

Why is This Newsworthy?

1. Outdoor Games are an Untapped Opportunity

It feels like outdoor video games are dominated by Pokémon Go. But that's a collecting game. Who plays collecting games on PC, console, mobile, and VR? And collecting games have weak economics. Once you collect the easy stuff, the game becomes boring. Players don't stay and spend. These games are also inconvenient, making you walk all over your city. And, they don't match most movie franchises. Harry Potter and Marvel heroes don't spend all their time collecting stuff.

The strongest and best-earning video game genres on PC and console are action, roleplaying, and strategy, which have yet to be put outdoors. Pokémon Go's approach to gameplay, using fixed GPS points, just can't support those game types. Just think about a children's playground. How much play could you have if the playground were a zero-dimensional pinpoint?

Seen from the perspective of which genres have been brought outside, most of the potential of outdoor gaming is still untapped.

That's what Monsarrat does. Their 7 patents lay out a game world across a map area, and then you walk through it like the Holodeck on Star Trek, seeing hundreds of fantasy rocks, trees, creatures, buildings, items, and more. That can bring roleplaying, action, and strategy to outdoor video gaming for the first time, the genres that have excellent profitability and that match the biggest movie franchises, where fans expect storytelling.

2. The World's First Outdoor Roleplaying Game

Founder Johnny Monsarrat already co-created a brand new category of video game, MMOs, as Founder, CEO, and CTO of Turbine. Turbine was one of the "big three" first MMO game companies, which made hit MMO games Asheron's Call (D.I.C.E. "Game of the Year") and Lord of the Rings Online (PC Gamer Magazine "Game of the Year"). Turbine is now a division of Warner Bros.

Now he's making Outdoor Roleplaying Games (Outdoor RPGs), another new category of game. Unlike scavenger hunt games where you walk to GPS pinpoint and stop, Monsarrat lays out a 3D fantasy landscape across a real world space. You see it in augmented reality and navigate by walking through it. It's never been done before, and is backed up by 7 patented technologies. A test game, Landing Party, is available now while Monsarrat builds their future full game.

3. Makes Any Park a Theme Park

Monsarrat's game is like a theme park in your pocket. It transforms any open space into a fantasy world. As kids we all played creative games outdoors that were pure imagination. Landing Party brings those creative games to life, using augmented reality to show hundreds of 3D models all around you: trees, rocks, creatures, buildings, and all the other elements of roleplaying games. Then you walk through the world by walking in real life.

It's like an escape room or theme playground without any construction required. And with Monsarrat's 7 patented technologies you can place it anywhere, even in a small space or a park with hills. It's even possible to move the game world while you play, to work around real-world obstacles like bushes and park benches.

4. Builds Mental Health

There's a global crisis of loneliness. When we're lonely, we look to social media to feel connected, but it doesn't work. The more we're on social media, the more left out and isolated we feel. There's no substitute for getting out and going for a walk, or meeting up with friends. But when we're depressed, we don't feel like going out, and it builds on itself.

Landing Party gives a video game incentive to get outdoors and walk around. Walking changes your body chemistry. It literally makes you happy just to walk. That's good for mental health, and for physical health too as you get your steps in. Our future game will also let two adults connect and play together in a safe, daytime public park, with the game acting as an ice breaker or a team-building exercise. Playing a little game together breaks down barriers and helps bond people into making a new friend, in the real world. See below for more.

5. An Outdoor "Sport" for the Rest of Us

As kids, we all played creative games outdoors, but as adults, it feels like if you're going outside, the only pastime is sports. The world belongs to jocks. But some people find sports boring and exhausting. Or they do like sports, but they don't have the right clothing, equipment, or sports field handy, or just don't feel like getting sweaty.

Monsarrat's games sit in-between video games and sports, and can draw people from both communities. For sporty people, it's active, unlike video games where you sit in a chair for hours in your mom's dark basement. For the rest of us, it's the world's most creative "sport", and all you do is walk, so you don't have to be an athlete to win. You don't need a sports field or any equipment, and with Monsarrat's 7 patented technologies you can even play in a small space. Welcome to playing outdoors again.

6. A Game For Life. Your Real Life.

Most video games are a stress break, a distraction from the real world. It's true that games can make you feel entertained, challenged, and inspired, and you could even make a new friend online. But nobody is living life to the fullest playing a video game, just like nobody is living their best life sitting idle and watching TV. At best video games are what we do to recharge. At worst we use them to avoid life. Humans are not built to sit all day.

Monsarrat's games don't separate you from life. They connect you to life. You walk your neighborhood breathing fresh air, seeing trees, sky, and other people. Engaging with the world opens you up to possibilities, like buying an ice cream, seeing a squirrel make a great leap, or saying hello to a passerby pushing a baby carriage. You don't pause your life. You go out and live it, but with all the creativity, challenge, and imagination of other video games.

7. The Next Generation After Pokémon Go

Pokémon Go and other AR walking games get you outdoors and moving, seeing creatures on your phone in augmented reality. But they're based on fixed GPS pinpoints that you walk to and stop. That's not convenient to have to walk all over your city, and their simplistic "collecting stuff" gameplay doesn't match most movie franchises. Harry Potter and Marvel heroes don't spend all their time collecting stuff. Fans want roleplaying adventures instead.

Monsarrat's games don't make you walk to fixed locations. You play anywhere you want to. You don't just see one creature at one pinpoint location. Instead Landing Party lays out a game world across a two-dimensional map area that you walk through, seeing hundreds of fantasy rocks, trees, creatures, buildings, items, and more, made possible by our 7 patented technologies. That supports roleplaying adventures with deep storytelling. That's a far better match for most movie franchises, and when players get hooked on the story, and that boosts player retention and monetization.

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