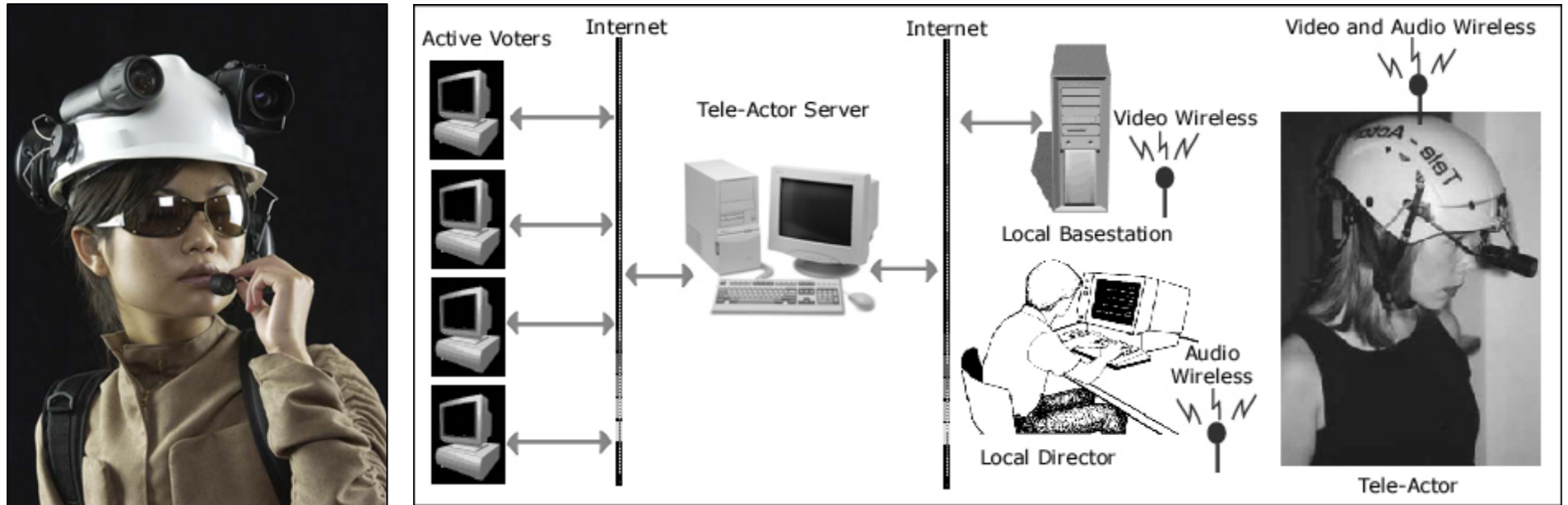


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Moderately collaborative play



The Tele-actor Project (Alpha Lab/UC Berkeley)



Moderately collaborative play



the co-opticon project & demonstrate (Alpha Lab/UC Berkeley)



Moderately collaborative play

Live Window

Timer

LEFT FOOT

RIGHT HAND

LEFT HAND

RIGHT FOOT

TELE Twister

User ID Leadership

User ID	Leadership
Guestsf54	
Guestsf20	
Guestsf11	
Guestsf12	
Guestsf65	
Guestsf68	
Guestsf26	
Guestsf30	
Guestsf71	

Let's begin.
Voting cycle has ended.
RIGHT FOOT, GREEN.

Red team
Prepare to vote.
Let's begin.

You are on BLUE Team

101 User(s)

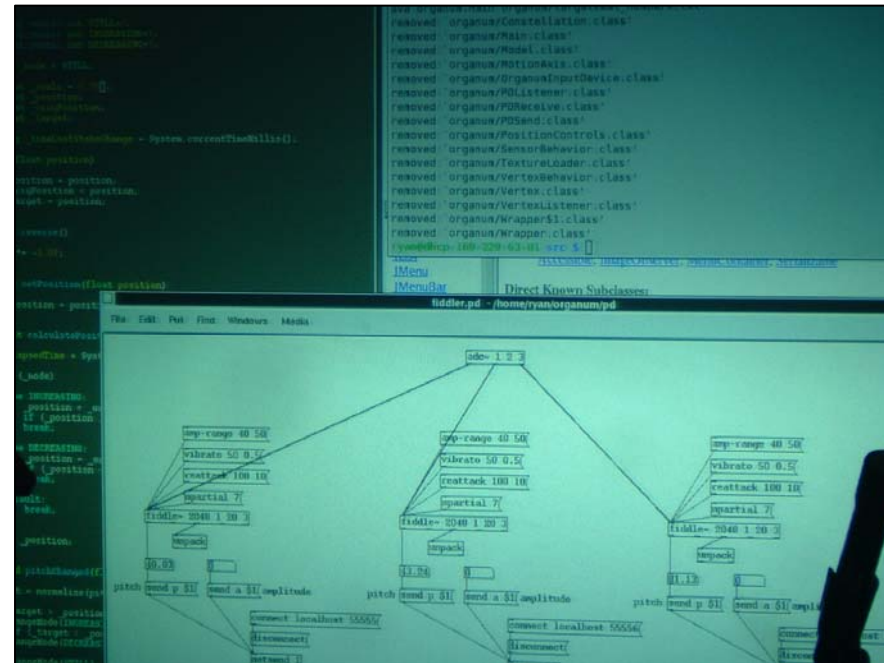
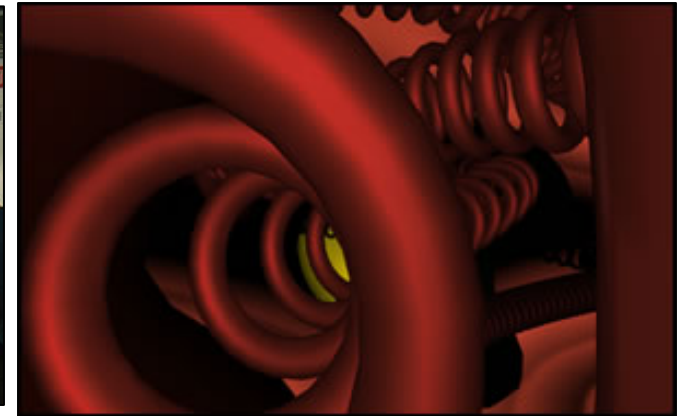
User Scores

Voting Interval

Top 3 Users Average Myself

Tele-Twister (Alpha Lab/UC Berkeley)





ORGANUM (Berkeley Institute of Design)



Moderately collaborative play

Research questions



Moderately collaborative play

Research questions

- How do collaborative strategies change in the absence of verbal communication?



Moderately collaborative play

Research questions

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- Can competitive sub-structures improve overall collaboration?



Moderately collaborative play

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- How does leadership emerge and evolve during highly condensed, quickfire collaborations vs. ongoing collaborations?



Moderately collaborative play

Research questions

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- Can competitive sub-structures improve overall collaboration?
- How does leadership emerge and evolve during highly condensed, quickfire collaborations vs. ongoing collaborations?
- What non-averaging algorithms and untraditional statistical categories could be used to best represent the collective judgment or desires of the group?



Moderately collaborative play

Research questions

- How do collaborative strategies change in the absence of verbal communication?
- Can competitive sub-structures improve overall collaboration?
- How does leadership emerge and evolve during highly condensed, quickfire collaborations vs. ongoing collaborations?
- What non-averaging algorithms and untraditional statistical categories could be used to best represent the collective judgment or desires of the group?
- Does collaboration require community?



Moderately collaborative play

Design challenges



Moderately collaborative play

Design challenges

- How can do you design a problem that requires collective effort?



Moderately collaborative play

Design challenges

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- How can your interface communicate individual, differentiated roles within the collaborative structure?



Moderately collaborative play

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Moderately collaborative play

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How do you get enough people together to test the projects at larger scales and higher densities?



Moderately collaborative play

Design challenges

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How do you get enough people together to test the projects at larger scales and higher densities?

PUBLIC PLAY. URBAN ENVIRONMENTS.



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~~SuperGaming!~~

~~ludic networking & massively collaborative play~~

moderately



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Situated Gaming

ludic networking & ~~massively~~ *moderately* collaborative play



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Situated Gaming



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Situated Gaming

What is situated gaming?

Think: Clay Shirky's “situated software” (2004):



Situated Gaming

What is situated gaming?

Think: Clay Shirky's “**situated software**” (2004):

- “A refusal to embrace scale”
- Social software that is the right size for the right community
- Ideal # of users: 10 – 150



Situated Gaming

What is situated gaming?

Think: Clay Shirky's “**situated software**” (2004):

- Duration as the temporal equivalent of scale – reject this too
- Short life, or one-off, deployment



Situated Gaming

Situated gaming is the practice of developing **small-scale games** designed for **specific local communities**.

It is currently the *norm* in **experimental** and **research-oriented** pervasive game design.



Situated Gaming

A few of my favorite situated pervasive games:

PacManhattan

(NYU's ITP 2004)

Scale: 5 street players, 5 online players



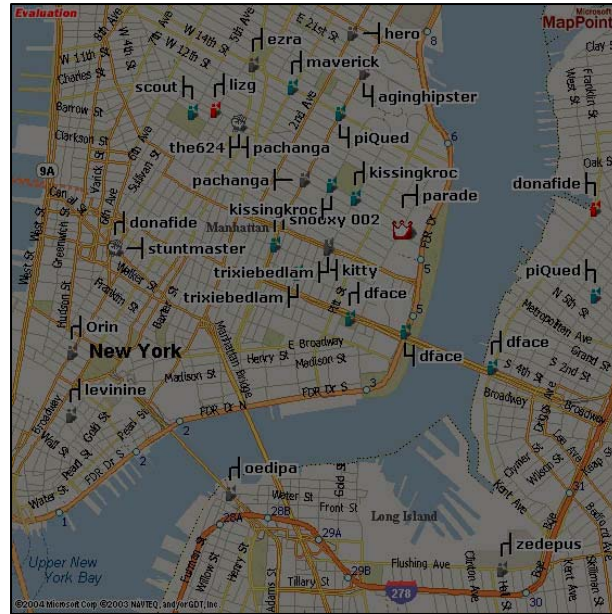
Situated Gaming

A few of my favorite situated pervasive games:

Asphalt Game

(Intel 2004)

Scale: single player street play



Situated Gaming

A few of my favorite situated pervasive games:

Can You See Me Now?

