



Mobile Games





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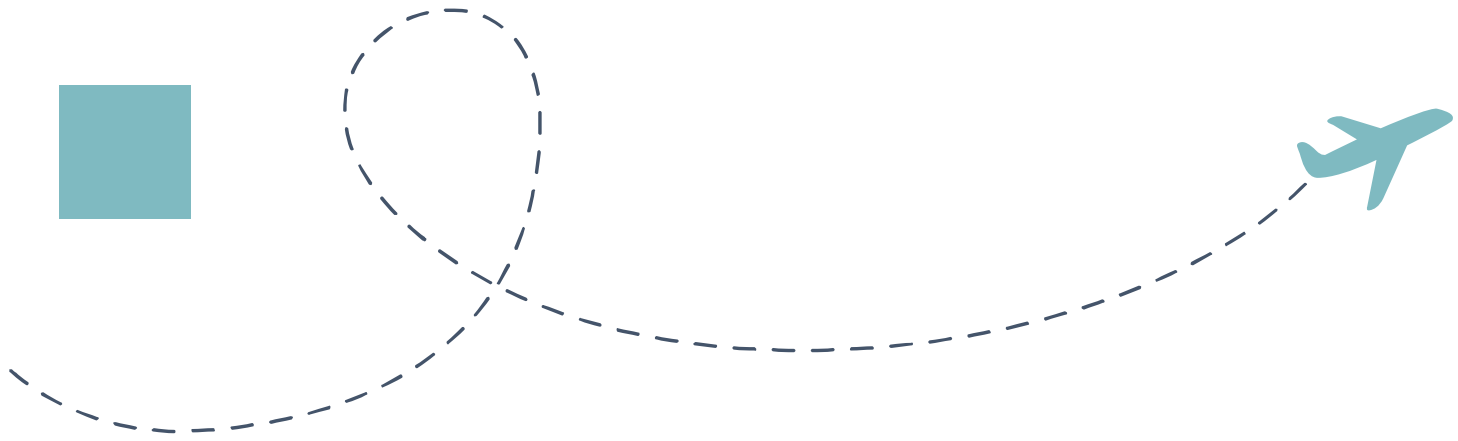
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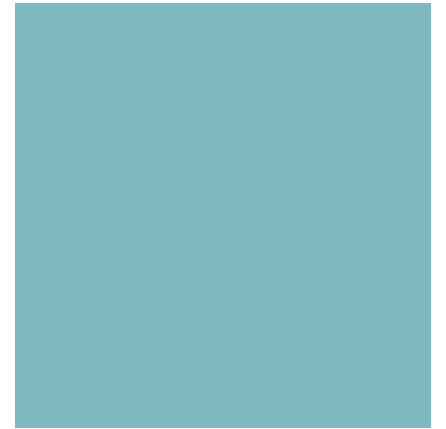
The “3A” Era





PART 01

The Early Era



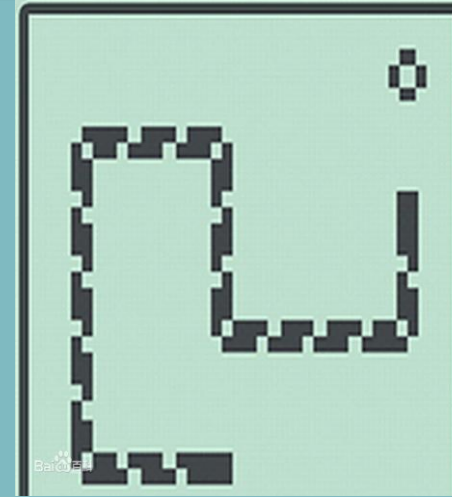
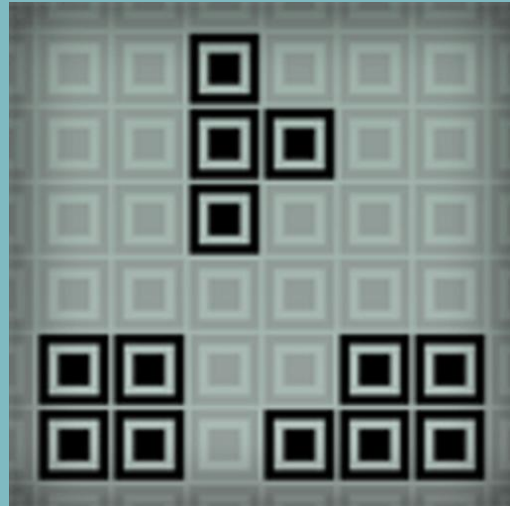
The Early Era

