

# MOMENTCITY I , A VIRTUAL REALITY

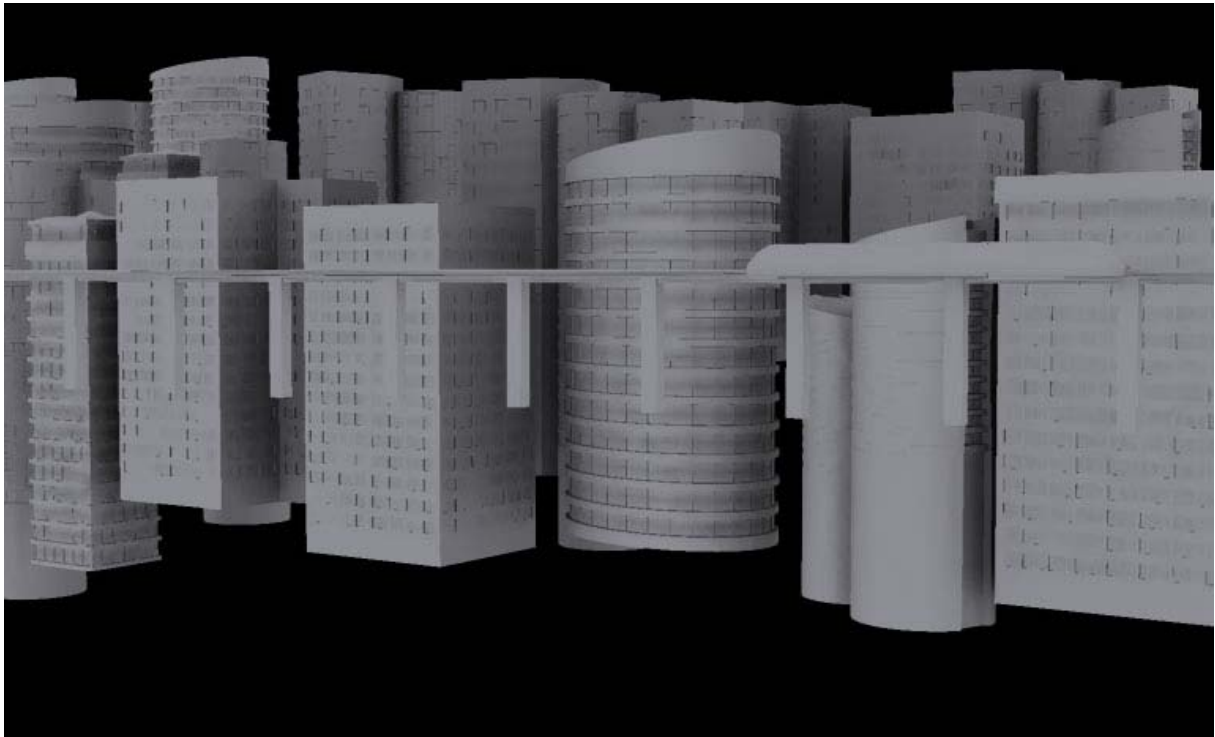
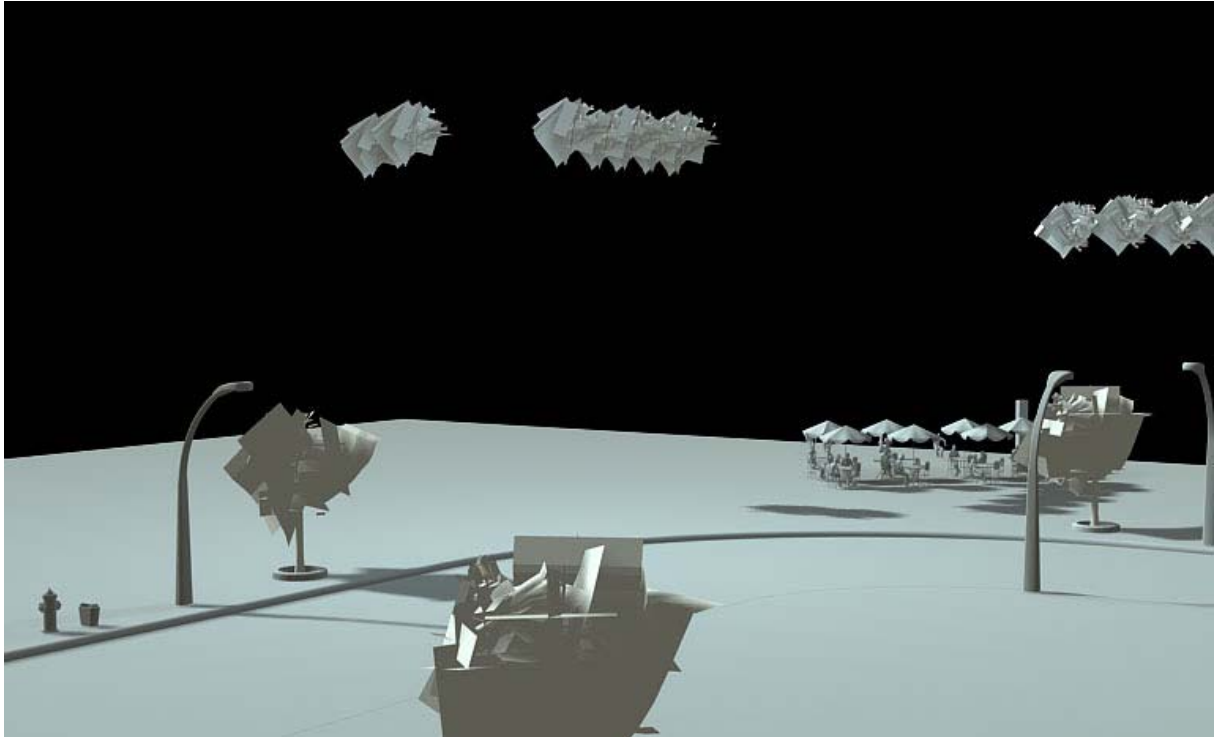
A virtual city brought to life...