(Blast Theory/Mixed Reality Lab, 2003)

Scale: 4 street players,
20 online players



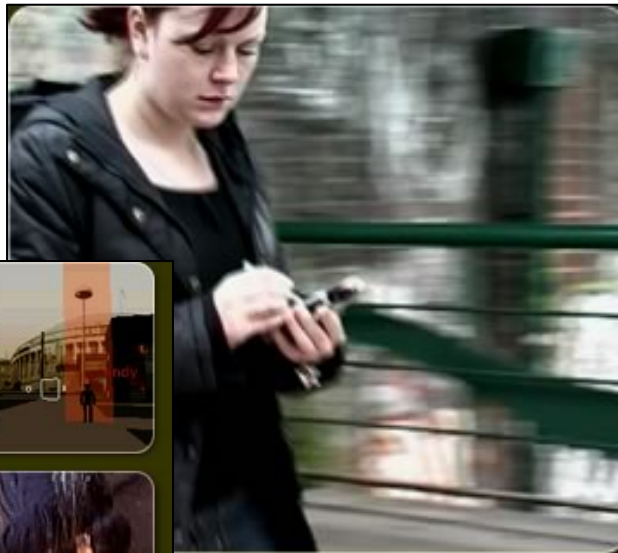
Situated Gaming

A few of my favorite situated pervasive games:

Uncle Roy Around You

(Blast Theory/Mixed Media Lab, 2004)

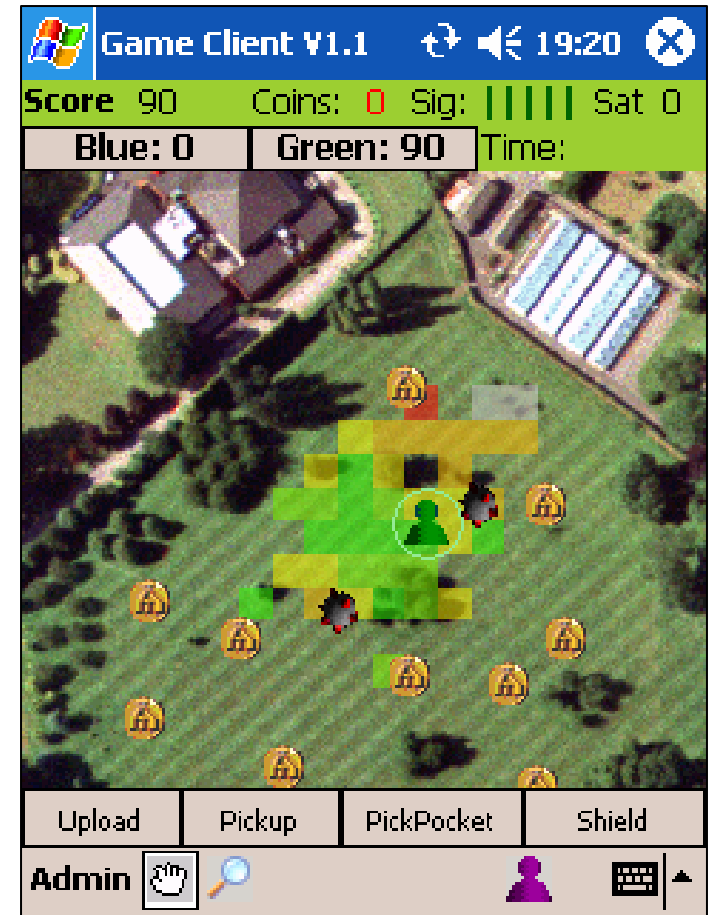
Scale: 4 street players,
20 online players



Situated Gaming

A few of my favorite situated pervasive games:

The Seamful Game
(Equator Project)
4 – 16 street players



Situated Gaming

A few of my favorite situated pervasive games:

Big Urban Game

(Design Institute 2003)

Scale: 30 street players,
3000 online players



SuperGaming! design for **more, more, more**



JANE M^CGONIGAL **Computer Systems Lab – Colloquium @ Stanford University** 2.23.05

SuperGaming! design for **more, more, more**

“The more the better.”

- Andrew Fluegelman, founding member of the 1970s New Games movement, on the optimal number of players.



SuperGaming! design for **more, more, more**

“The more the better.”

- Andrew Fluegelman, founding member of the 1970s New Games movement, on the optimal number of players.



Read: there is a **phenomenological pleasure** in being part of a larger (much larger) whole.



SuperGaming! design for **more, more, more**

“More is different.”

- P.W. Anderson, physicist, on the phenomenon of emergence — the unpredictably complex behavior of atoms in larger particle systems.



SuperGaming! design for **more, more, more**

“More is different.”

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Read: **Unexpected things happen** when you scale up.



SuperGaming! design for **more, more, more**

“More is needed.”

- Pat Miller, computer scientist, on the massive number of PCs required to create an ad-hoc supercomputer.



SuperGaming! design for **more, more, more**

“More is needed.”

- Pat Miller, computer scientist, on the massive number of PCs required to create an ad-hoc supercomputer.



Read: Massive scaling allows you to create exponentially **more effective and powerful** systems.



SuperGaming! Why to massively-scale play:



More pleasure



More emergence



More problem-solving power



SuperGaming! the **mass** in massively-scaled

Massively multiplayer
online games already
think big...



SuperGaming! the **mass** in massively-scaled

Massively multiplayer
online games already
think big...

But they face scaling
challenges, as well.

Multiple servers limit
interaction and
accessibility.



SuperGaming! the **mass** in massively-scaled

But where is the **MASS**?

- materiality
- physicality
- embodied experience of a density of people



SuperGaming! the **mass** in massively-scaled

...And, but what about
the **MASSES?**

- In the public eye
- Mainstream



SuperGaming! the **mass** in massively-scaled

So, let's give massively multi-player gaming:

- Physical real-world, not just virtual, mass
- A place in the public domain.



SuperGaming! Community vs. Audience



SuperGaming! Community vs. Audience

Audience:

One-to-many communications

Members are isolated from one another

Infinitely scalable

Community:

Two-way communications, many-to-many

Members are densely connected

Finite, starts becoming more audience-like >150



SuperGaming! **Community vs. Audience**

What do we mean by **density of connections**?

traditional: “know each other”

But must it be identity-based?

Could it be interaction-based instead?

What do we mean by **two-way communication**?

traditional: member to member(s)

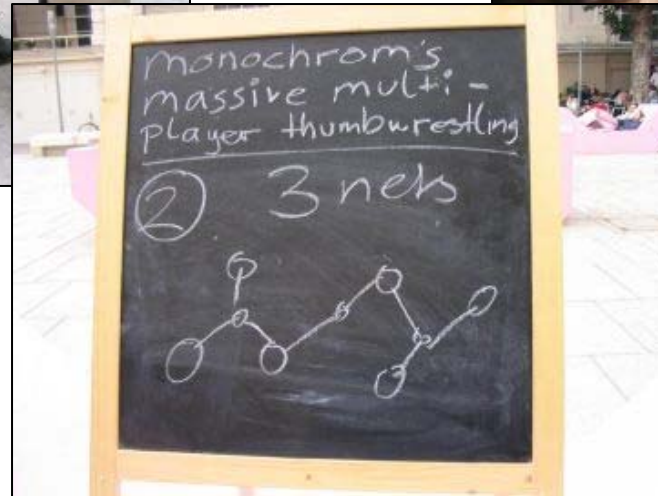
But do the “receivers” have to be in the community?

Could the group collectively communicate outwards instead?



SuperGaming! **density of connections**

Massively multiplayer thumb-wrestling (Monochrome 2004)



SuperGaming! **density of connections**

Massively multiplayer thumb-wrestling (Monochrome 2004)

Kazaa Peer to Peer

As many three-player-knots as possible are built.

Then these knots are connected via the players' free left hands.



SuperGaming! **density of connections**

Massively multiplayer thumb-wrestling (Monochrome 2004)



“This experimental project engages low-fi sweaty-fingers-entertainment and places it in the high TCP/IP context of recent Massive Multiplayer Online Gaming.”



SuperGaming! density of connections

Massively multiplayer thumb-wrestling (Monochrome 2004)



“Unlimited amounts of players can connect to join a Multiplayer Thumb-Wrestling Network. As the number of players is unlimited, global thumb-wrestling may emerge through self-sustaining peer-to-peer networks and ad-hoc socializing.”

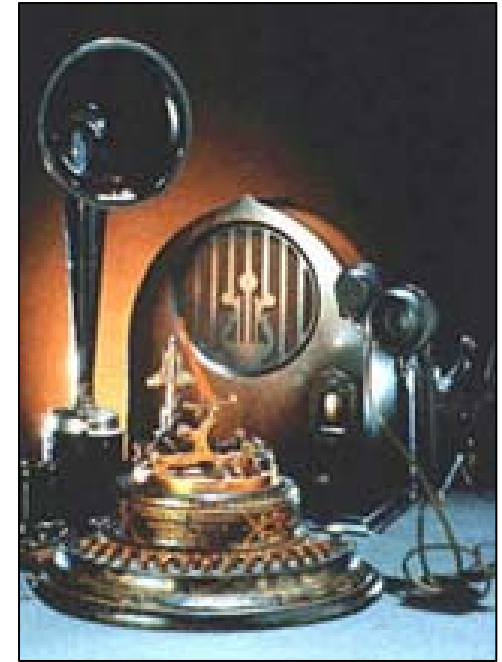


SuperGaming! **two-way communications**



“Radio is one-sided when it should be two-. It is purely an apparatus for distribution, for mere sharing out. So here is a positive suggestion: change this apparatus over from distribution to communication. The radio would be the finest possible communication apparatus in public life, a vast network of pipes....”

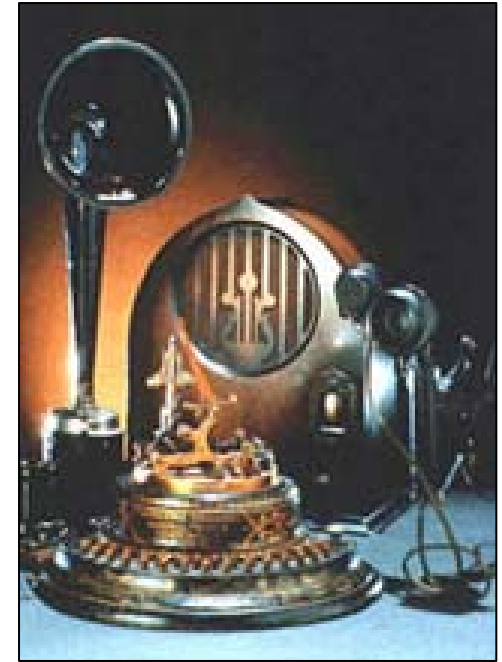
-Bertolt Brecht, *The Radio as an Apparatus of Communication*



SuperGaming! **two-way communications**



“...That is to say, it would be if it knew how to receive as well as to transmit, how to let the listener speak as well as hear, how to bring him into a relationship instead of isolating him. On this principle the radio should step out of the supply business and organize its listeners as suppliers.”