The Earliest Mobile Games



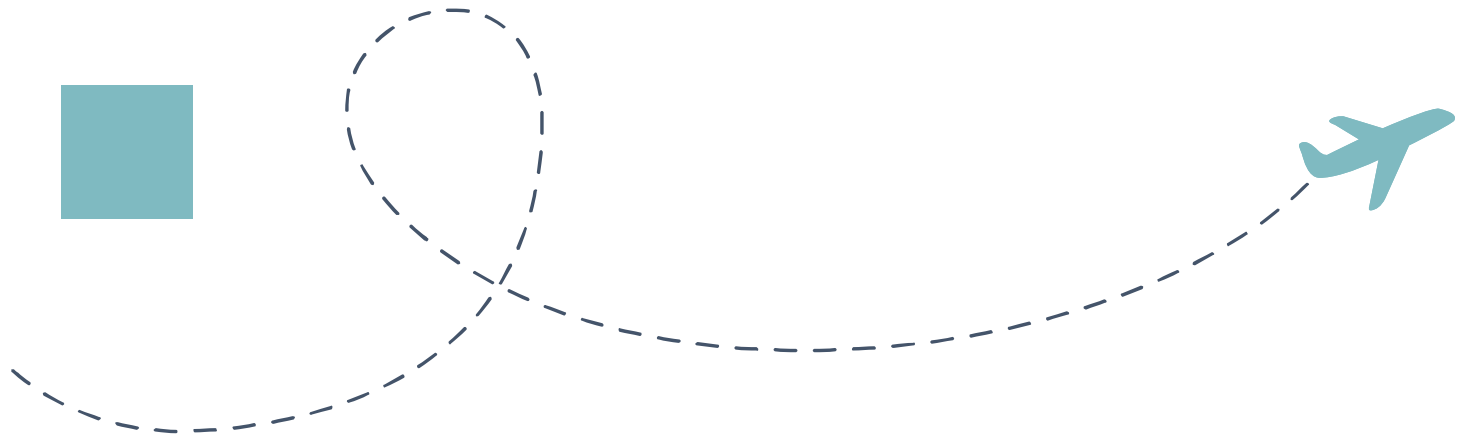
Scramble

Tetris



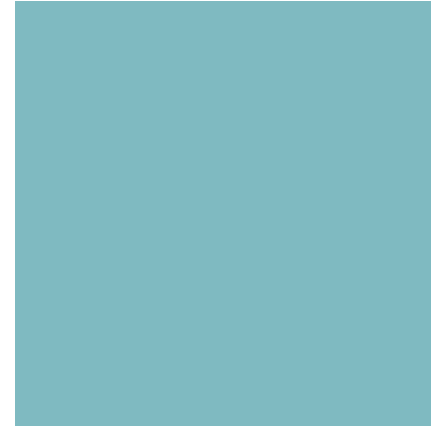
Snake

Limited by the technological limitations of their era, these earliest mobile games featured simple gameplay and minimalist visuals, yet they delivered immense joy and entertainment to people at that time, so they are milestones in the evolution of mobile gaming.



