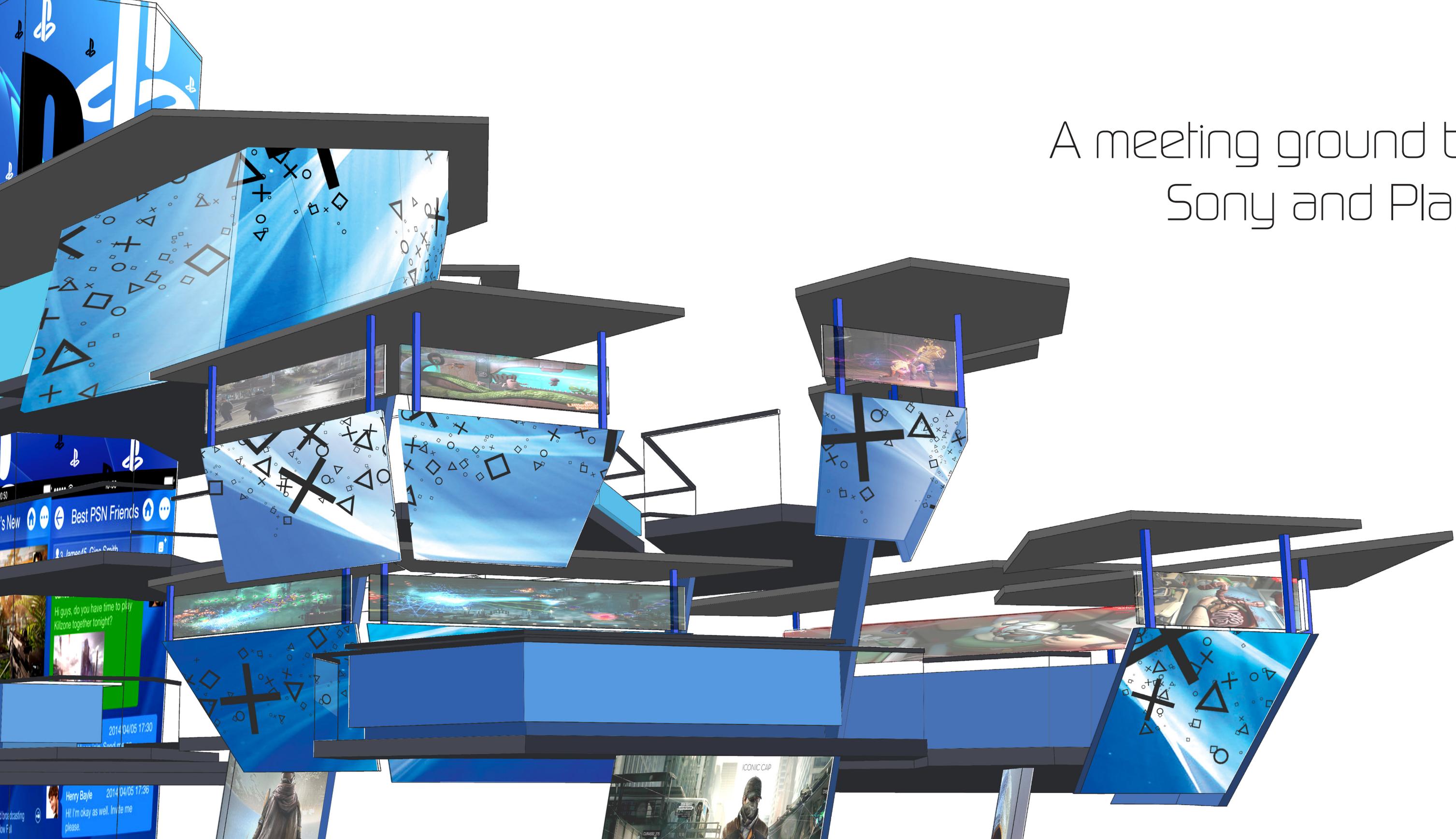


QUANTUM

by **SONY** 

A meeting ground between
Sony and Playstation.



The Giant playing field gives the player the opportunity to play and test out the SBT Play at different levels of interactions.



EXISTING MARKET



 PS4™

WEARABLE TECHNOLOGY



SONY

SONY SBT PLAY

An accessory that enhances the players playing experience by giving real-time feedback. SBT Play acts as another controller and gives it movement. It utilizes heart rate tracking most critical situation inside the game to not only give it a humanistic quality but also to change the mechanics of gaming.