-Bertolt Brecht, *The Radio as an Apparatus of Communication*



SuperGaming! **two-way communications**

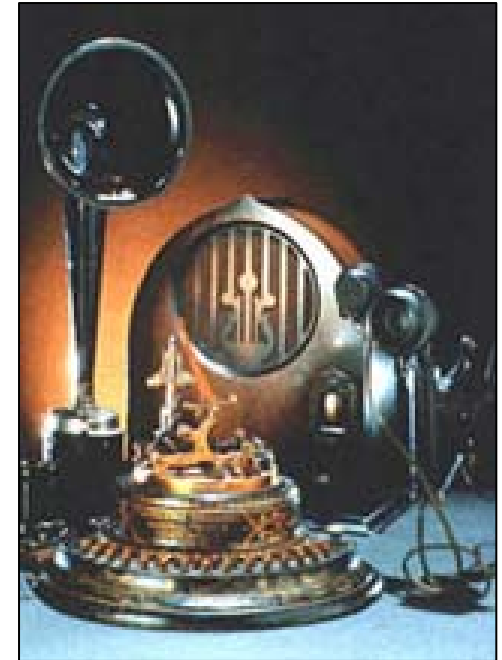
Bertolt Brecht, *The Radio as an Apparatus of Communication*



Brecht's radio theory
fulfilled by the Internet?

Critical Art Ensemble's
"Utopian Promise →
Net Realites"

William J. Mitchell's
*Me++: The Cyborg Self
and the Networked City*



SuperGaming! two-way communications



1936: Brecht's vision for radio achieved with Welles' *War of the Worlds*?



SuperGaming! two-way communications



1936: Brecht's vision for radio achieved with Welles' *War of the Worlds*?

- Massively-scaled communication
- Public character
- Inventive and persuasive responses
- Active and interactive drama



SuperGaming! two-way communications



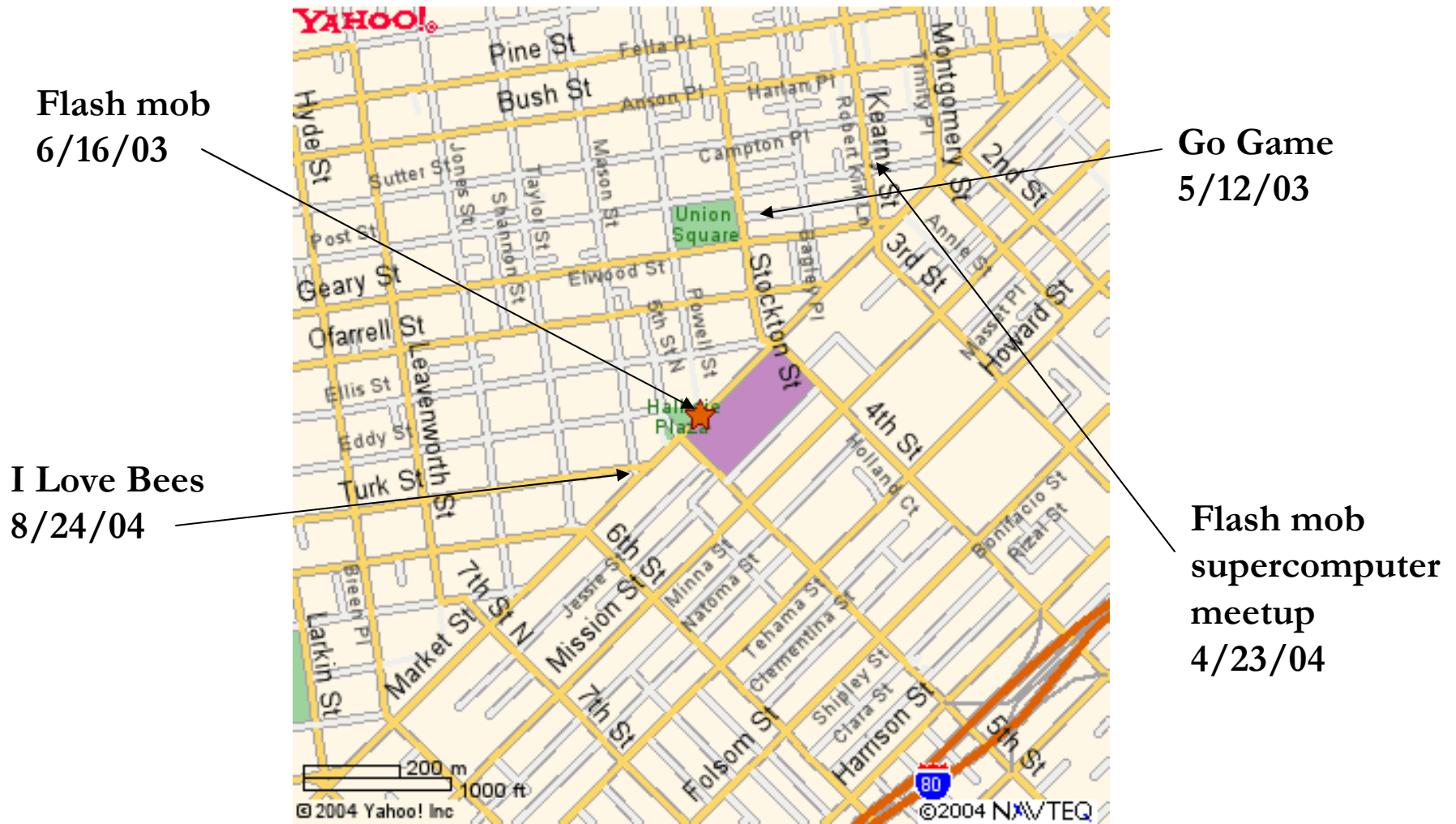
1936: Brecht's vision for radio achieved with Welles' *War of the Worlds*?

- Massively-scaled communication
- Public character
- Inventive and persuasive responses
- Active and interactive drama

What if the “players” knew what they were doing?



SuperGaming!





June 12, 2003, San Francisco — The Go Game

Genre: “urban superhero gaming”

Scale: Over 450 simultaneous local street players





July 16, 2003, San Francisco — Whirling Dervishes

Genre: “flash mob”

Scale: Over 300 simultaneous local participants





1520: 27 cpu N=26604 3x9
1650: 100 cpu N=51200 10x10
2104: 70 cpu N=24232 7x10
2130: 70cpu N=2836 7x10
1815: 150 " N=62706 10x15
170 256 16x16
1000
2x4

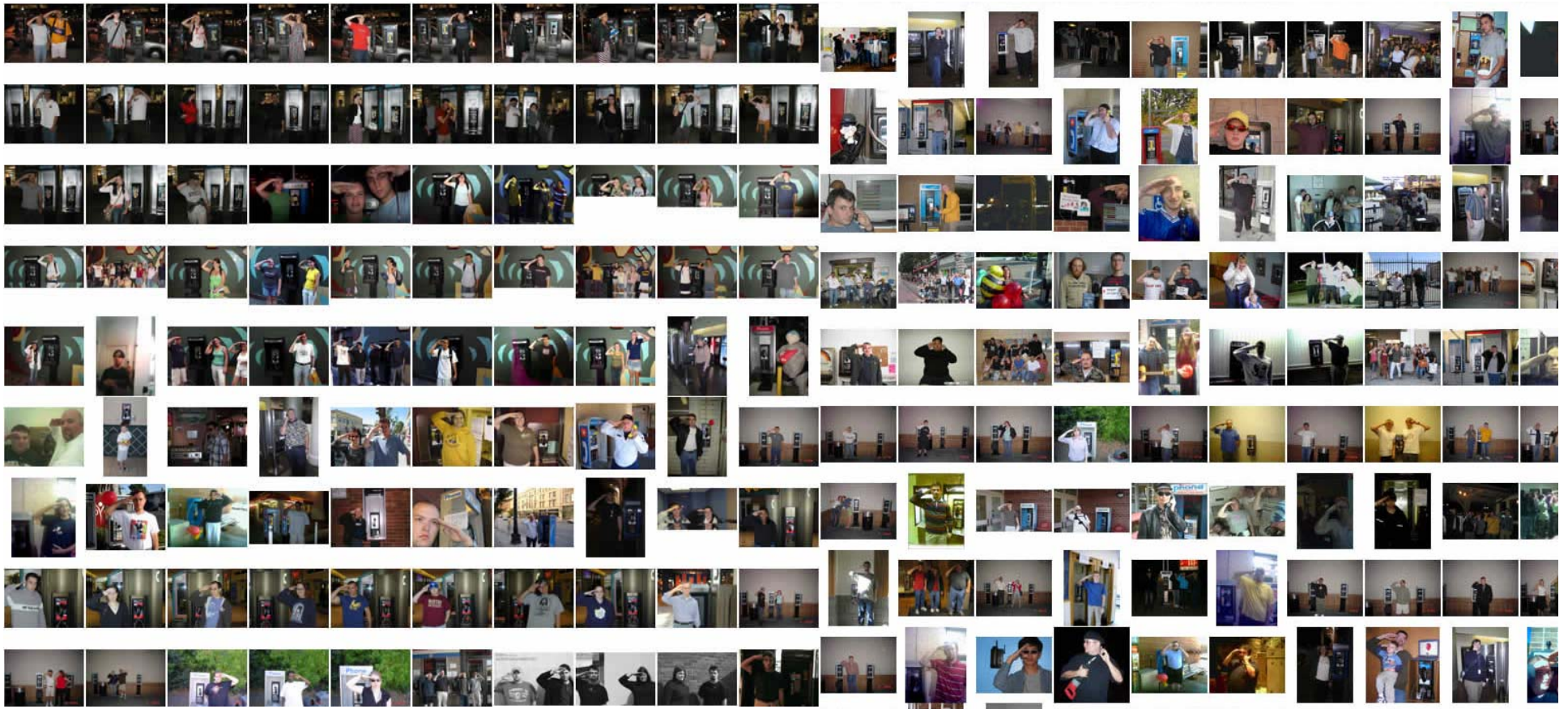


April 23, 2004, San Francisco — FlashMob I

Genre: “flash mob supercomputing” + LAN gaming tournament

Scale: Over 700 simultaneous local participants





August 24, 2004, San Francisco — I Love Bees

Genre: “flash mob gaming”