PART 02

The Smart Phone Era



The Smart Phone Era

People's Increasing Needs of Entertainment

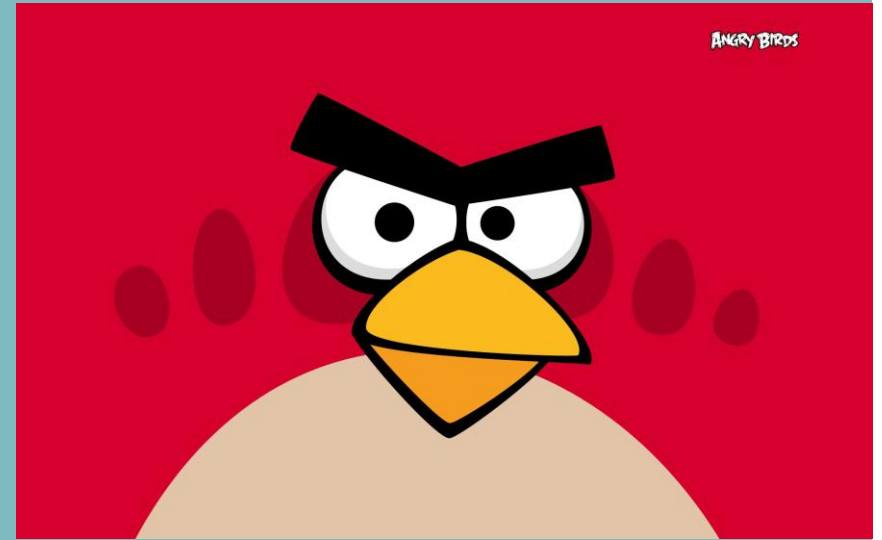
New Progress in Game Design

Technological Evolution



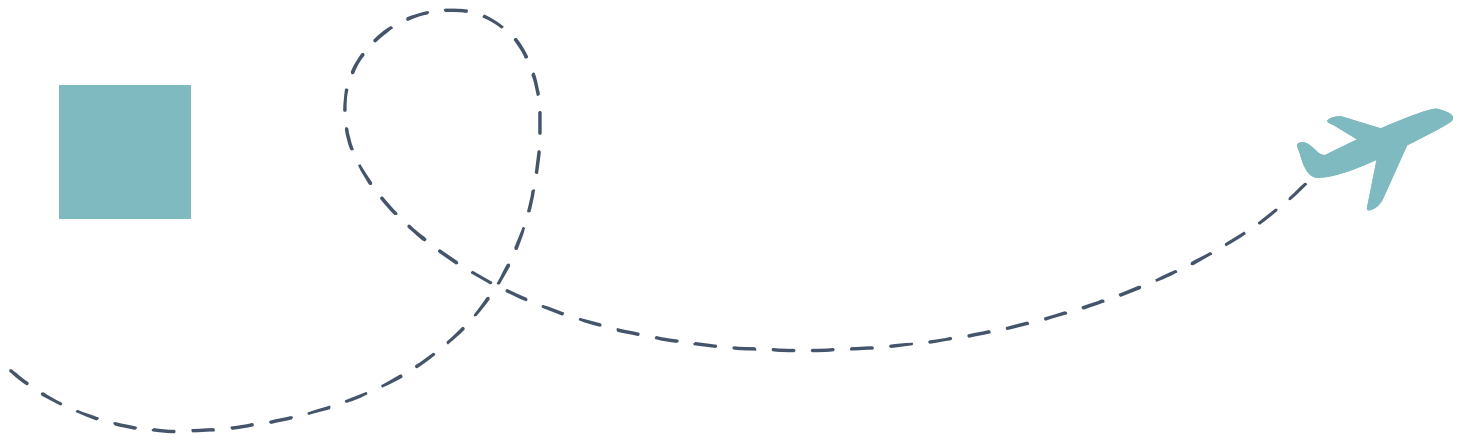
The Announcement of First iPhone

Angry Birds



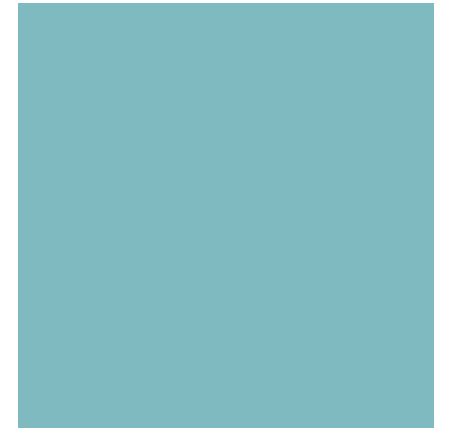
Fruit Ninja





PART 03

The Socialized Era





The Socialized Era

Honor of Kings



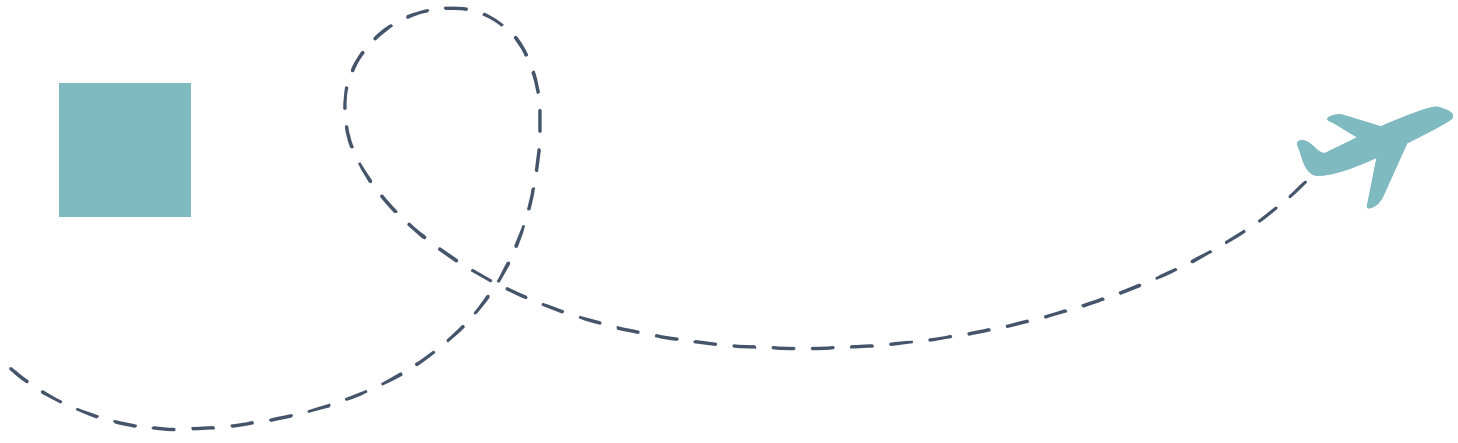
PUBG Mobile

Happy Wonderland



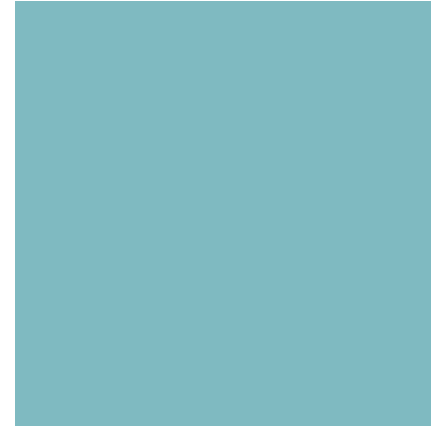
Minecraft





PART 04

The "3A" Era





The "3A" Era

What is "3A" ?

"3A" is short for "AAA " (Triple-A), derived from the ESA(Entertainment Software Association)'s game rating system, representing top-tier standards.



The “3A” Era



- **High Cost**: Research and Development budgets start at 10 million USD

- **High Scale**: large development teams and have long development cycles, often spanning 3 to 7 years.

- **High Impact**: Upon release, they can achieve substantial commercial success and cultural influence, often spawning multiple film, television, and anime intellectual property (IP) adaptations.

The “3A” Era

Historically, 3A standard was predominantly applied to high-quality console games. However, an increasing number of mobile games are now meeting AAA-level production benchmarks.

With technological advancements, mobile games have gradually reached AAA level quality, featuring significantly improved visual fidelity and increasingly diverse gameplay mechanics, thereby catering to the varied gaming needs of different audiences.



Genshin Impact



*Honkai:
Star Rail*



Thank you for listening