Here are some of Moment City's core features.

## 3D

- Modeling and computerized construction of buildings, trees, kiosks, streetlamps, slot- machines, etc.
- Stretching and fixing of selected surface patterns and textures onto the 3D objects.
- Rendering of the entire virtual city
- Planning and modeling of flash animation actions with 3D objects and virtual human figures
- Disassembling and exporting of flash animations
- Camera and lighting adjustments
- In case of all modifications of the 3D city, the entire work process must be executed again step by step: 3 D modeling, building, surface patterns, rendering, flash integration.

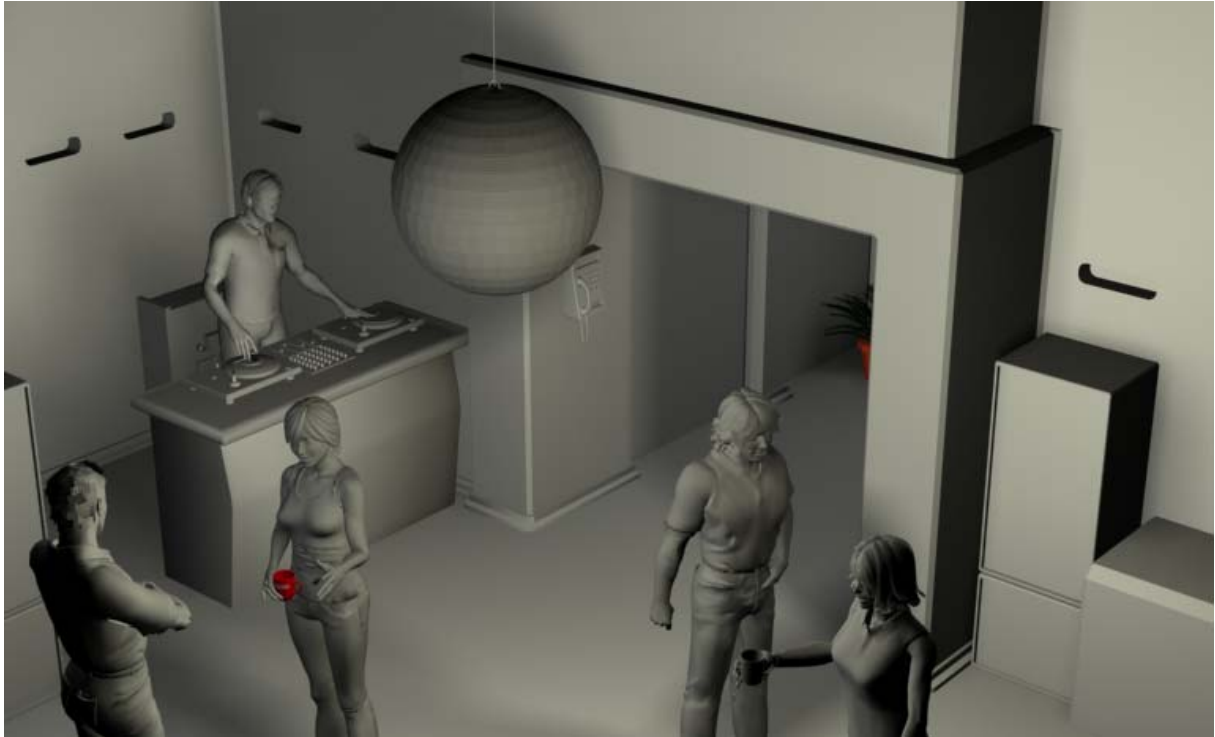






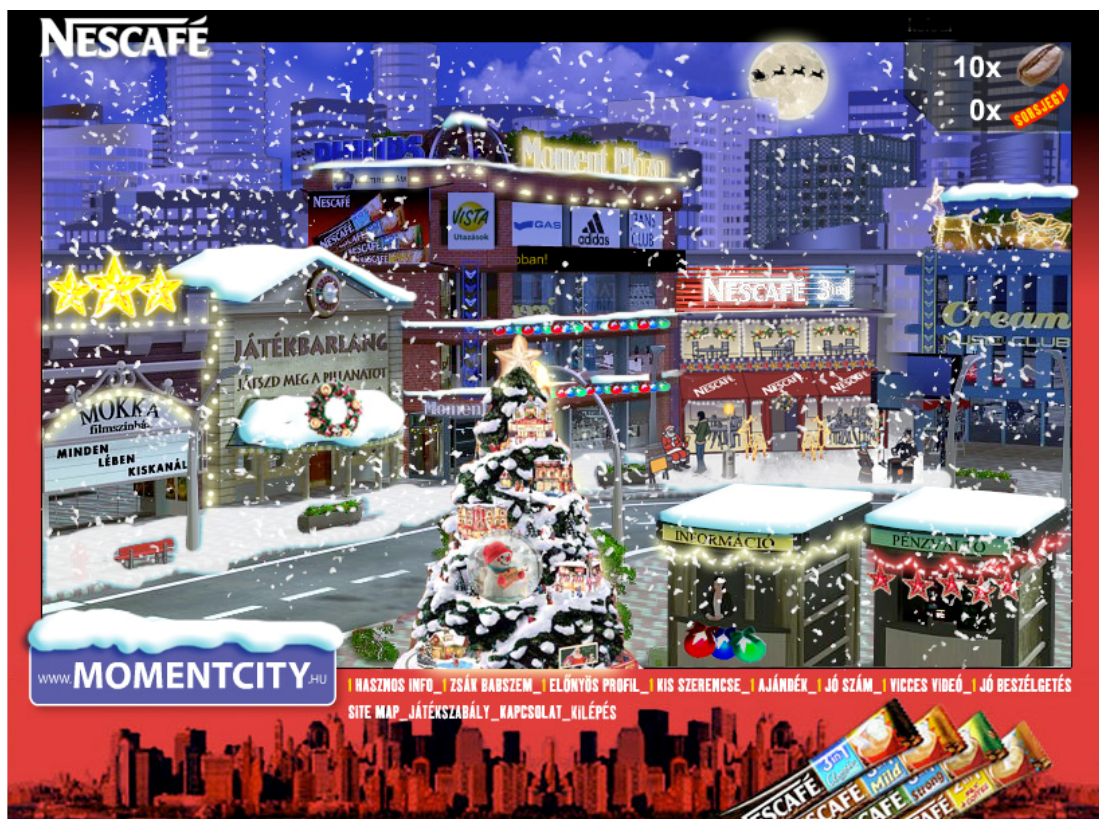






## FLASH PACKAGE

- Pre-kickoff games with countdown (roast chicken gobbling)
- Balloon animation on kickoff days
- Change of daylight and night view depending on the server time. After 6 p.m. the city goes dark.
- Changing of sunny and rainy periods: rain starts to fall randomly for a while
- An airplane wings the air at times pulling a contrail
- Sometimes a train passes by on its overhead railway
- It is snowing in winter.
- On the 6<sup>th</sup> of December, Santa Claus flies above the city on a reindeer sled replacing the airplane
- Moving cars in 12 colors and 6 different designs
- 4 different, pedestrians walking on the main street and entering some buildings
- 20 Easter Eggs: small animations hidden to some places (lady in the shower, Moment City dog, hydrant etc.). If visitors find them, they get some virtual money as a reward.
- Visitors can enter the buildings from the main street through animation
- Neon animations and neon signs above shop doors and on roofs
- Decoration and arrangement of shop windows inside the Shopping Mall
- Tooltips appearing on mouseover
- Text bubble popups on mouseclick