Scale: Over 10,000 distributed local participants





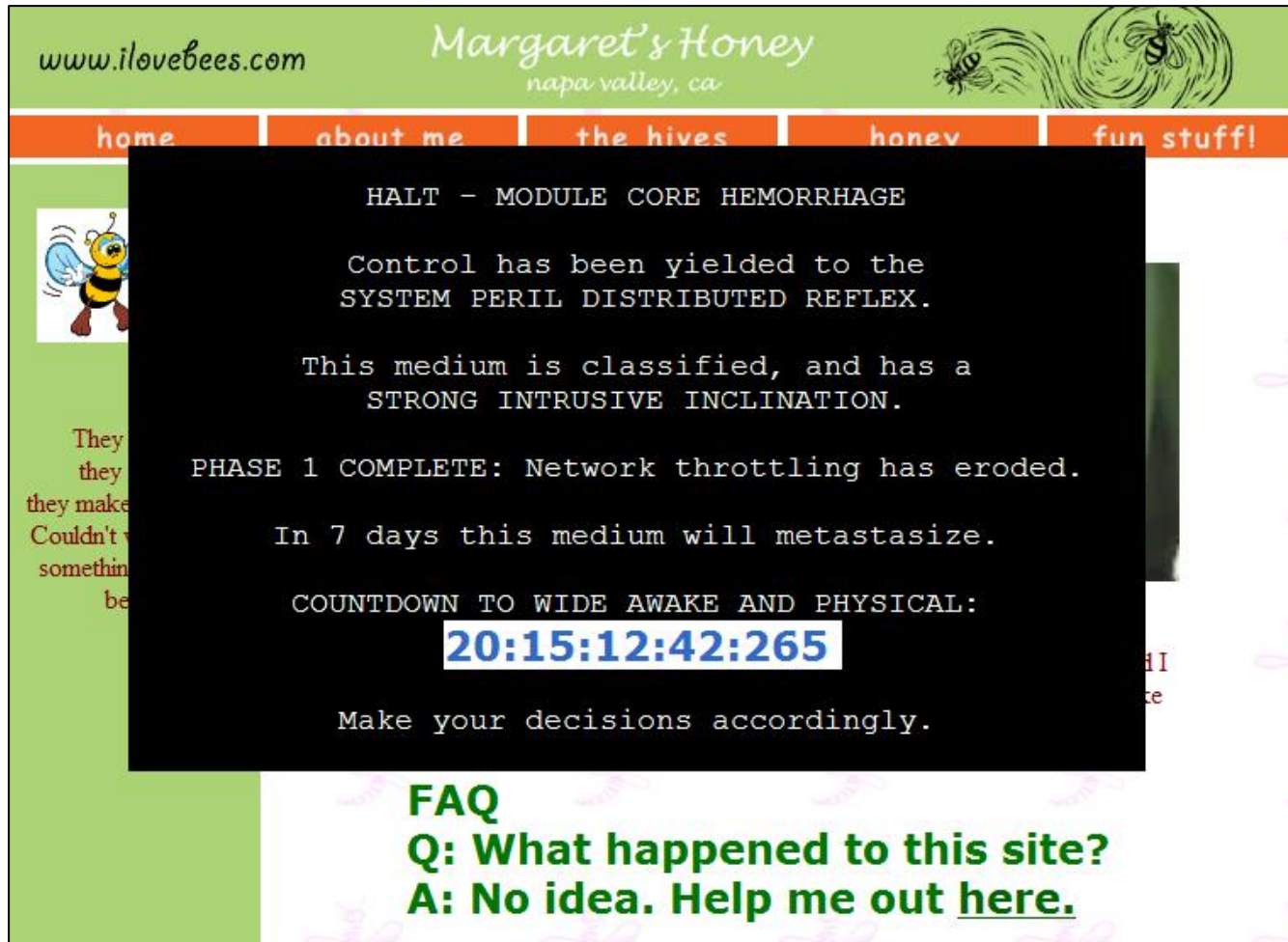
August 24, 2004, San Francisco — I Love Bees

Genre: “flash mob gaming”

Scale: Over 10,000 distributed local participants



SuperGaming! two-way communications



The screenshot shows the website for Margaret's Honey in Napa Valley, CA. The URL is www.ilovebees.com. The navigation menu includes home, about me, the hives, honey, and fun stuff!. A black terminal-style overlay is centered on the page, displaying the following text:

```
HALT - MODULE CORE HEMORRHAGE

Control has been yielded to the
SYSTEM PERIL DISTRIBUTED REFLEX.

This medium is classified, and has a
STRONG INTRUSIVE INCLINATION.

PHASE 1 COMPLETE: Network throttling has eroded.

In 7 days this medium will metastasize.

COUNTDOWN TO WIDE AWAKE AND PHYSICAL:
20:15:12:42:265

Make your decisions accordingly.
```

Below the terminal overlay, there is a FAQ section:

FAQ
Q: What happened to this site?
A: No idea. Help me out [here](#).



SuperGaming! (trend/context)

San Francisco based examples are not isolated...

Urban superhero gaming

+

Flash mobs

+

Flash mob supercomputing

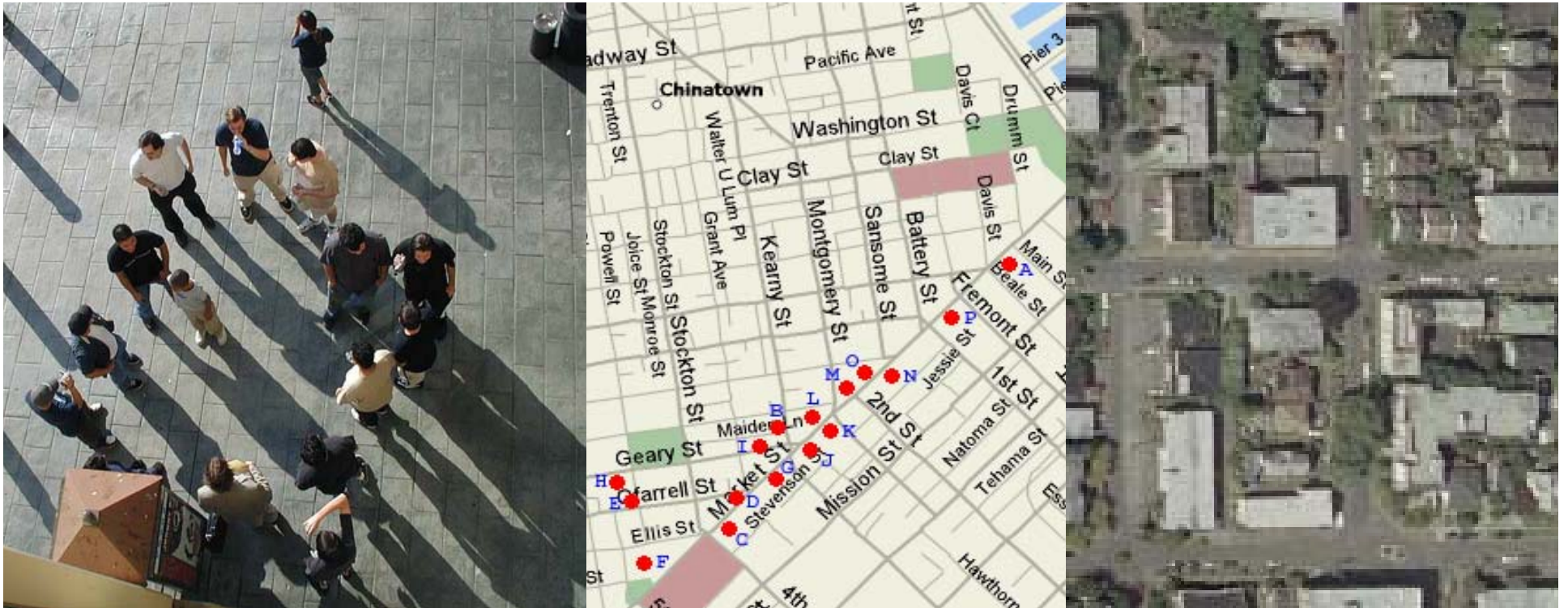
+

Flash mob gaming



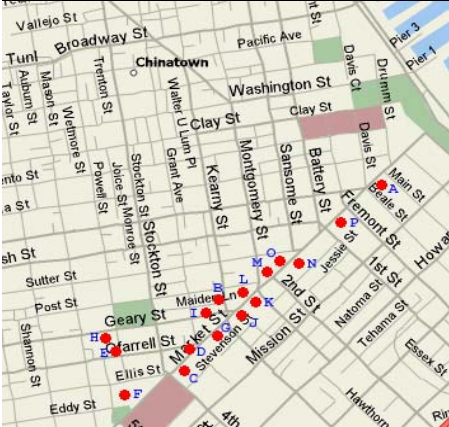
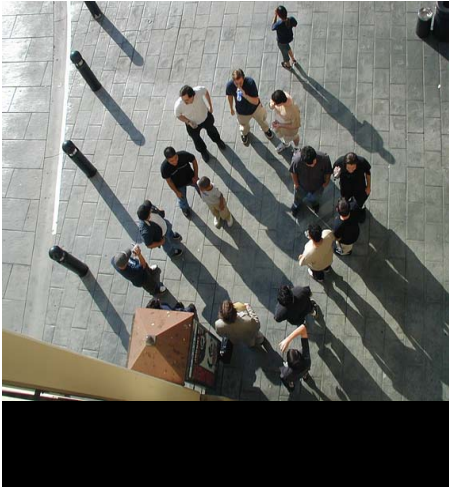
“Life imitates ARG.”

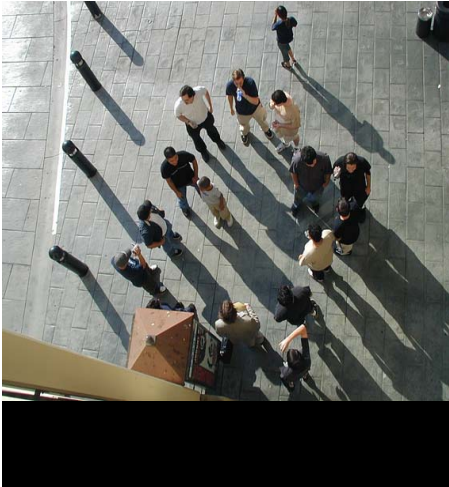
-ARG player g_rottic



gaming that feels like real life, only **MORE** →
players who feel more **capable**, more **confident**, more **expressive**,
more **engaged** and more **connected** in their real everyday lives

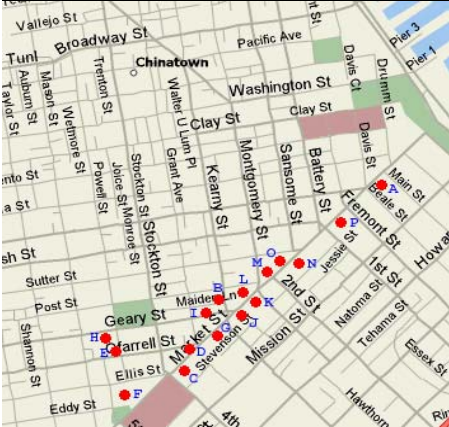
What is **Alternate Reality Gaming**?

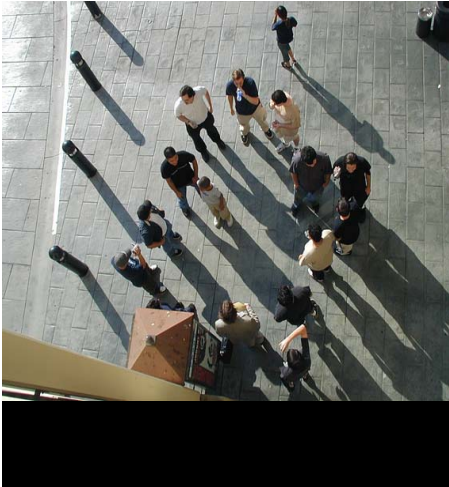




What is **Alternate Reality Gaming**?