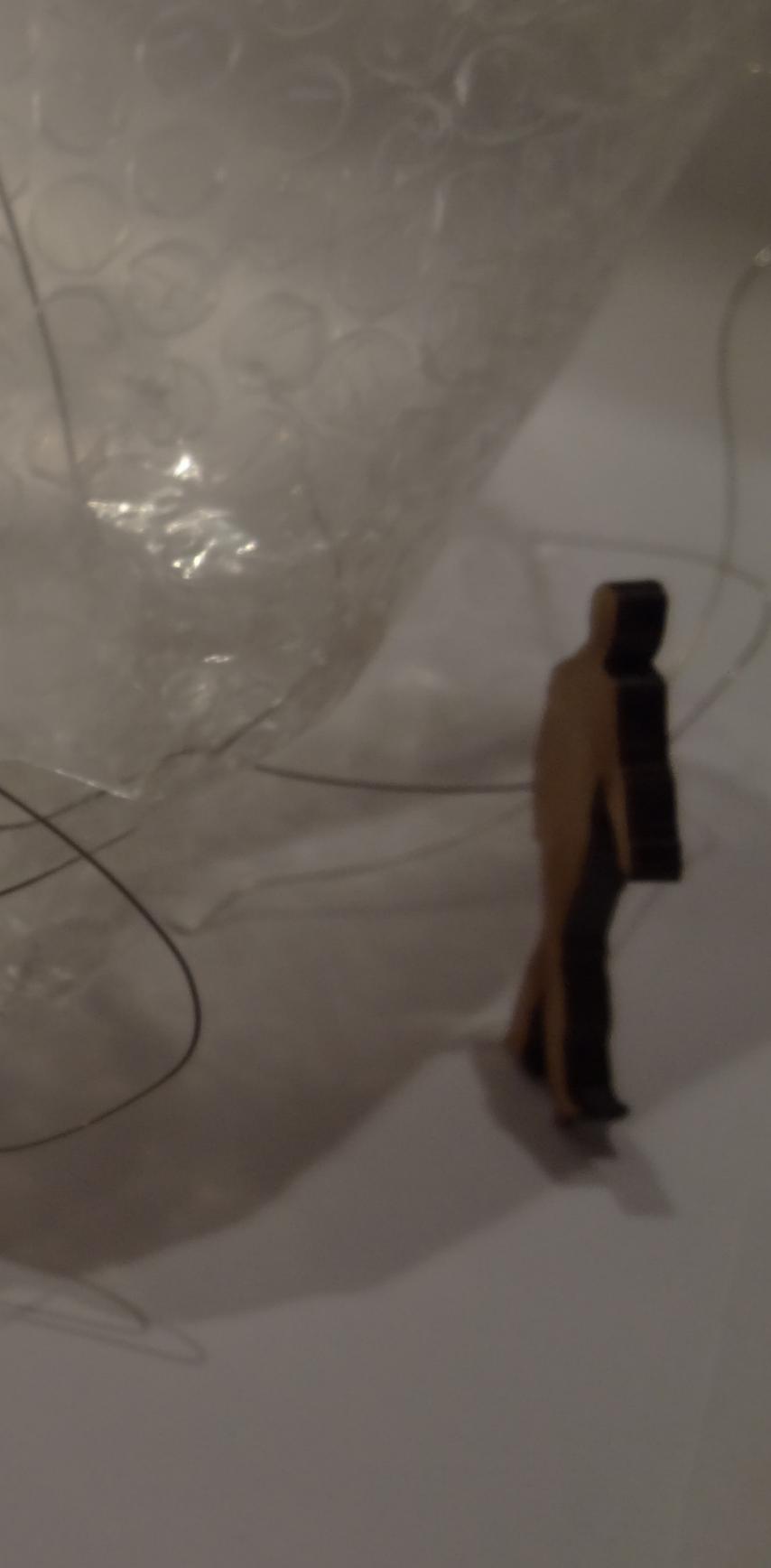
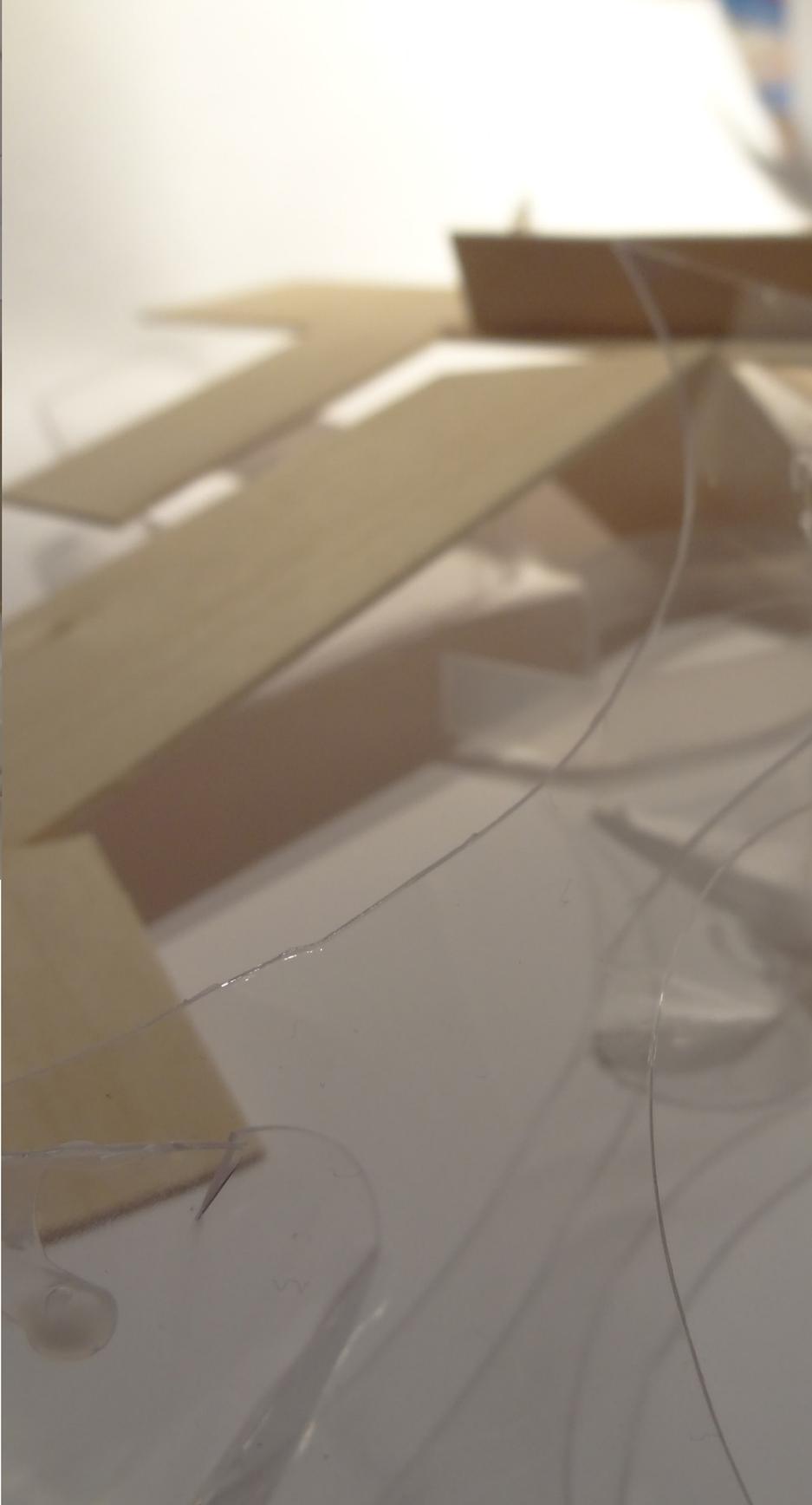
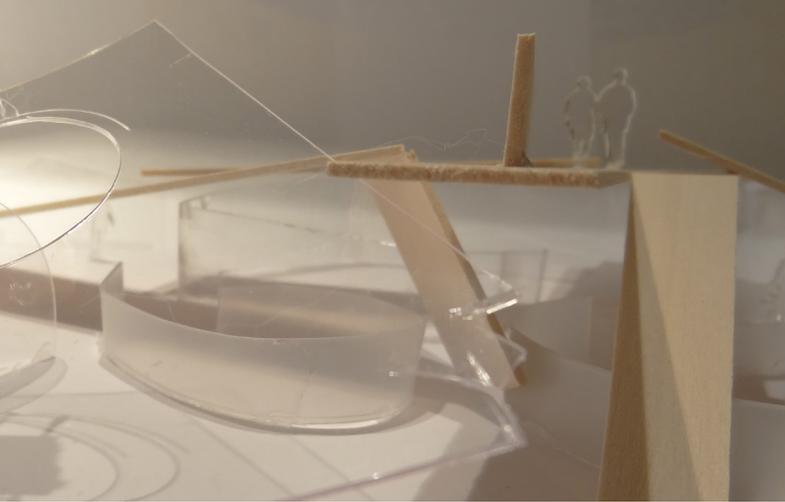
KEY FEATURES