- Flash+ Webra XML communication: all games and interactive parts communicating with the server are realized through XML-http requests. This ensures that the games get random numbers; results- and balance handling from the server. For this, it is impossible to hack the game algorithms to get limitless amounts of virtual money.
- Logos of sponsors can be placed on the virtual 3D city's billboards



## PROGRAMMING

### Registration

- Users have to enter the following data: nickname, password (confirmed), cell phone number, e-mail address, first name, last name, postal code, city, street, house number, age (from-to) male/female, agreeing to game terms and conditions, claim for newsletter.
- Registration can be extended with quiz questions with radio buttoned answers. Product codes can be also entered for extra virtual money units. Product types are told from each other by codes.
- Profile creating: visitors can create their own character by selecting hair color and hairdo, eyes, lips, moustache, spectacles etc.
- Confirmation e-mail: visitors have to enter a real, existing e-mail address so as to receive the system's automatic activation e-mail containing a special link to confirm the registration and enter the virtual city. Administrators can also affirm user registrations.
- On behalf of the administration interface, it is possible to send text and HTML newsletters for over 10 000 users with formatting suitable for most e-mail clients.

**NESCAFÉ**

### MOMENTCITY REGISZTRÁCIÓ

Add meg ezt a pár adatot, és máris MOMENTCITY lakója lehetsz!

Mit szeretsz a leginkább a NESCAFÉ 3in1-ben?

- A harmonikus ízét.
- Azt, hogy könnyen elkészíthető
- A reklámjait.
- Hogy több közül választhatok.

Becenév\*:

Vezetéknév\*:

Keresztnév\*:

Lakcím

Város:

Irányítószám:

Jelszó\*:

A jelszó minimum 5 karakter.  
Jelszó megegyezik\*:

Utca, házszám:

Mobilszám (06 xx xxxxxx)\*:

Életkor:

E-mail cím\*:

Nem:

Válassz arcot!

Elfogadom  
Elfogadom a játékszabályt és adataim megadásával hozzájárulok, hogy azok a Nestlé Hungária Kft. Adatbázisába