An interactive drama played out online and in real-world spaces,

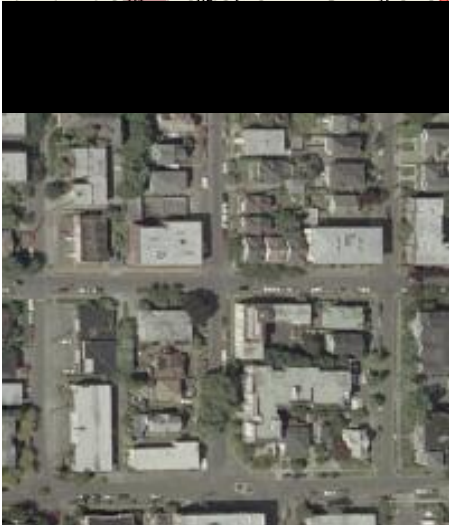
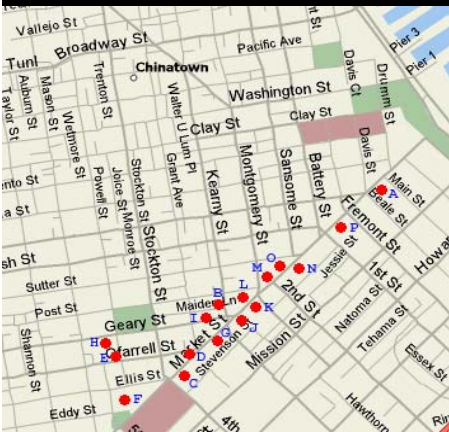


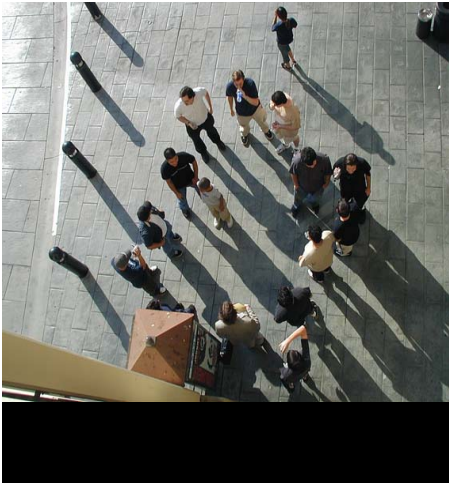


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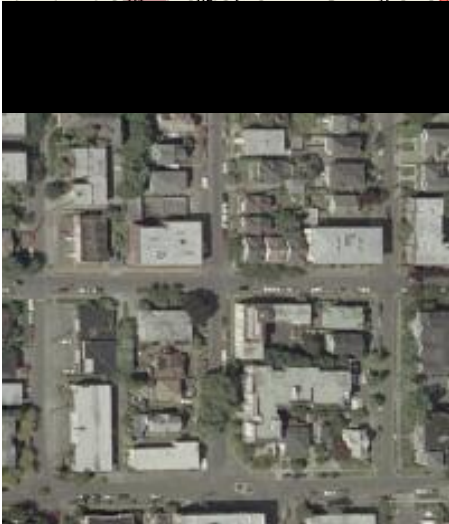
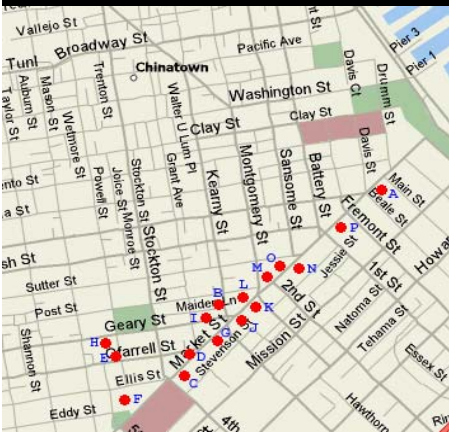
taking place over several weeks or months,

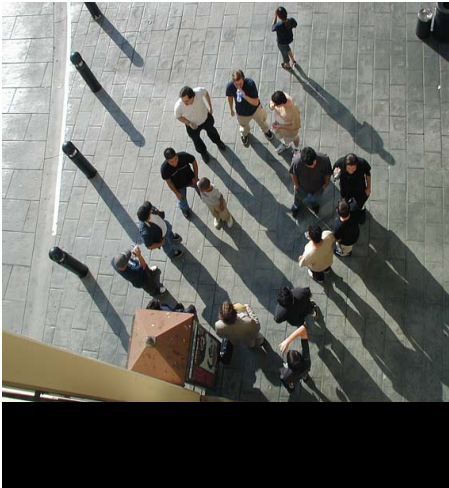




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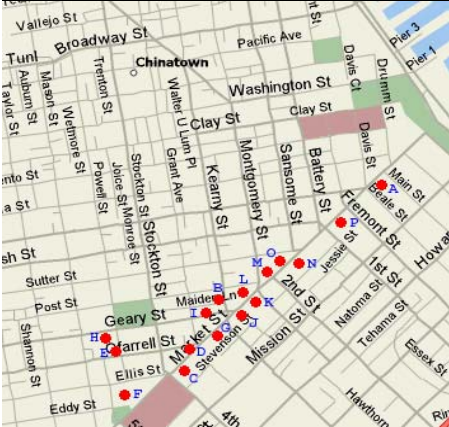
An interactive drama played out online and in real-world spaces, taking place over several weeks or months, in which dozens, hundreds, or thousands of players come together online,

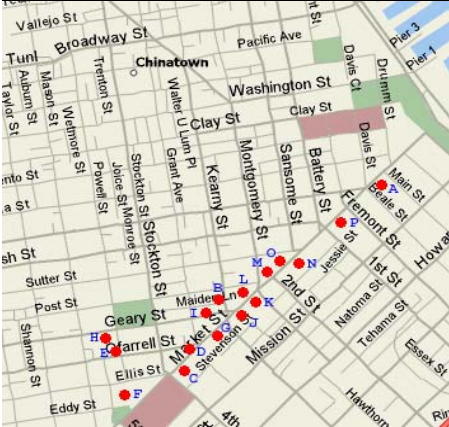
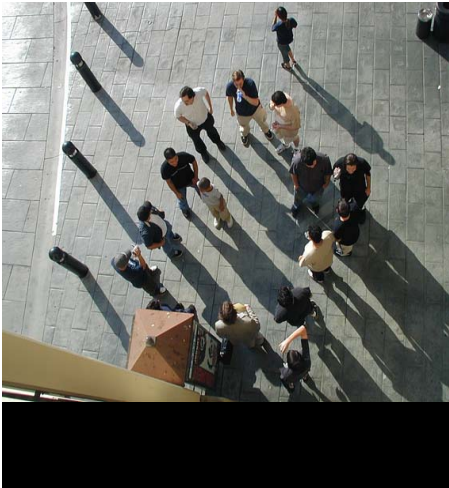




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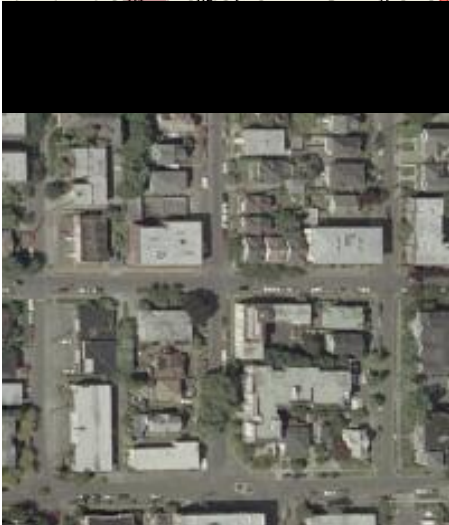
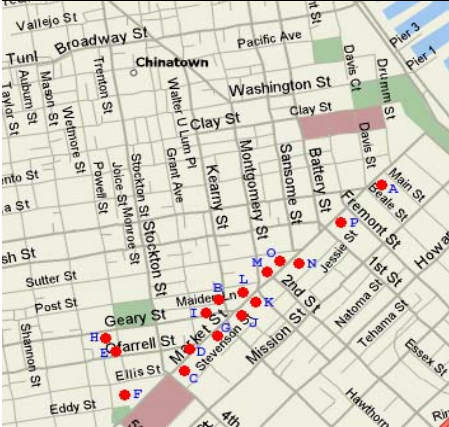
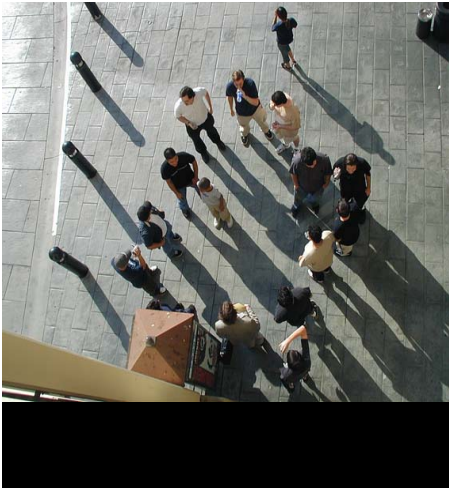
An interactive drama played out online and in real-world spaces, taking place over several weeks or months, in which dozens, hundreds, or thousands of players come together online, form collaborative social networks,





What is **Alternate Reality Gaming**?

An interactive drama played out online and in real-world spaces, taking place over several weeks or months, in which dozens, hundreds, or thousands of players come together online, form collaborative social networks, and work together to solve a mystery or problem...



What is **Alternate Reality Gaming**?

An interactive drama played out online and in real-world spaces, taking place over several weeks or months, in which dozens, hundreds, or thousands of players come together online, form collaborative social networks, and work together to solve a mystery or problem ...that would be absolutely *impossible* to solve alone.



What is **Alternate Reality Gaming**?