- heart rate monitor
- motion tracking
- unlocks hidden in-game features
- Playstation Network notification
- logs daily activity and achievements



INSPIRATIONS





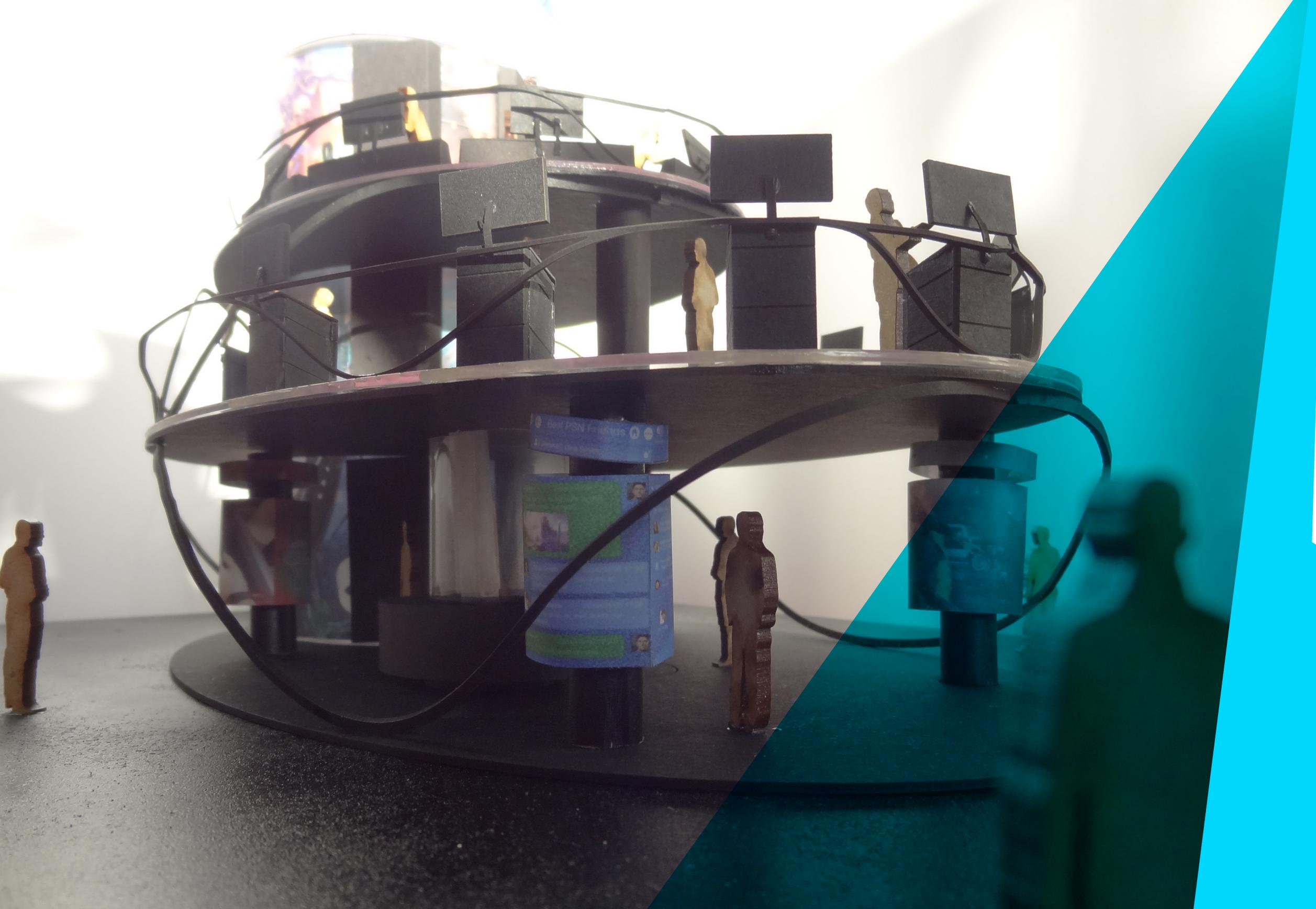
FORM TWO

Idea of how people interact with each other as well as navigate with the space is interesting. The transparent wall allows for a lot of potential for different content. The organic nature of the space can work to a certain degree but doesn't not match with the brand as much as it should.



FORM ONE

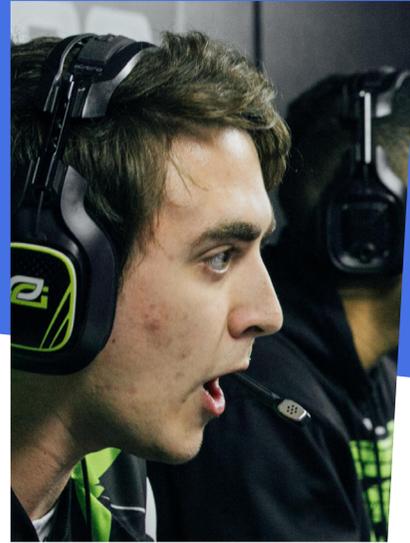
Programmatically seems interesting. The space spreads the content, which allows for more exploration. There is a conflict in design language between the circular and angular structure. The space needs to be less chaotic and more organized.



STRUCTURE STUDY

The structure allows for easy navigation from all direction. Users can learn everything about the SBT Play on the first level and go on to the 2nd level to test out the experience. Those who have achieved a certain score on the game they were playing, can head up the 3rd level to use all the features of the SBT Play and really see how it changes gaming.