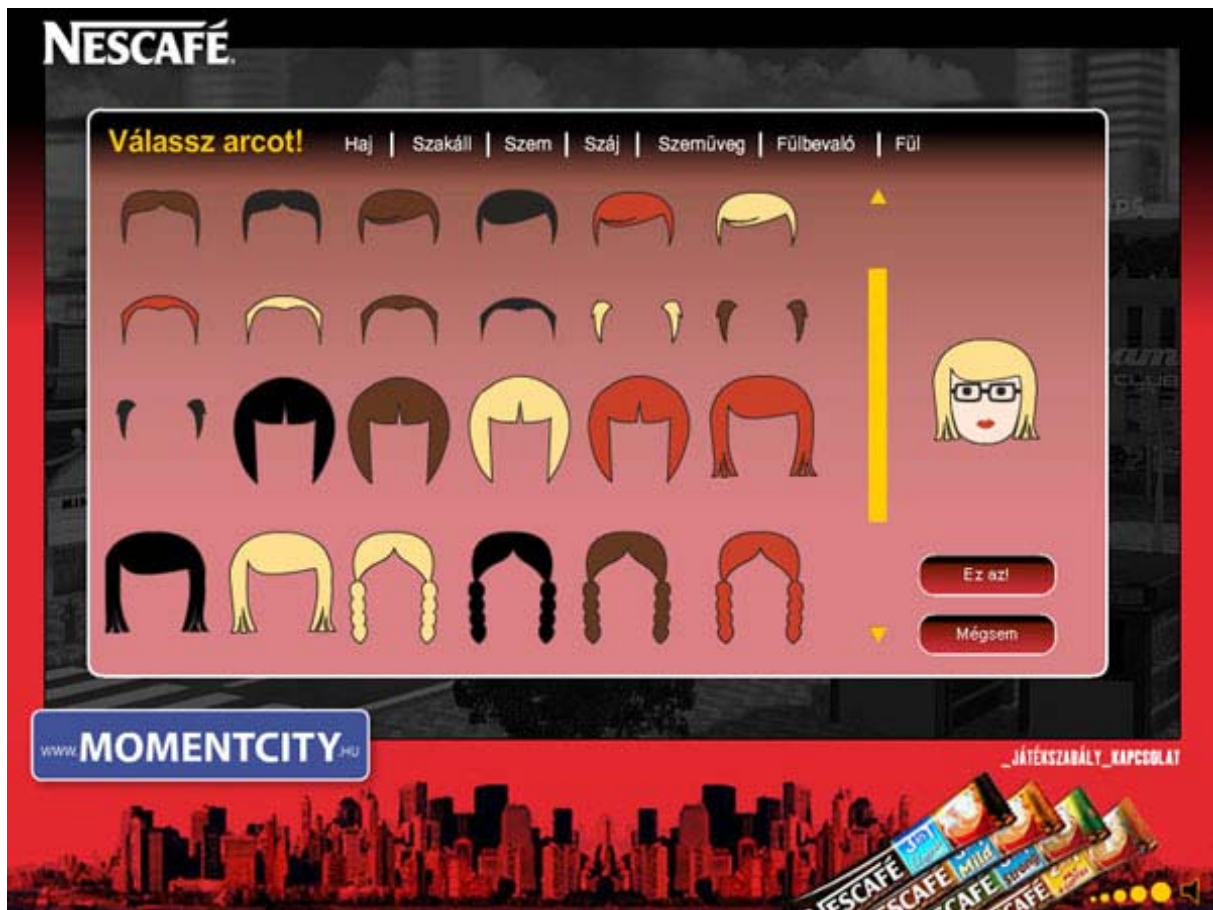
Folyamatos tájékoztatást kérek MOMENTCITY újdonságairól.

Regisztrálok

www.MOMENTCITY.hu

\_JÁTÉKSZABÁLY\_KAPCSOLAT



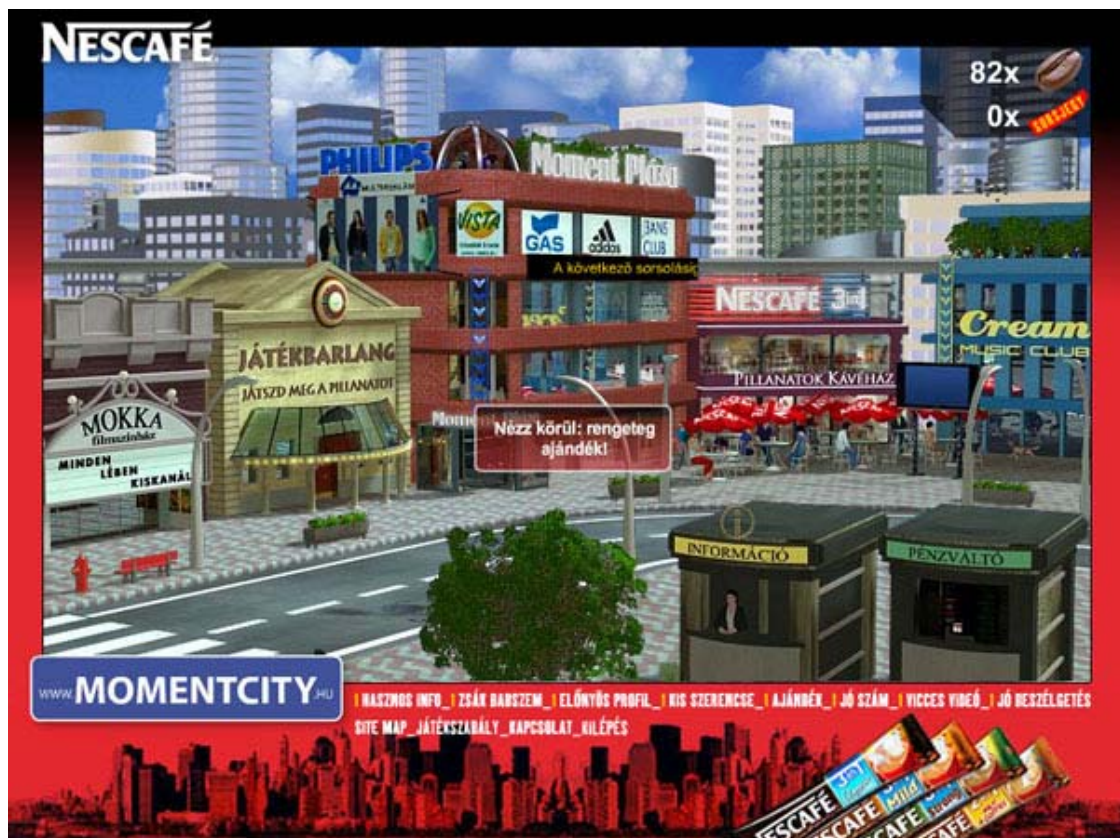


### Signing in

- By entering username and password given at the registration, visitors are allowed to enter the virtual city.
- However, no registration is needed to take a stroll in the city. If entering for just a quick look, the system warns visitors about the lack of signing in when they are clicking on an interactive feature. Most games and places can be visited without registration though.
- If users forget their passwords, the system generates a new password and sends it via e-mail to the user's given address. Old passwords can not be resent, because the system stores them encoded. Automatically generated passwords can be modified.

