

Activision Blizzard



SKYLANDERS
IMAGINATORS



SKYLANDERS
CREATOR

OVERVIEW

Headquartered in Santa Monica, California, Activision Blizzard, Inc. is the world's most successful standalone interactive entertainment company. Their entertainment network has nearly 500 million monthly active users in 196 countries.

Activision Blizzard chose to partner with Chirp on the next iteration of their \$3bn Skylanders franchise, 'Skylanders Imaginators'.

GOALS

1.

Provide a real world experience to 'Skylanders Imaginators' players, allowing them to share characters that they have created in the game with a companion mobile app where it can then be turned into a 3D figure or a trading card.

2.

Optimise 'Toys to Life' revenue opportunities for Activision through ease and reliability of sharing.

NEEDS

- Enable sharing whilst game and companion mobile app are offline to meet the requirement of parents who prefer not to connect their kid's console to the internet for safety reasons.
- Accommodate the transfer of millions of variable designs, abilities, catchphrases and musical themes that an 'Imaginators' character consists of.

SOLUTION

- Development of a custom Chirp for Activision that contains all parameters that Activision needed to enable the transfer of large amounts of variable data
- Develop a tailored decoder specifically to be robust against the acoustics of a typical living room
- Use of audible Chirp so that players hear the transfer happening as their TV talks to their phone, creating a magical experience in keeping with the game

RESULTS

- Over 700k characters shared through Chirps in the first 5 months since release
- Character sharing extended to player to player sharing through YouTube