PLAYERS



Competitive gamer

Always finding out ways to be better

Interested in multiple genres

Spends long hours perfecting

Experiments with gaming accessory



CASUAL + SOCIAL

plays to relax

simple mechanics

tries games through word of mouth

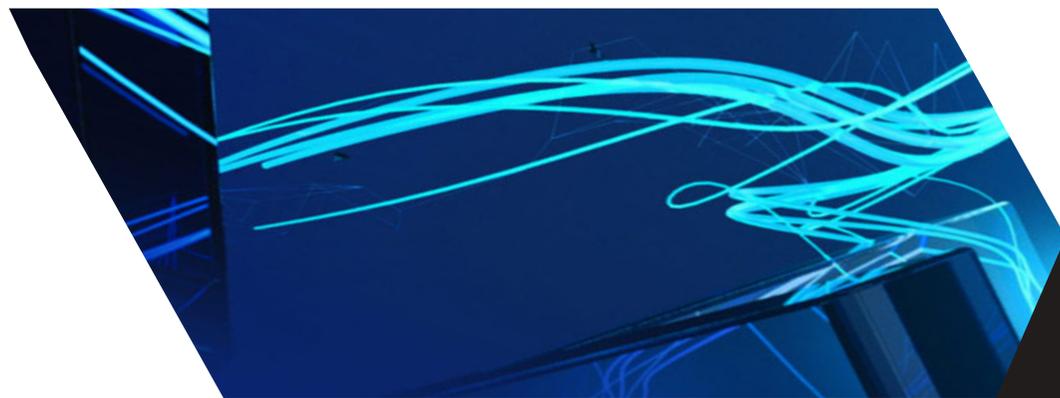
enjoys playing with groups

focuses on cooperative gameplay