## Main Street

- Above the interactive, clickable surfaces appear small text bubbles with some information on mouseover
- Info panes: at the first visit, popup panes provide us with detailed information about the virtual locations. Texts of the info boards can be modified on the administration interface.
- Money exchange: we convert product codes to virtual money. The system warns about incorrect or used codes. On the administration interface, it is possible to track codes (username, time- and way of code entering)
- Quiz: when selecting correct answers (radio buttons), users can get extra virtual money, even without product codes.
- Profile specific data: having signed in, users see the number of their virtual money units and virtual sweepstake tickets on a transparent, black, glasslike label. By clicking on this, the user profile appears with the following, modifiable or read-only data: password change link, profile face, number of Easter Eggs found, detailed sweepstake ticket data, number of downloaded ringtones, prizes already won.
- The Information desk is placed next to the exchange kiosk. 5 articles (pieces of news) can be shown here. Article texts can be updated on the administration interface. Information about virtual locations, former winners, actualities, frequently asked questions can be placed here.
- Footer menu: virtual locations of the city can be visited by clicking on these menus as well. Sitemap, Contact and Sign-out can also be found here.
- The blue MOMENTCIY button on the lower left corner takes us always back to the main page from all the locations/pages.



**MOMENTCITY** Információ

Új év, új remények! Te itt vagy, tehát arra számíatsz, hogy újabb és újabb meglepetéseket tartogat számodra kedvenc virtuális városod. És mennyire igazad van! Kedvenc funkcióid továbbra is tárt karokkal várnak, de néhány helyszínt látszólag ok nélkül látogathatatlannak.

A fülünkbe jutott, hogy MomentCity madárkái csiripelnek valamit arról, hogy készül valami, de inkább megvárjuk a pontos fordítást.

A Játékbarlangba történő belépéskor viszont minden nap 10 Babszemet kapsz ismét, hogy szabadon garázdálkodhass a nyerőgépeken. Kellemes időtöltést kívánunk a Nyerő Városban!

 Ne jelenjen meg automatikusan

Bezár

www.MOMENTCITY.HU

[HASZNOS INFO](#) | [ZSÁN BABSZEM](#) | [ELŐNYÖS PROFIL](#) | [KIS SZERENCSE](#) | [AJÁNDÉK](#) | [JÓ SZÁM](#) | [VICCES VIDEÓ](#) | [JÓ BESZÉLGETÉS](#)  
[SITE MAP](#) | [JÁTÉKSZABÁLY](#) | [KAPCSOLAT](#) | [KILÉPÉS](#)