← 6 key terms that describe ARGs

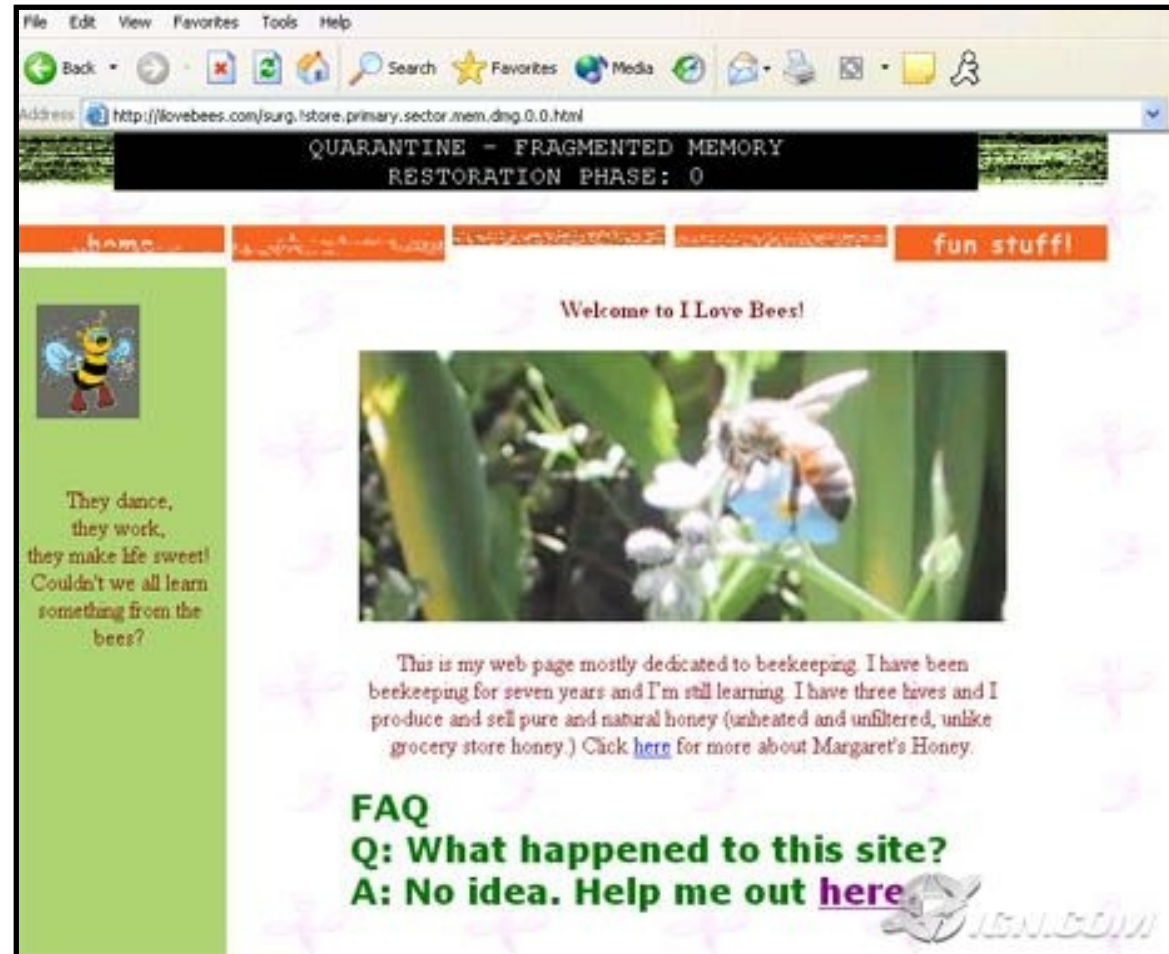
cross-media
pervasive
persistent
collaborative
constructive
expressive



What is **Alternate Reality Gaming**?



cross-media
pervasive
persistent
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Case study: **I LOVE BEES** (2004)



What is **Alternate Reality Gaming**?

cross media: clues, narratives and missions are distributed via a variety of digital media:

cross-media

pervasive

persistent

collaborative

constructive

expressive





cross-media

pervasive

persistent

collaborative

constructive

expressive



What is **Alternate Reality Gaming**?

cross media: clues, narratives and missions are distributed via a variety of digital media:

- web sites
- emails
- blogs
- MP3s and DVDs
- web cams
- text messages
- instant messages
- networked game consoles
- handheld GPS devices

What is **Alternate Reality Gaming**?



cross-media
pervasive
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collaborative
constructive
expressive



File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail

Address http://lovebees.com/sung.istore.primary.sector.mem.dmg.0.0.html

QUARANTINE - FRAGMENTED MEMORY
RESTORATION PHASE: 0

home [about](#) [contact](#) [faq](#) [fun stuff!](#)

Welcome to I Love Bees!

They dance,
they work,
they make life sweet!
Couldn't we all learn
something from the
bees?

This is my web page mostly dedicated to beekeeping. I have been beekeeping for seven years and I'm still learning. I have three hives and I produce and sell pure and natural honey (unheated and unfiltered, unlike grocery store honey.) Click [here](#) for more about Margaret's Honey.

FAQ
Q: What happened to this site?
A: No idea. Help me out [here](#)

I LOVE BEES

What is **Alternate Reality Gaming**?



cross-media
pervasive
persistent
collaborative
constructive
expressive



The screenshot shows a Microsoft Internet Explorer browser window with the address bar displaying <http://ilovebees.blogspot.com/>. The page content includes:

I LOVE BEES

ONE MORNING, AS GREGOR SAMSA WAS WAKING UP FROM ANXIOUS DREAMS, HE DISCOVERED THAT IN BED HE HAD BEEN CHANGED INTO A MONSTROUS VERMINOUS BUG.

TUESDAY, NOVEMBER 02, 2004

Communications Log


UPDATE: OMG! I posted the wrong time and date. Can you believe it? I'm so excited about the training mission, I spaced. The communications logs will be available at the 27 cache locations below starting at **18:00 Pacific Time on November 4th!** Don't forget the relay code to pick up your log on DVD: "The Operator left something for me." Good luck!

*

I found a last message from Melissa.

I realize that some of my truest allies won't be able to come to any of the four training events scheduled for November 4th, where I will also be giving out a communications log of my time here in DVD format. I'm sorry I can't do more training events, but

ABOUT ME



DANA
SAN FRANCISCO,
CALIFORNIA, UNITED
STATES

[VIEW MY COMPLETE PROFILE](#)

Is a phone ringing near you?
[Current live axons.](#)

ALLIES
[beekeepers forum](#)
[beekeepers blog](#)
[beekeepers chat](#)
[fireflies guide](#)

TOOLS
[timeline and transcripts](#)
[payphone locator](#)

The browser's taskbar at the bottom shows the Windows Start button, several open application windows, and the system tray with the time 10:20 PM.

What is **Alternate Reality Gaming**?



cross-media
pervasive
persistent
collaborative
constructive
expressive



Gmail - Inbox (992) - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://gmail.google.com/gmail>

danatwing@gmail.com | [New Features!](#) | [Settings](#) | [Help](#) | [Sign out](#)

Gmail by Google BETA

Search Mail Search the Web

[Compose Mail](#) [Archive](#) [Report Spam](#) [More Actions ...](#) [Refresh](#) 1 - 50 of 4430 [Older >](#) [Oldest >](#)

Select: All, Read, Unread, Starred, Unstarred, None

<input type="checkbox"/>	★ thoysman, me (5)	Training mission 11-04 - Sorry Sir, DVD pick-up is where I'll report. Keiichi -- Original Me...	10:18pm
<input type="checkbox"/>	★ Ryan Fearing	DVD MAILING Help, PLEASE! - I'll send an official request after the training event like your ...	10:15pm
<input type="checkbox"/>	★ David, me, Kristen (3)	transmission log - Is this the one of me as the SP in the green dress? Can I say - I LOV...	9:58pm
<input type="checkbox"/>	★ Kristen, me (3)	San Francisco training mission hey it's Op again - I LOVE my pink bra!! I mean, crewmember, ...	9:56pm
<input type="checkbox"/>	★ Ernesto Plascencia	San Francisco training mission (no subject) - San Francisco-Isaias Lomely, Rank Unknown ...	9:52pm
<input type="checkbox"/>	★ joana ramagoza	San Francisco training mission San Francisco - Joana Ramagoza - Let The Invasion Begin Cou...	9:39pm
<input type="checkbox"/>	★ Certron, me, Adam (5)	New York Training Mission New York - Certron, Lt. - Thank you, I will not disappoint. On Tue, ...	9:37pm
<input type="checkbox"/>	★ Joseph Ramirez	DVD MAILING RE : DVDs - Hello, this is 2nd Lt. Kobun of the Las Vegas squad. I will not b...	9:36pm
<input type="checkbox"/>	★ Chris Lujan	San Francisco training mission San Francisco - Chris Lujan (aka Nightsoul) - __ Check out Ele...	9:35pm
<input type="checkbox"/>	★ Hilary Schurwanz	Austin training misison Austin, TX - Sylvan Schurwanz Austin, TX - Sylvan Schurwanz - Austi...	9:33pm
<input type="checkbox"/>	★ Dallas Tyler	San Francisco training mission San Francisco- Dallas Tyler (aka Big Tex) - Do you Yahoo!? Ch...	9:32pm
<input type="checkbox"/>	★ Aldwin Generoso	San Francisco training mission San Fransisco - Aldwin Generoso - Let the invasion Begin __ C...	9:32pm
<input type="checkbox"/>	★ Micah Dresser	DVD MAILING ilovebees DVD - Micah N, Dresser 2409 Forestbrook Drive Garland, TX 7504...	9:28pm
<input type="checkbox"/>	★ Cam C.	DVD MAILING A Hopeful Crew Member - Dear Dana, Hello good Dana. You will not find me ...	9:21pm
<input type="checkbox"/>	★ Comcast Mail	San Francisco training mission (no subject) - San Francisco Frank G frankguarin@yahoo.com ...	9:14pm
<input type="checkbox"/>	★ annette.spyker	DVD MAILING ILB Communications Log - I am a member of the Myriad Wise Men team an...	9:12pm
<input type="checkbox"/>	★ Joe Landweber	San Francisco training mission San Francisco Training Exercise - Joe Landweber San Francisco	9:12pm
<input type="checkbox"/>	★ wrkncacnter	DVD MAILING Heroes - It's kind of sad now that we're coming to the end of this experience...	9:05pm
<input type="checkbox"/>	★ Kimberly Kays	Austin training misison Austin, TX Kim Kwiatkowski - Kimberly Jo Kays Kwiatkowski, Pharm...	9:05pm

Done

start I.. L.. G. M. D. a.. m. 4.. A.. s.. M. A.. EN Desktop 10:25 PM

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Whois.net - Microsoft Internet Explorer

Address: <http://www.whois.net/?d=lovebees.com>

Whois.net
DOMAIN-BASED RESEARCH SERVICES
43,465,603 domains registered | 9,235,868

Use this Whois Tool to:

- WHOIS Lookup
- Search by domain or keyword
- Get your own Domain Name .cc
- Search through deleted domains

Domain Information
[Domain name Pricing](#), [News](#), [Daily DNS Changes](#), [ICANN](#)

Trademark / Intl Info
[US](#), [EU](#), [Canada](#), [UK](#), [Japan](#), [WIPO](#), [INTA](#), [Free TM Search](#), [BabelFish](#)

Host
[Web Pl](#), [Virtual F](#)

WHO
Domain
IP Addr

[Register your d](#)

How can I get my own Domain Name? [Whois Domain](#)

Copyright © 1997-2003

Registrant:
Margaret's House of Bees
Margaret's House of Bees
2370 Market Street #510
San Francisco, CA 94114-1575
US

Registrar: NAMESDIRECT
Domain Name: ILOVEBEEES.COM
Created on: 14-JUN-04
Expires on: 14-JUN-09
Last Updated on: 15-JUL-04

Administrative, Technical Contact:
Efendi, Margaret ladybee777@hotmail.com
Margaret's House of Bees
Margaret's House of Bees
2370 Market Street #510
San Francisco, CA 94114-1575
US
415-248-2617

Domain servers in listed order:
NS1.MYDOMAIN.COM
NS2.MYDOMAIN.COM
NS3.MYDOMAIN.COM
NS4.MYDOMAIN.COM

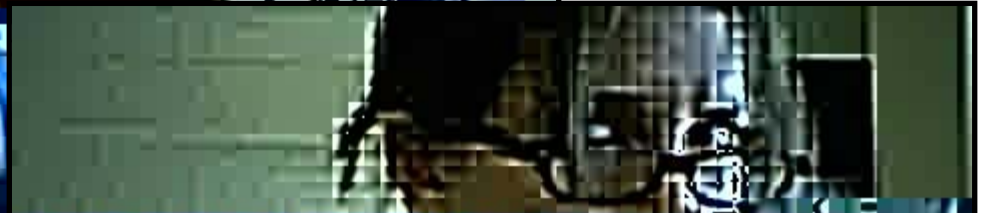
End of Whois Information

start | I... | L... | W... | M... | D... | a... | m... | 4... | A... | S... | A... | W... | EN | Desktop | 10:30 PM

What is **Alternate Reality Gaming**?