works on bringing others into the experience

INSPIRATION

seamless INTEGRATION between SBT Play and PS4



remain

COMPETITIVE

explore new methods of playing



keep UP-TO-DATE

with what your friends are up to



stay CONNECTED

with the newest features

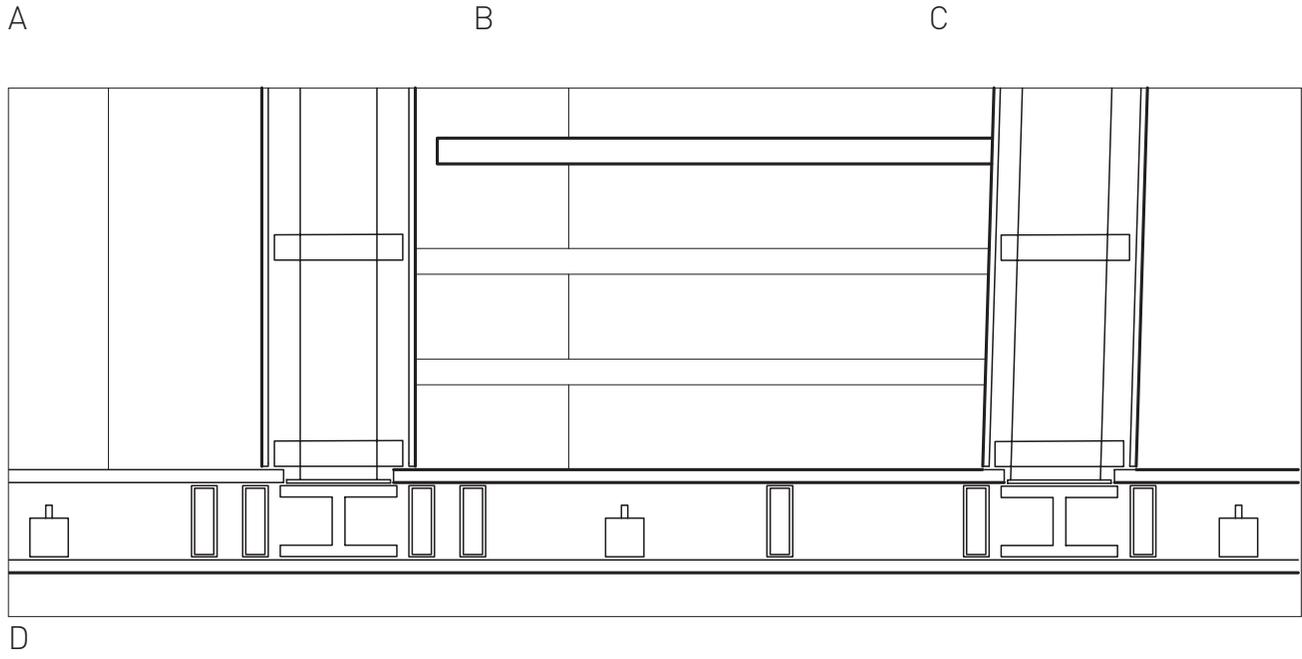
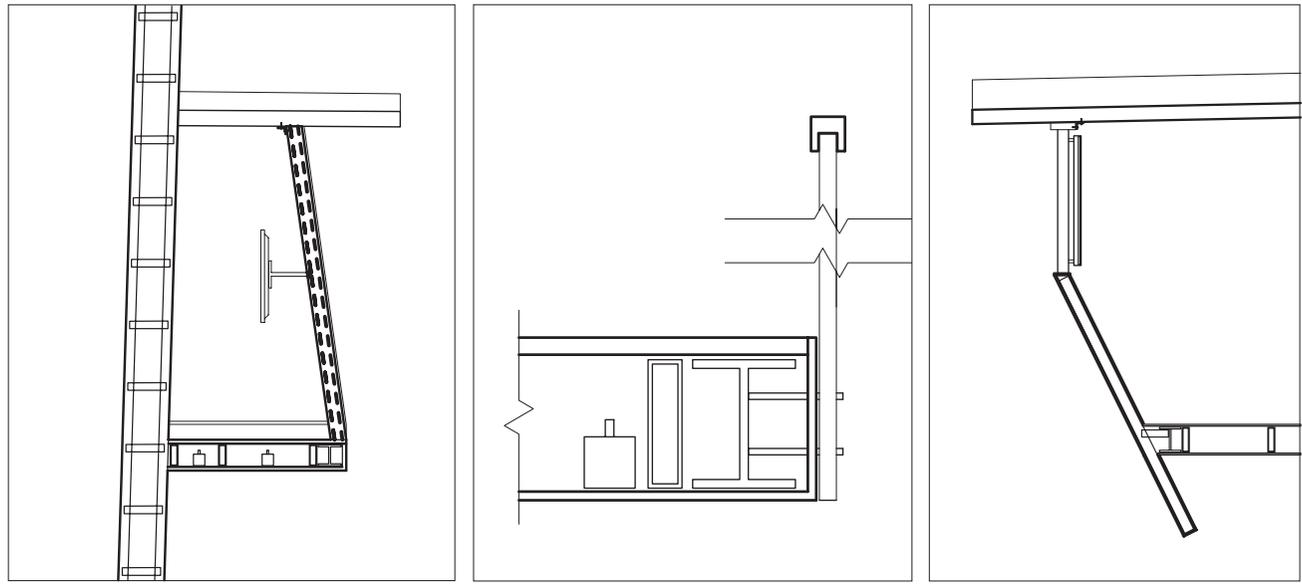
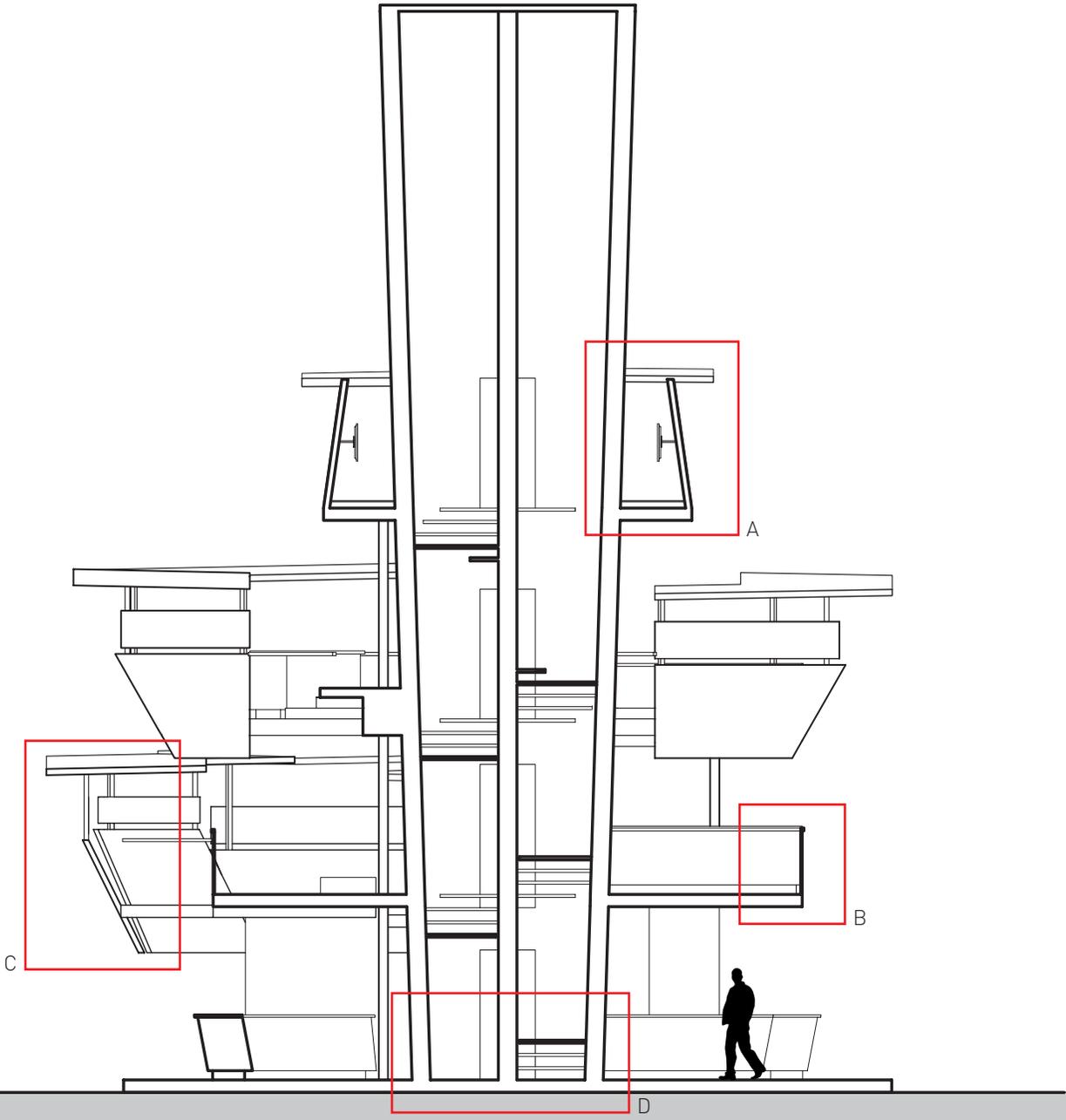
become SOCIAL