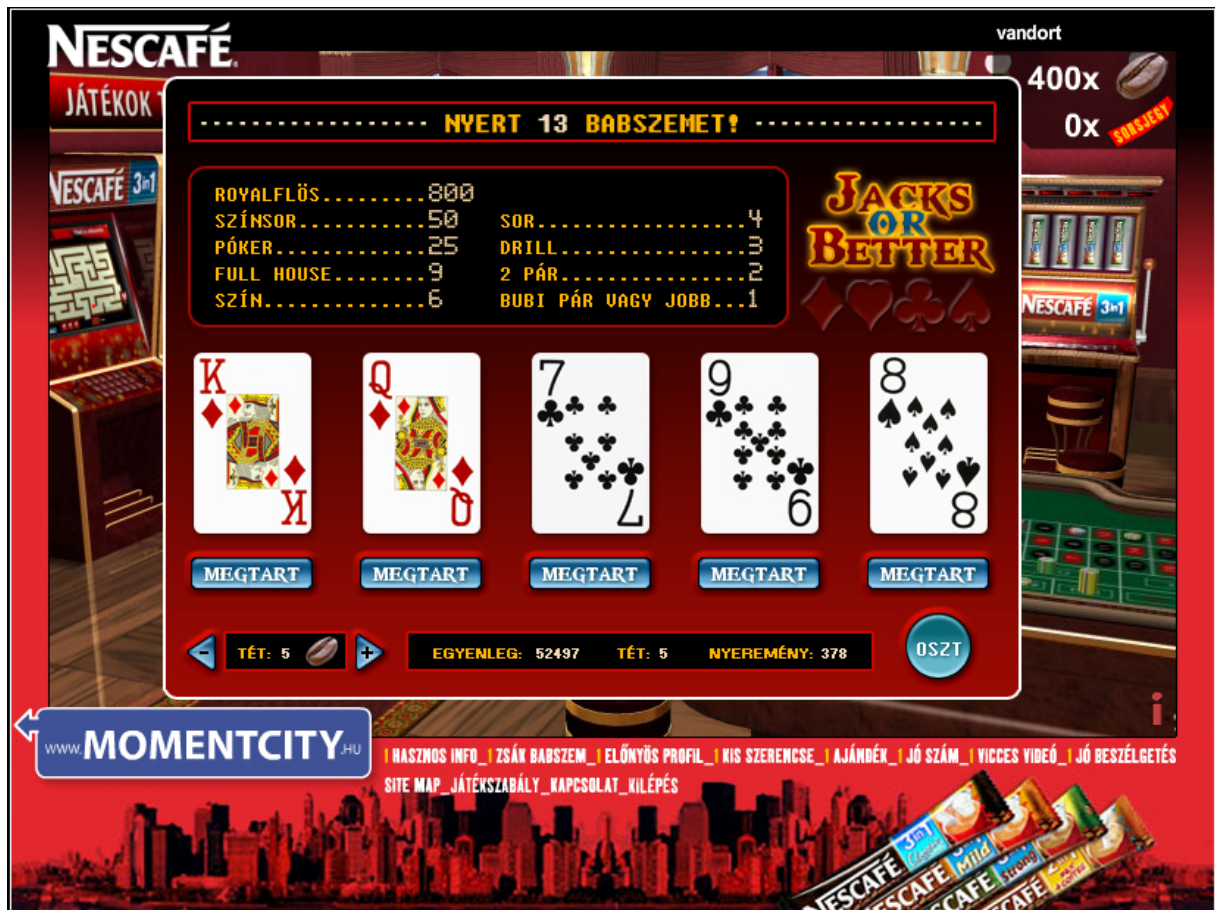
## Mokka Movie Theatre

- Video upload: visitors can upload funny short videos of any origin. The system converts the videos automatically to .flv format, and shows them listed on the virtual cinema's plasma TV screens.
- Pre-moderating of the uploaded videos on the administration interface makes it possible for administrators to check and approve the films before putting them on the portal. Original, pre-converting versions are also stored and remain playable from the administration interface.
- Onto the upper plasma screen, administrators can upload advertisement spots or embed YouTube linked videos. YouTube videos will be played in popups, uploaded ads in the flash itself.
- Send-a-Postcard: by clicking on the rack at the right, postcards can be previewed, selected and sent via e-mail to a given address, with some self written greetings on them.
- A woman and a man enter the cinema sometimes to buy a ticket and leave again.