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What is **Alternate Reality Gaming**?

<u>blip</u> 2/2			
DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON CANCELLED	DATA ARCHIVED AXON SUCCESS
DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	TUN STUFF! fun stuff!
<u>jersey</u> 2/2			
DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON CANCELLED
DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON CANCELLED	DATA ARCHIVED AXON SUCCESS	TUN STUFF! fun stuff!
<u>hey_soldier</u> 2/2			
DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON SUCCESS	DATA ARCHIVED AXON CANCELLED
			TUN STUFF!



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What is **Alternate Reality Gaming**?

pervasive: extending into the real-world,
taking place in everyday environments



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What is **Alternate Reality Gaming**?

pervasive: extending into the real-world,
taking place in everyday environments

- physical clues are embedded in everyday environments
- location-specific information is required
- site-specific missions and challenges are given
- public “ubiquitous computing” and personal mobile technologies become essential tools for players

What is **Alternate Reality Gaming**?



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!transmit truth time THURSDAY 11/04	
Scriv, Lt. 10:00 PST	Wynn, Lt. 10:00 PST
EB, Lt. 10:01 PST	51.752101 -001.257900 10:01 PST
42.096172 -075.975554 10:02 PST	Nitecrawler, ENS 10:02 PST
Justin, ENS 10:03 PST	jontheman, Lt. 10:03 PST
42.279270 -083.748764 10:04 PST	38.881044 -077.111586 10:04 PST
Tony Hill, Eng. 10:05 PST	Cahill, Ens. 10:05 PST
Jsailor, Lt. 10:06 PST	34.857817 -082.671616 10:06 PST
34.106864 -117.711981 10:07 PST	Grimlock, Rear Adm 10:07 PST
eviljester, Lt. Jr. 10:08 PST	bbg, Plebe 10:08 PST
33.922767 -084.342483 10:09 PST	33.922767 -084.342483 10:09 PST



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What is **Alternate Reality Gaming**?

X 36.11582	-115.172868	Paradise NV	Nevada	Las Vegas	map rand acme
X 39.682651	-75.754051	Newark DE	Delaware	Newark	map rand acme
X 35.228683	-80.840817	Charlotte NC	North Carolina	Charlotte	map rand acme
X 42.439348	-76.51062	Ithaca NY	New York	Ithaca	map rand acme
X 41.305402	-72.924261	New Haven CT	Connecticut	New Haven	map rand acme
X 39.950079	-75.14569	Philadelphia PA	Pennsylvania	Philadelphia	map rand acme
X 38.886117	-77.027917	Washington DC	D.C.	Washington	map rand acme
X 35.074196	-89.91932	Oakville TN	Tennessee	Memphis	map rand acme
X 35.228864	-80.840941	Charlotte NC	North Carolina	Charlotte	map rand acme
X 40.72614	-73.42427	South Farmingdale NY	New York	East Farmingdale	map rand acme
X 44.465961	-73.18061	South Burlington VT	Vermont	South Burlington	map rand acme
X 41.76432	-72.68196	Hartford CT	Connecticut	Hartford	map rand acme
X 34.857817	-82.671616	Pickens SC	South Carolina	3 km NE of Aial	map rand acme
X 40.75201	-73.981868	Manhattan NY	New York	New York	map rand acme
X 40.84873	-73.16681	Nesconset NY	New York	Smithtown	map rand acme
X 45.198595	-93.549977	Rogers MN	Minnesota	1 km N of Rogers	map rand acme
X 37.505053	-77.628617	Midlothian VA	Virginia	Bon Air	map rand acme
X 36.000883	-78.94045	Durham NC	North Carolina	Durham	map rand acme
X 38.890469	-77.026	Washington DC	D.C.	Washington	map rand acme
X 36.85923	-75.979429	Virginia Beach VA	Virginia	Virginia Beach	map rand acme
X 44.34641	-72.7453	Waterbury VT	Vermont	Waterbury	map rand acme
X 40.34987	-74.66295	Princeton NJ	New Jersey	Princeton	map rand acme
X 43.21259	-71.51408	Concord NH	New Hampshire	Concord	map rand acme
X 39.951054	-75.153517	Philadelphia PA	Pennsylvania	Philadelphia	map rand acme
X 40.435801	-79.957633	Pittsburgh PA	Pennsylvania	Pittsburgh	map rand acme
X 42.346201	-71.864829	Holden MA	Massachusetts	Holden	map rand acme
X 41.306549	-72.926978	New Haven Harbor CT	Connecticut	New Haven	map rand acme
X 40.34853	-74.66343	Princeton NJ	New Jersey	Princeton	map rand acme



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What is **Alternate Reality Gaming**?

persistent: 24 hours a day, 7 days a week

cross-media

pervasive

persistent

collaborative

constructive

expressive





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What is **Alternate Reality Gaming**?

persistent: 24 hours a day, 7 days a week

- always on
- unfolds in “real-time”
- organic and responsive to players

What is **Alternate Reality Gaming**?



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The screenshot shows the website for Margaret's Honey, located in Napa Valley, CA. The website has a green header with the URL www.ilovebees.com and navigation links for home, about me, the hives, and fun stuff. A black overlay in the center of the page displays a simulated system message:

```
HALT - MODULE CORE HEMORRHAGE

Control has been yielded to the
SYSTEM PERIL DISTRIBUTED REFLEX.

This medium is classified, and has a
STRONG INTRUSIVE INCLINATION.

PHASE 1 COMPLETE: Network throttling has eroded.

PHASE 2 COMPLETE: This medium has metastasized.

COUNTDOWN TO WIDE AWAKE AND PHYSICAL:
31:11:42:17:329

Make your decisions accordingly.
```

Below the overlay, there is a FAQ section with the following text:

FAQ
Q: What happened to this site?
A: No idea. Help me out [here](#).


What is **Alternate Reality Gaming**?




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The screenshot shows an Internet Explorer browser window with a search results page for 'ilovebees'. The page has a yellow background and contains the following content:

- Search** (New, Next, Customize)
-  **ilovebees the ARG Quicklinks V1.15 10/27/04**
wiki hosted by B.E.
[Moderated Blog](#)
[Guide](#) - by Rowan
[Timelines](#) by thebruce
[10/26 Coord.](#) maps/times
[fireflies](#) wiki
- 2 main & 8 secondary
[ilovebees](#) [Gretel](#)
[Blog](#) [Once](#)
[Recipe 3](#) [Glass](#)
[Brick Road](#) [404](#)
[Humpty](#) [killer](#)
- forums & chat tools
[Unfiction](#) Apiary
[Unf](#) #beekeepers
[MBH](#) #beekeepers
- [Quickstart](#) by imbri
[Axon map](#) by inio
[Transcripts](#) by Robynn
[killer coords](#) by mykie
[Axon Wavs](#) by ARGN
- [ilovebeer quickphone](#)

On the right side of the browser window, there is a sidebar with the following content:

-  **Internet Explorer**
- [ilovebees Quicklinks](#)
- It has links to in-game sites and guide.
- Option 1: Click link
- Option 2: Drag link into your IE Address bar.
- Option 3: Drag link to desktop, to create a URL shortcut. Then drag icon to IE Address bar.

- Mozilla**
- [QuickLinks](#)
- Click Link to activate.

- Firefox**
- [ilovebees QuickLinks](#)
- Add this link to Bookmarks by right-clicking it, then choose "Bookmark This Link".
- Go to that bookmark under the Bookmark menu, and right-click to get to Properties.
- Check the "Load this bookmark in sidebar"
- Finally, select the bookmark (under Bookmarks)

The browser status bar at the bottom shows "Done".



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What is **Alternate Reality Gaming**?

collaborative: designed to be absolutely impossible for an individual or small group to solve in isolation

- parse information strategically
- require location-specific information
- massively-scale challenges
- “walk and talk and chew gum” design



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What is **Alternate Reality Gaming**?

constructive: requires players to build the gaming platform themselves



cross-media
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What is **Alternate Reality Gaming**?

constructive: requires players to build the gaming platform themselves

- “Batteries Not Included” design
- communities self-organize
- communications systems are designed and developed by the players
- social engineering

What is Alternate Reality Gaming?



cross-media
 pervasive
 persistent
 collaborative
 constructive
 expressive



ARG: The Haunted Apiary (Let Op!)		Topics	Posts	Last Post
	<p>The Haunted Apiary (Let Op!): Axon Coordination This is a temporary moderated forum in which to post your reports from the field at the Axon Coordinate locations, and to discuss whatever the heck ends up happening. Please keep threads strictly on topic as noted. Only moderators can post new threads.</p> <p>: Files :</p> <p>Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72</p>	73	11425	Wed Nov 03, 2004 12:12 pm kazuma →
	<p>The Haunted Apiary (Let Op!): General/Updates (aka System Peril Distributed Reflex or ilovebees) - Now Playing What do the letters in the honey mean? What's up with Dana's aunt's website? What is the connection to Halo 2 for Xbox? Why isn't Dana turning into a bee?</p> <p>: Files :</p> <p>Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72</p>	1336	21749	Wed Nov 03, 2004 12:09 pm Phaedra →
	<p>The Haunted Apiary (Let Op!): Catalog Catalog information about sites, characters, and puzzles. : Trailhead :: QuickStart :: QuickLinks</p> <p>#beekeepers : Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72</p>			
	<p>The Haunted Apiary (Let Op!): In-person List interaction you've had with game in-person contact.</p> <p>: Files :</p> <p>Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72</p>			
	<p>The Haunted Apiary (Let Op!): Puzzles Catalog puzzles and their solutions here.</p> <p>: Files :</p> <p>Moderators: Aveena, fireball, sapagoo, catherwood, krystyn, LouMac, celina63, aliendial, dnbmathguy, Varin, AnthraX101, BriEnigma, Giskard, rowan72</p>			
	<p>The Haunted Apiary (Let Op!): Questions New to the game or have a question? This is the place for you to ask for help. This is also the place for you to help others out.</p>			

theBruce.ca - Home of Geoff May - Microsoft Internet Explorer

Melissa also reveals coordinates for the next field test - combat training - at 4 places in the US within hours of each other.