share and stream your activities



SECTION

TECHNICAL DRAWINGS



GAME SELECTION

GAME SELECTION

COMPETE

(hardcore games)



Introduces the feature of how to unlock hidden in-game messages and features when using the wearable.

ACTIVATE

(specialty games)



Experience various casual games to get a feel of the capabilities the SBT Play has.

REFRESH

(casual games)

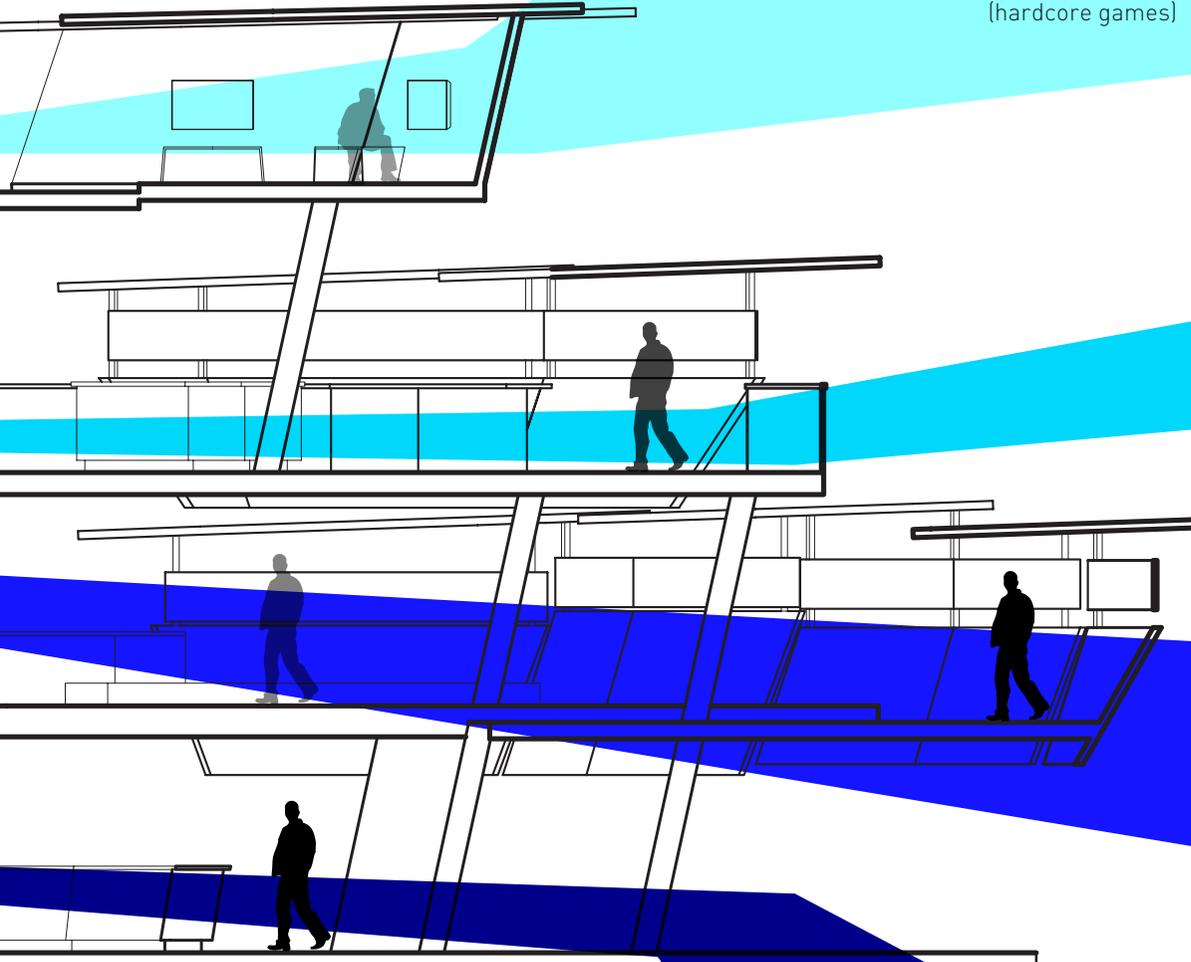


Introduces how the SBT Play is used in games. Learn all the functions with the a representative and get started on the journey of a new way of gaming.

LEARN

(SBT Play)

Explore and learn the functions integrations in-game and off-game.