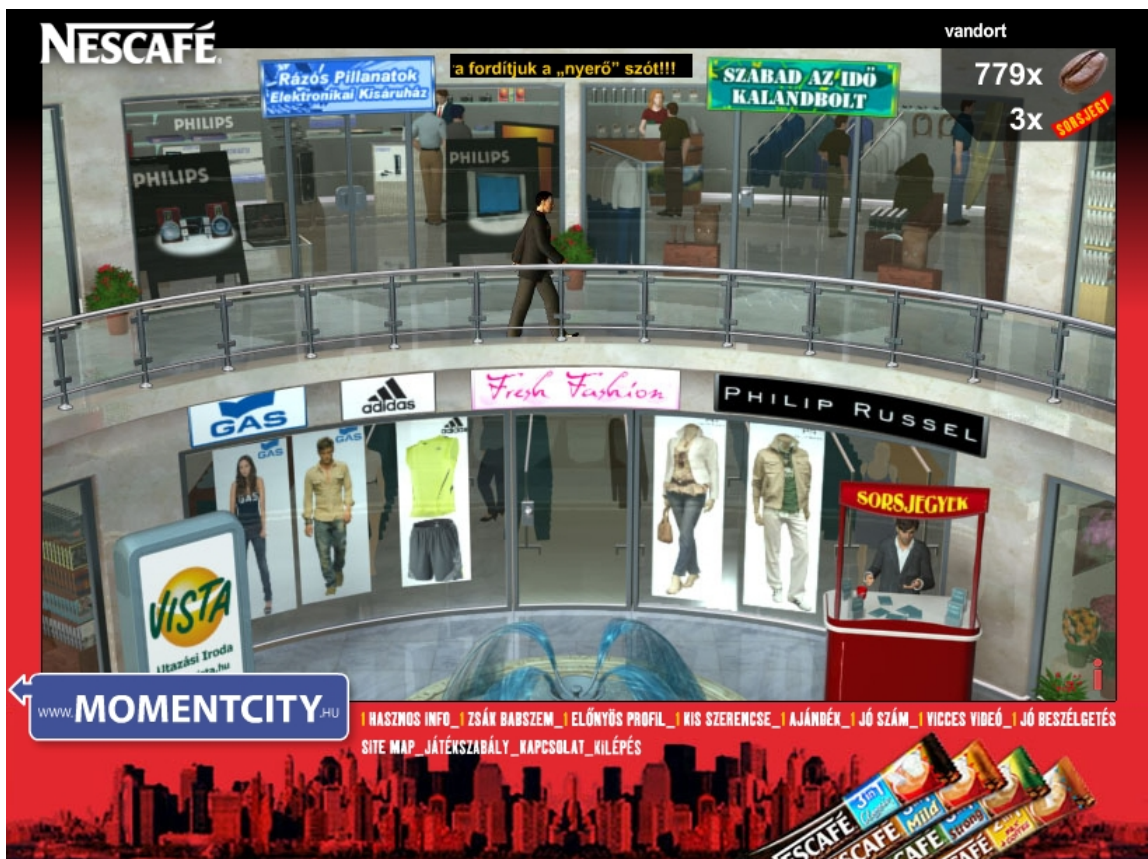
## Gaming Den

- Regarding all games, we have inspected the expected value of all win options thoroughly. If the game rules are widely known (e.g. poker), we follow probability tables from trustworthy sources on the internet. It is crucial that the expected value would remain under 1, because otherwise enduring visitors can acquire enormous amounts of virtual money compared to other gamers, or even modify the money balance of others.
- XML communication of all games had been planned thoroughly. Random number and result generating is processed on the server in an atomic action as well as balance generating. Because of this, it is impossible to manipulate processes from outside through network traffic analyzing or automated actions.
- All flash games appear in a flash bubble popup containing a Close button at its top right corner and an "i" for information leading to game description and rules.
- The roulette is a simplified one with 8 winning options (2 colors, 3 spots, 1 Zero, 1 New game and 7 Joker). 9 money units can be laid as stake at the most.
- One-armed Bandit game:
  - Coffee-Sugar Cream is the winner combination instead of 3 alike symbols. Visitors get 1 turn for 1 money unit, the stake is quadrupled.
  - 4 Nescafé logoed sticks are rolling. In case of 3 alike sticks, the reward is 12 money units, 4 alike sticks are 36 money units worth.
- Video Poker: Based on the classic "Jacks or better" game, considering its winning probabilities. Gamers can risk 10 money units at most. By clicking on the Deal Button, initial cards appear to be kept or discarded. In the second round, new cards appear instead of the discarded ones. In case of a Jack pair, there is no prize but any loss either, but if the gamer has a better combination, they win the amount counted in the upper right corner.
- Skill & logical games without risk: There are existing games from the former Nescafé site inbuilt in the slots at the side. These appear in popup windows because of the lack of their source. There is no server communication when playing with these games.
- Balance handling runs separated and logged on the server. For the amount of virtual money is most important for every visitor, all games have their own balance handling revisions to avoid incorrect processing.
- In case the visitor's internet connection gets down during the game and the request has already reached the server, but no response can arrive back, we watch the timeout on the server side and send a notice to the user. The balance changes will be also sent to the user immediately after the internet connection succeeded to restore. With this, it is possible to avoid "I should have won more ..." objections.



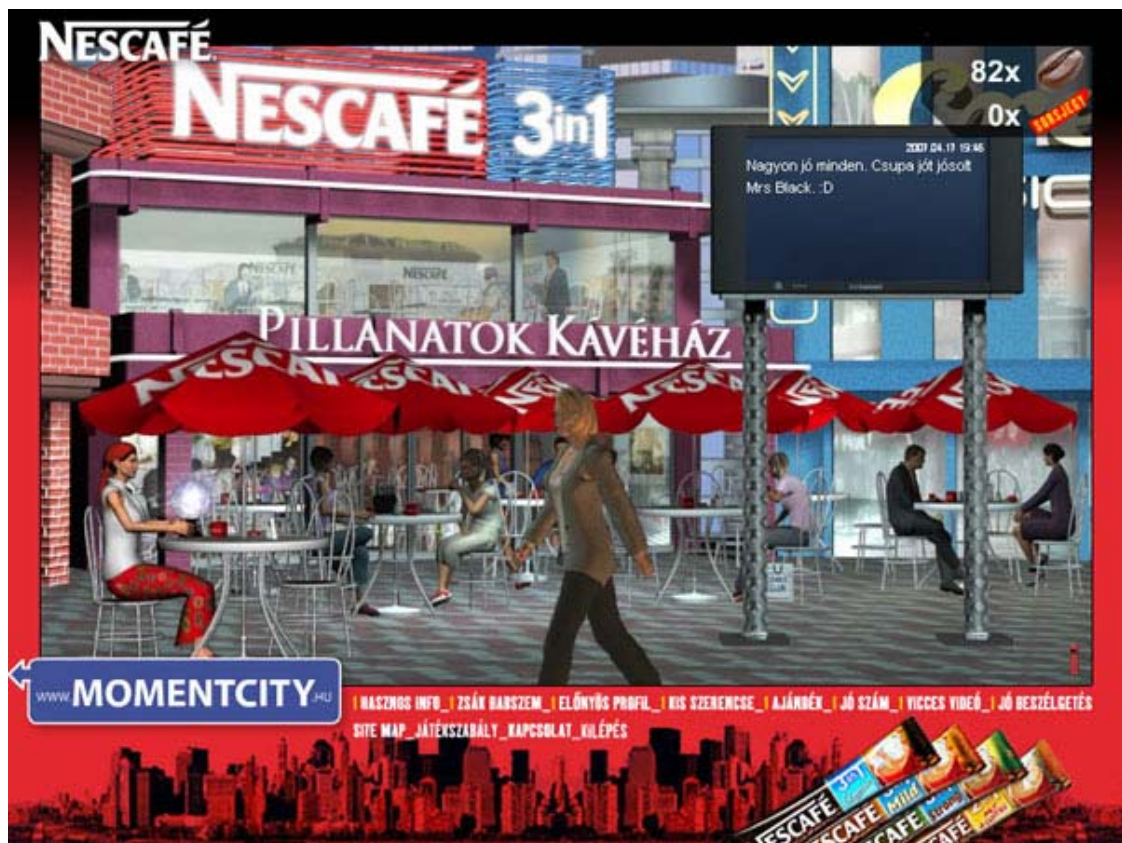
## Moment Plaza Mall

- Shop windows can be filled with sweepstake prizes. 3 different shops (two upstairs, 1 downstairs) are available; these can be decorated with the partners' logos. By clicking on the shop windows, products and prizes with their photos and descriptions are listed in a popup bubble. Information about the products is editable on the administration interface.
- Sweepstake tickets: at the kiosk downstairs on the right there are sweepstake tickets sold for virtual money. We can select products and services and buy tickets to get the chance to win them (e.g. electronic goods, guided tours, clothing vouchers). We inform our visitors about weekly organized sweepstakes with the help of information screens and stripes placed in the shopping mall and above the main street.



