

About Unity Technologies

Unity provides 3D content development solutions, with the Unity platform, its proprietary solution. Unity provides a fully integrated development environment which makes it easier and more cost-effective for content developers for creating and deploying 3D content for online, console & mobile games, virtual worlds and other sectors with creative visual content. Content built with Unity is deployed via the Web to browsers and to devices that Unity supports. Unity is a suite of technology solutions for the 3D content development market and currently comprises Unity Indie, Unity Pro, Unity Educational, Unity iPhone and Unity Wii™ targeting development for PC, Mac®, Nintendo Wii™ and mobile platforms.

IT Standards

For participation in the Unity Mobile Generation Education event applicants must have access to the following hardware and software:

First Round one (1) each

Provided by the institution

- Min spec Unity capable PC/Mac: Windows XP SP2 or later; Mac OS X "Tiger" 10.4 or later
- Android OS SDK v. 2.1 or newer

Provided by Unity Technologies

- Unity Pro v 3.0
- Unity Android Pro v 3.0 Pre-release
- Android OS Mobile Device

Second Round twenty (20) awards each

Provided by the institution

- Min spec Unity capable PC/Mac: Windows XP SP2 or later; Mac OS X "Tiger" 10.4 or later
- Android OS SDK v. 2.1 or newer

Provided by Unity Technologies

- Unity Pro v 3.0
- Unity Android Pro v 3.0 Pre-release
- Android OS Mobile Device

Reason for Requesting Proposal

The games industry is rapidly changing. The success of the iPhone and iPad have shown that there is a large consumer market for a new generation of games based on mobile devices. However, most university game programming and game design courses are still focused on teaching skill for the traditional AAA game markets for PC and console development. Unity believes that some of the best opportunities for student employment in the next 2-8 years will be in the mobile and tablet PC space. The mobile and tablet PC space will provide new UI, gameplay and distribution models for game developers. Students with training on these new devices will have a distinct competitive advantage in the fast growing mobile games/applications segment. The purpose of this initiative is to develop course curriculum and learning materials centered on mobile and tablet PC development using Unity's Android game software.

Project Description:

The Unity Mobile Generation Education project will be a two round award process. For the initial application educators will be asked to submit a curriculum proposal, background information on their school's current offering of programs and/or courses relating to games and game development (or future games courses) and the names and credentials of faculty and staff associated with the proposal. Applicants are also encouraged to list any co-sponsors that would provide additional support for a mobile development course at their school. From amongst the initial applicants, Unity will select 20 schools to advance to the first round. Schools selected for the first round will each be provided with Unity's Game Development software and a Google Nexus One phone. First round participants will have 6 weeks to familiarize themselves with the Unity Android development environment and deployment process.

After 6 weeks, first round participants will be asked to submit a proposal for a one semester mobile games curriculum and two 20 mins video example lectures from their proposed course. The curriculum submission must include:

- Course names
- Course descriptions
- Course Goals
- Learning objectives
- At least one example assignment with details of the parameters and expectations for an assignment.

The example lectures must include video of the participant working with Unity Android and deploying a demo to the Android hardware. Unity will use an independent panel to evaluate and rank the curriculum submissions and example lectures. From the panel's top ranked submissions Unity Technologies will select 3 schools to advance to round 2. Schools selected to participate in round 2 will each be awarded 20 licenses to Unity Pro, Unity Android Pro and 20 Google Nexus One phones to use for up to 18 months. Round two participants will then have 18 months to refine, test and implement their curriculum. Every 3 months after the round two award participants will be required to write a 300 word blog for the Unity Website on the progress, success and/or changes to their program. At the conclusion of the project round two participants will be requested to submit a case study on their program.

Unity Technologies will retain media use and redistribution rights for all projects, screen shots, videos, blog post and curriculum submissions as part of the Unity Mobile Generation Education project.

Time Line:

- This RFP is open now
- The RFP will close on September 30 2010
- Unity will announce the first round awards on October 18th 2010
- Phones and software will be shipped to first round schools by October 28th, 2010
- Complete Second round submissions will be due December 18th, 2010
- Unity will announce the second round winners February 1st, 2011

For Unity Mobile Generation Education RFP Submissions or questions contact:

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To get the free feature-packed Unity to create games and interactive visualizations for the web, PC and Mac or to get a free 30 day evaluation of Unity Pro or Unity iPhone, go to: <http://unity3d.com/unity/download/>

About Unity Technologies

Unity Technologies is revolutionizing the game industry and was named one of the top five game companies of 2009 by Gamasutra after just four years on the market. Today Unity Technologies has more than 170,000 registered users worldwide – including Bigpoint, Cartoon Network, Coca-Cola, Disney, Electronic Arts, LEGO, Microsoft, NASA, Panasonic, Ubisoft, Warner Bros., large and small studios, independent professionals, students and hobbyists – using the Unity platform to develop high-quality interactive 3D content for the web, mobile and console. Unity Technologies is one of the fastest growing software companies and is aggressively innovating to expand usability, power and platform reach so that it can deliver on its vision of democratizing interactive 3D technology. Unity Technologies is headquartered in San Francisco and has development offices worldwide. For more information, visit <http://unity3d.com/>.