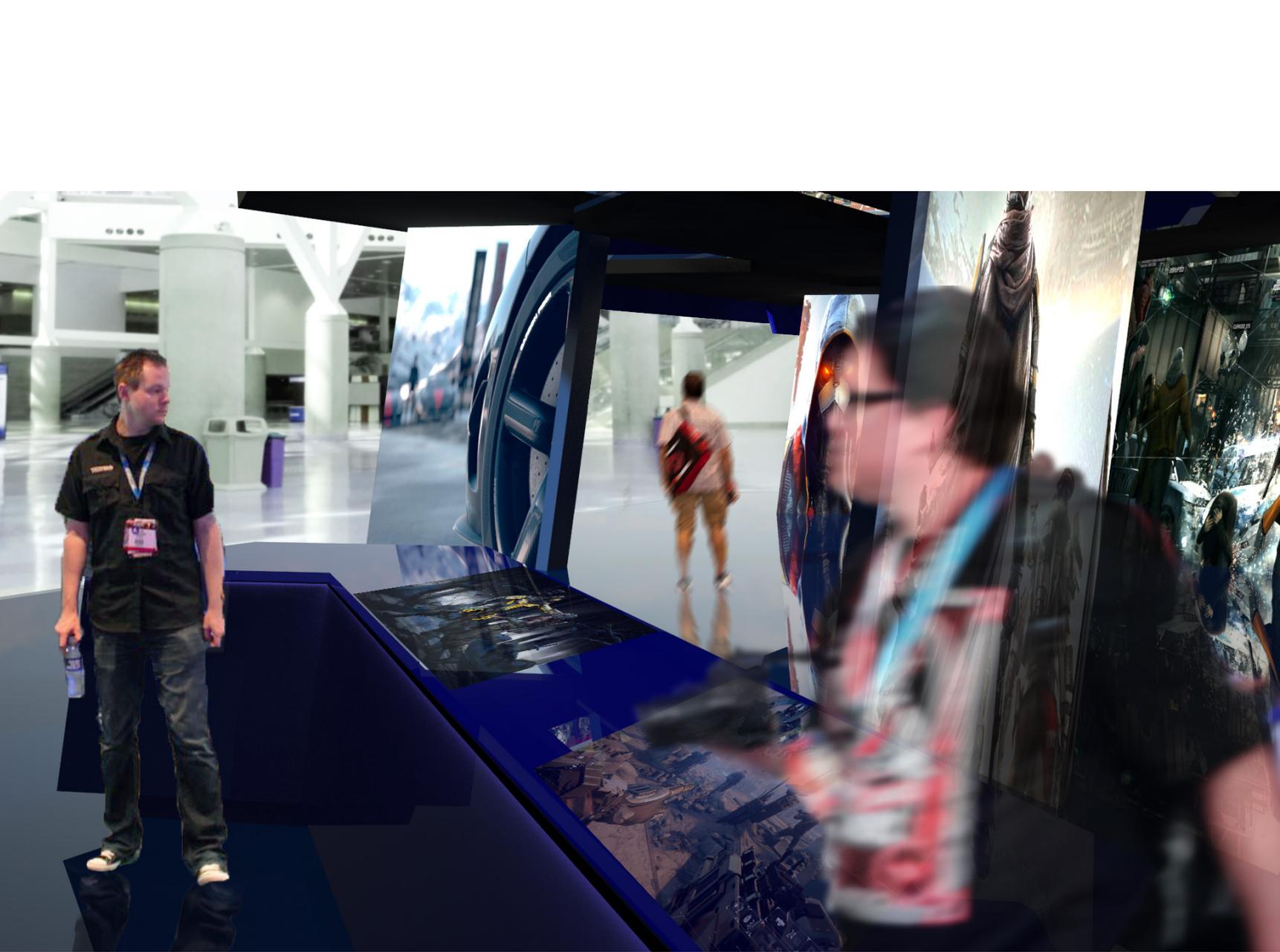




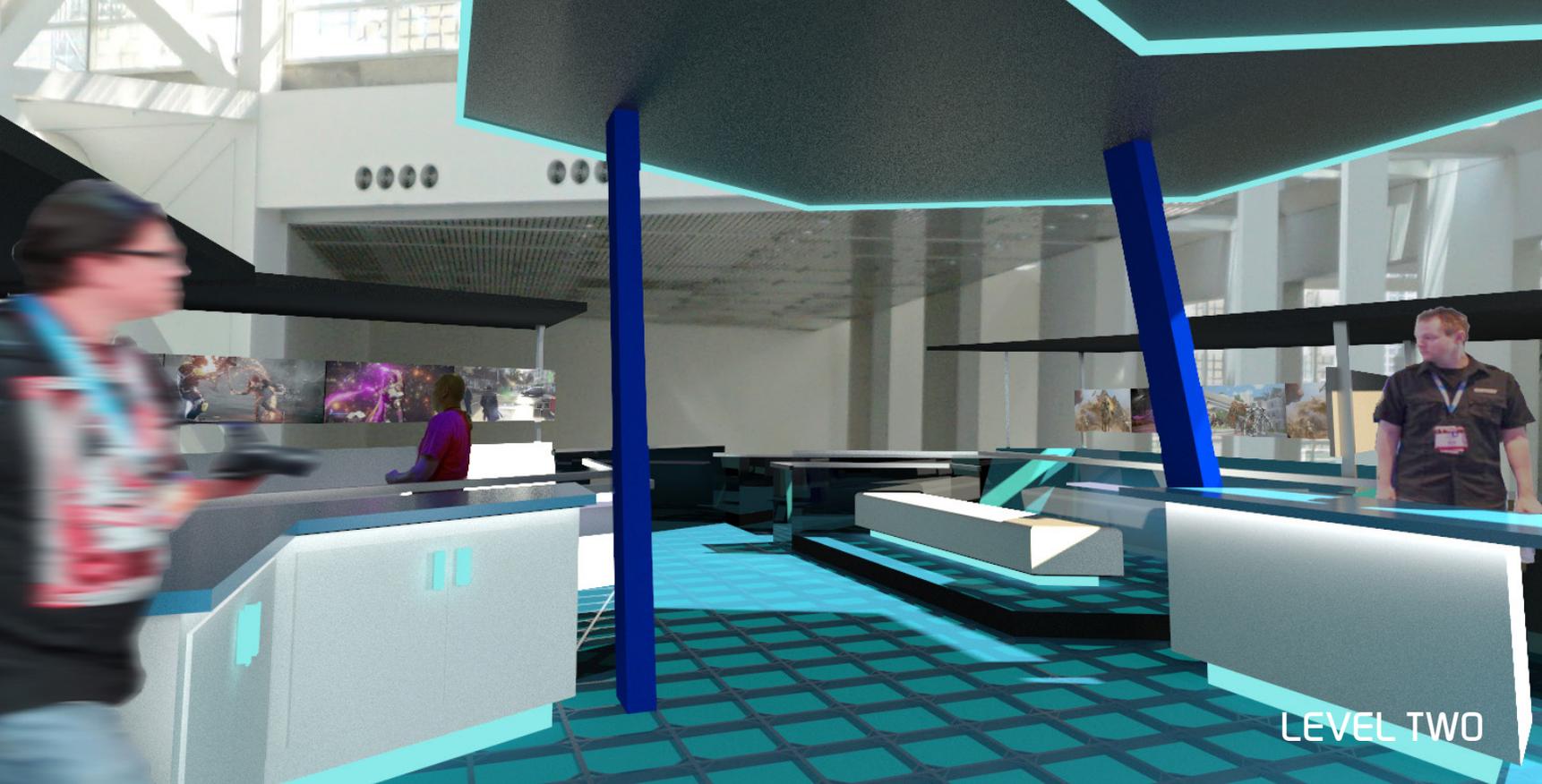
LOCATION

L.A. CONVENTION CENTER





LEVEL ONE



LEVEL TWO



LEVEL THREE

COMPETE

Those who are worthy enough to access the 4th level are allowed to experience first hand how the band gives a competitive edge over players who don't have one.

Scheduled Events

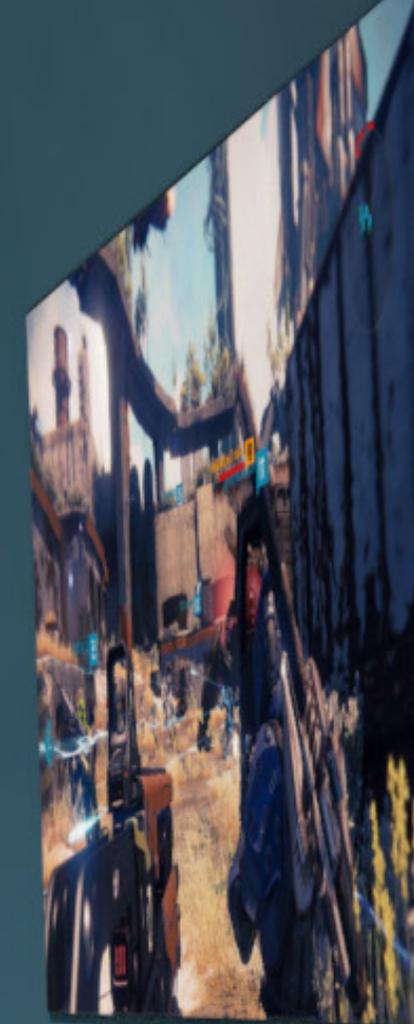
Day 1 Opening Ceremony party on levels 1 to 3

Day 2 After hours (6pm onward)
Fighting Genre Competition

Day 3 After hours (6pm onward)
Racing Genre Competition

Day 4 After hours (6pm onward)
Shooting Genre Competition
Winners get SBT Play (special edition)
Sony Smartphone + Tablet
Playstation related products

Day 5 Closing Ceremony Party



CONNECTED

SEAMLESS

LAYERED

INTEGRATED

FUTURE