## Moments Café

- Forum is available by clicking on the chattering people.
  - New topics can be started on the administration interface.
  - Moderators and administrators have permission to ban users if needed.
  - Posts can be pre- and post moderated.
  - Automated scrolling is possible.
  - Automated pagers with configurable number of items listed.
  - SMS texting onto the information screen, posting into the forum
- SMS
  - SMS receiving and sending on behalf of a SIM card placed into an external hardware.
  - SMS processing.
  - SMS messages shown in a bubble popup by clicking on the plasma screen
  - Product code sending via SMS; code processing and balance increasing.
  - Message onset time is shown together with the name of the sender (name and number will be associated by cell phone number.)
- The infoscreen is suitable for showing our MMS messages as well. They have to be sent to a specific e-mail address.
- The crystal-gazer informs us about our future, and recommends the proper Nescafé taste for everyone.





## Cream Music Club

- Videos: can be played by clicking on the DJ- desk.
  - A list shows performer, song title, and marks new videos to highlight them.
  - Videos will be loaded and shown on behalf of XML integration
- Ringtones: the ringtone list appears by clicking on the phone on the wall.
  - Ringtones can be downloaded to our cell pone for virtual money.
- People walk through the room from time to time.
- A disco ball is turning and lighting in the middle of the ceiling.



## **Webra 3.0 Administration Interface**

- Google Analytics source can be embedded
- Search: immediate result list after entering a few characters from the search word. The result list is grouped by object types (articles, folders, images, documents etc.)
- Statistics: all statistic data are exportable with a single mouse click to an Excel file. To view bigger lists easily, pagers and order-by-headers are available in every list.
- Shown are the following data:
  - Number of registrated users (daily distribution)
  - Number of registrated users (distribution by age)
  - Number of registrated users (distribution by gender)
  - Number of registrated users (distribution by address)
  - Number of sign-ins (daily distribution)
  - Video-uploads (daily distribution)
  - Forum posts (daily distribution)
  - Message board posts (daily distribution)
  - Postcards sent (daily distribution)
  - Product codes entered (daily distribution)
  - Ringtone downloads (daily distribution)
  - Number of videos played (daily distribution)
  - Game: One-armed Bandit 1. (daily distribution)
  - Game: One-armed Bandit 2. (daily distribution)
  - Game: Roulette (daily distribution)
  - Game: Videopoker (daily distribution)
  - Game: Free (daily distribution)
  - Easter eggs (daily distribution)
  - TOPLIST: Users owning the most virtual money
  - TOPLIST: Product code entering
  - TOPLIST: Prizes
  - TOPLIST: Video uploads
  - TOPLIST: Ringtone downloads
  - TOPLIST: Forum
- SMS moderating
- Forum moderating
- Video moderating
- Information text uploads
- Sweepstake management:
  - Start time,
  - Promotion title,
  - Data of tickets bought,
  - Export of tickets bought to the notary,
  - Summarizing of ticket data,
  - Prize administration (price, amount, categories, related sweepstake title, related information)
- Product code validation
- Ringtone administration (title, artist, type, price)
  - XML integration with SONY's BMG system.
- User administration:
  - Adding new users
  - Registration confirmation
  - User groups
  - Access and permission management
  - Data modifying
  - User banning
- Santa's gift offers

- Management of 100 000+ registered users
- 99,9% availability
- Management of 500 concurrent users

Üdvözljük <http://nescafe.aitia.ai/> | Bejelentkezett felhasználó: Vándor Tamás (vandongt) | Kilépés

**Tartalom**

- Tartalom
  - Nescafé - Fórum
    - Elem
    - Elem
    - a
    - Mikulás tanácsok
    - Momentcity
    - Nescafé - Eladott sorsjegyek (11)
      - 2007.12.14. 10:00 (11)

**Fórumhozzászólások**  
Összesen 111 darab

Cím	Téma	Létrehozás
hahó...	Momentcity	2008.04.14. 14:27 Jancsi Kis
hahó2...	Momentcity	2008.04.14. 14:27 Jancsi Kis
fdsg...	Momentcity	2008.03.25. 11:10 Jancsi Kis
Okés, akkor ez működik...	Momentcity	2008.03.21. 09:21 Princz Andrea
lkdsfésdji...	Momentcity	2008.03.20. 16:18 Princz Andrea
123123...	Momentcity	2008.03.19. 13:06 Jancsi Kis
123...	Momentcity	2008.03.19. 13:04 Jancsi Kis
qvjdieow...	Momentcity	2008.03.17. 17:09 Kertész László
jancsifél...	Momentcity	2008.03.17. 16:17 Jancsi Kis
juhuuuuu...	Momentcity	2008.03.17. 15:35 Jancsi Kis

Összes megtekintése →

**SMS/MMS fal**  
Összesen 3 üzenet

Cím	Hely	Érkezett
	Üzenőfal	2007.04.16. 00:44 Princz Andrea
	Üzenőfal	2007.04.15. 23:55 Kocsis Róbert
	Üzenőfal	2007.04.15. 22:34 Ferenc Ósz

**Moderálásra váró feltöltött videók**  
Összesen 28 darab

Cím	Létrehozás	Létrehozó
mmm	2007.07.26. 12:58	Balázs Zajác
	2007.05.02. 12:24	Balázs Zajác
	2007.05.02. 12:23	Balázs Zajác
	2007.05.02. 12:21	Balázs Zajác
	2007.05.02. 12:10	Balázs Zajác

0 munkafolyamat vár rám