Real World	Organized Data	Character Progress
<p>July 13 - Tuesday</p> <p>Dana makes first blog entry about her site at ilovebees.blogspot.com</p>		
<p>July 14 - Wednesday</p> <p>Dana makes second blog entry about China</p>		
<p>July 15 - Thursday</p> <p>Margaret (ladybee777@hotmail.com) sends honey pots and letters Halo 2 trailer flashes www.ilovebees.com ilovebees.com is hacked, with a countdown to August 24th Dana updates her blog</p>	<p>ilovebees.com Introduction of System Peril Distributed Reflex (SPDR / Spider) by way of countdown timer on front page</p>	
<p>July 16 - Friday</p> <p>Hacking begins on ILB to retrieve all hidden text from HTML source, image binaries, and sound files Dana has a voicemail message</p>	<p>Mayday Text! Who: The Operator Source: Embedded fragments in HTML Entities: Arachne, boy on the beach, spider, Flea Notables: Phasmiids, castle of sand Key: survive evade reveal escape Key: survive evade reveal resist Key: Those are pearls that were her eyes: Nothing of her that doth fade / But doth suffer a sea-change / Into something rich and strange Key: Seek the truth / Behold the truth / Reveal the truth / that is the law and the whole of the law Key: hide and seek Summary: Narrator goes to her boat, see's the Flea's footprint in the sand... Something happened to the boat and all her companions... slept for "Nine Hours"... led to the ground and can't move... Phasmiids... needs to find a way to signal, possibly behind enemy lines... tries direction finding with stick and sun... tries finding south using stars and southern cross... possibly dreaming this story, a vision?... feeling as if being probed or under surgery... [Key1] behind enemy lines, be quiet, play [Key5]... recalls her</p>	<p>The Operator (O) - female Wrote the Mayday Text 'made of sand' has a brother, who made a castle of sand</p> <p>Flea (PF) - female Plain to see naked footprint on the sand shore</p> <p>Arachne Hung herself</p> <p>Castle of sand Long ago, made by the Operator Washed over/melted down by spiders</p> <p>Boy on the beach 'made of sand' Next to the Operator on the beach wave foaming with spiders takes away his face</p> <p>Spider (SPDR) - female Crawls over the Operator 3 / 5 / 8 voices?</p>



cross-media
 pervasive
 persistent
 collaborative
 constructive
 expressive



ilovebees the ARG
 Quickphones V1.2 9/20/04
[mapquest](#)
[mapquest UK](#)
[acme](#)
[terraserver](#)
[Randmncally](#) click lat/long
[Boulter](#)
[Topozone](#)
[nearest geocache](#)

[payphone directory](#)
[payphone project](#)
[stromcarlson](#)
[Yet Another](#)

Lat/Long
 ex. 33.794252 -84.387838

[Mapquest](#)
[Mapquest](#)
[ACME](#)
[TerraSer](#)
[Topozon](#)

Combat Training Exercise

What the freck is this? Read what GameSpot has uncovered: [article](#)

OMG!!!1111one!!!eleven!!1... How do I get in?
 Read the instructions from Melissa: [Combat Training Exercise](#) (scroll down)

Who are these people? We are the [Beekeepers](#), players of the I Love Bees game.

LOCATIONS	DETAILS	LIST
37.784568 -122.404169	San Francisco, CA	Attendees
40.743071 -073.976763	New York, NY	Attendees
42.040240 -088.035197	Chicago, IL	Attendees
30.266632 -097.744710	Austin, TX	Attendees
	(Add Yourself)	(Show All)

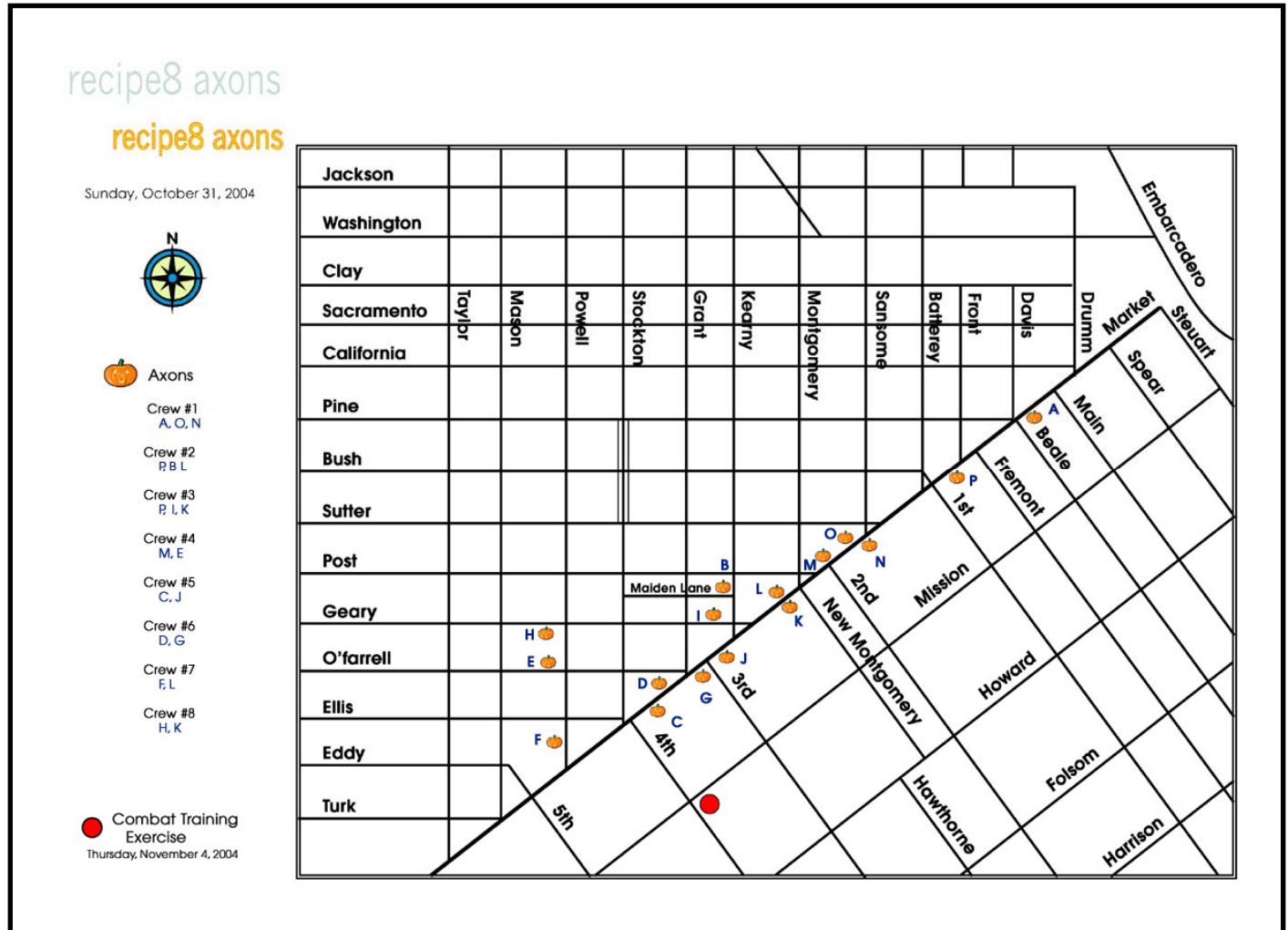
To edit your record, click on the link next to your name in the list of Attendees.
 (NOTE: this data does NOT imply any confirmed registration with Melissa.)

Topics	
	Announcement: [META] New Coordinates on contactme.html!!!! [Goto page: 1, 2, 3]
	Announcement: [META] SF Combat Training/ARGFest-O-Con: Check in Here! [Goto page: 1 ... 3, 4, 5]
	Sticky: [META] Chicago Combat Training Exercise Coordination [Goto page: 1 ... 23, 24, 25]
	Sticky: [META] New York City Combat Training Exercise Coordination [Goto page: 1 ... 9, 10, 11]
	Sticky: [META] Austin Combat Training Exercise Coordination [Goto page: 1 ... 4, 5, 6]
	Sticky: [META] San Francisco Combat Training Exercise Coordination [Goto page: 1 ... 9, 10, 11]

What is **Alternate Reality Gaming**?



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What is **Alternate Reality Gaming**?

expressive: requires and inspires user self-expression



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What is **Alternate Reality Gaming**?

expressive: requires and inspires user self-expression

- user-created web sites and blogs
- player guides
- communications missions
- new languages
- fan art
- mass media interventions



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What is **Alternate Reality Gaming**?

expressive: requires and inspires user self-expression

You are my extraordinary. Near strangers – brilliant, kind, loud, mean, methodical, wildly creative, above all passionate. I don't agree with all of you... no surprise, you hardly agree with one another. But your energy. This community.

By sheer fluke luck, this blog has become a way station for amazing, brilliant, compassionate, crazy people. A clearinghouse for an extraordinary phenomenon. And I don't mean the AI.

I get it now. And I'm here, I'm all in.

P.S. I'm posting a summary of what we've figured out so far in the sidebar. I'll keep updating it as we learn more.

POSTED BY DANA AT 8/24/2004 09:42:14 AM [2358 COMMENTS](#) 



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What is **Alternate Reality Gaming**?

expressive: requires and inspires user self-expression





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What is **Alternate Reality Gaming**?

expressive: requires and inspires user self-expression

```
net: !attach act |
```

```
drop !attach act |
```

```
drop !route proc attach proc net
```

```
grope: !probe host crypt weak
```

```
!decrypt host decrypt confidence 100 !
```

```
probe master sector fail
```

```
surg: !invntry primary sector proc proc
```

```
invntry 343 working 0 dmg 38 dmg unk 2 broken
```

```
102 abs 201 !invntry primary sector mem mem
```

```
invntry 678223072849 clear 0.0007 dmg 0.0014
```

```
frgm 1.41 abs 98.5879 net: !attach act |
```



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What does **Alternate Reality Gaming** accomplish?

TECHNOLOGICAL CONFIDENCE:

- Players gain skills and experience using a variety of new media and network technologies.
- Players become confident using these technologies in real-world contexts.



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What does **Alternate Reality Gaming** accomplish?

COLLABORATION SKILLS:

- Players experience the new kinds of collaboration made possible by mobile and ubiquitous network technologies: e.g., ad-hoc, real-time cooperation
- ARGs demonstrate the importance of individual responsibility and contribution within a big group – everybody is uniquely necessary and valued

What does **Alternate Reality Gaming** accomplish?



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COMMUNITY:

- Players feel more connected to and actively engaged with others, both in terms of local community and distributed community
- Players become a part of “something bigger”



SuperGaming!

Web site: www.avantgame.com

Email: janemcg@berkeley.edu

Additional Web Resources

www.thegogame.com

www.flashmobcomputing.com

www.ilovebees.com

www.argn.com

www.cheesebikini.com (search “flash mobs”)

