



**PreviewLabs**  
Rapid Game Prototyping

Rapid prototyping  
for games &  
interactive software

The only company  
worldwide with  
this focus

Prototyped  
over 100 projects  
since 2010

Development in  
Belgium, and office  
in New Haven, CT

# We like prototyping so much, we made it our business model



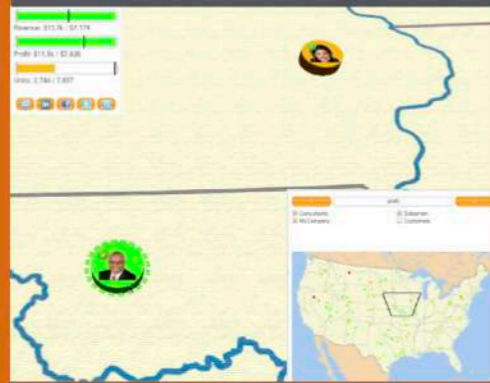
PC



Mobile



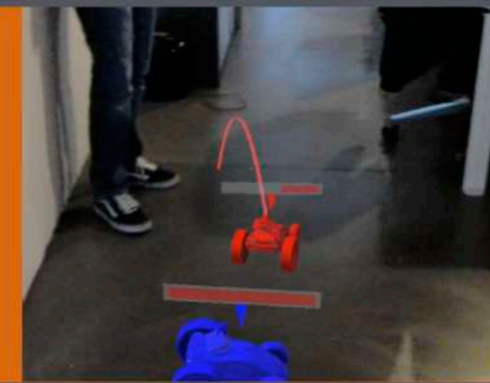
Educational



Serious



VR



AR

Support for **any** platform or genre!

# What we've seen in the industry



1//

Decisions are made based on documents, not hand-on experience



2//

Changes are made too late

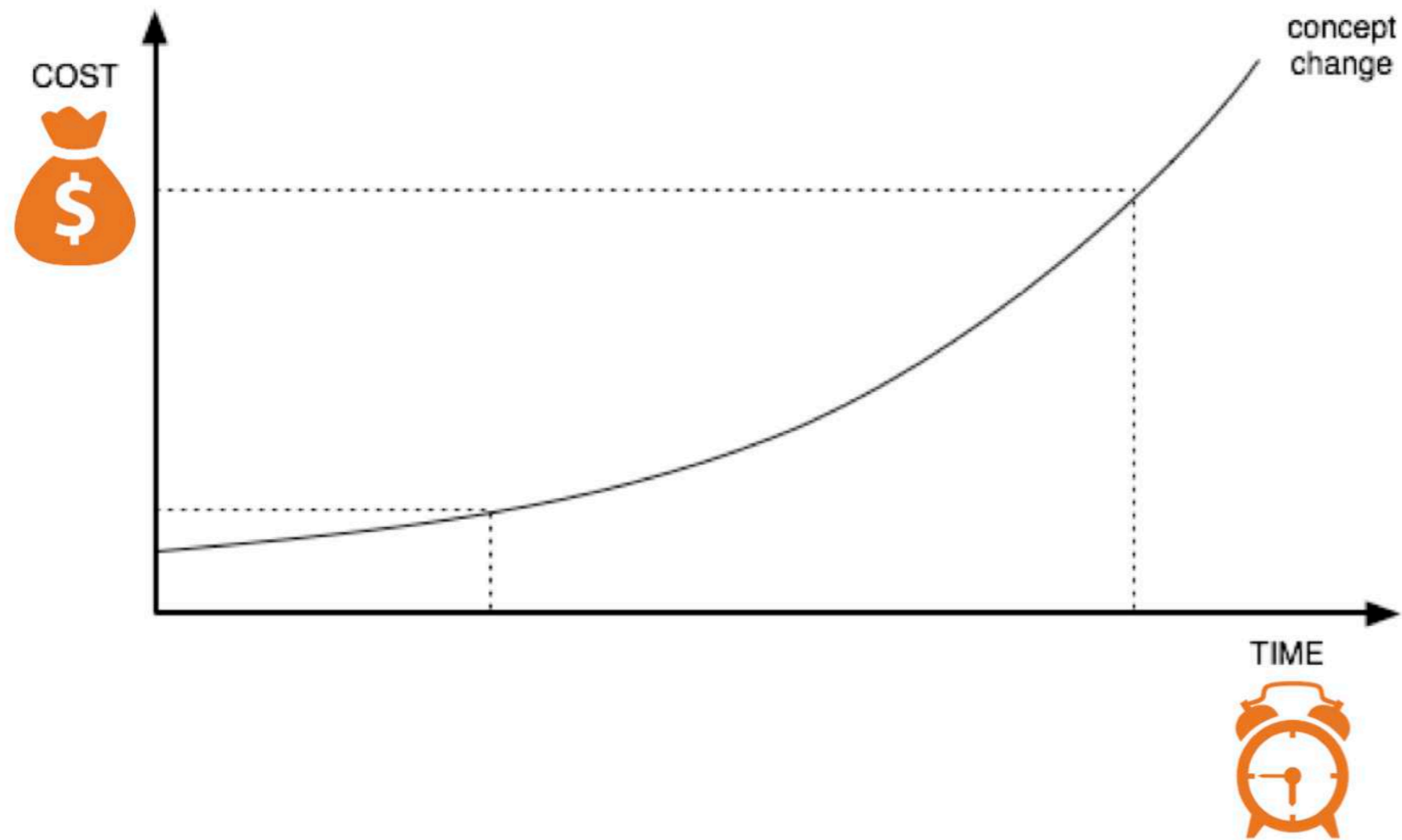


3//

Often, ideas are not tested early on and fail in a late stage

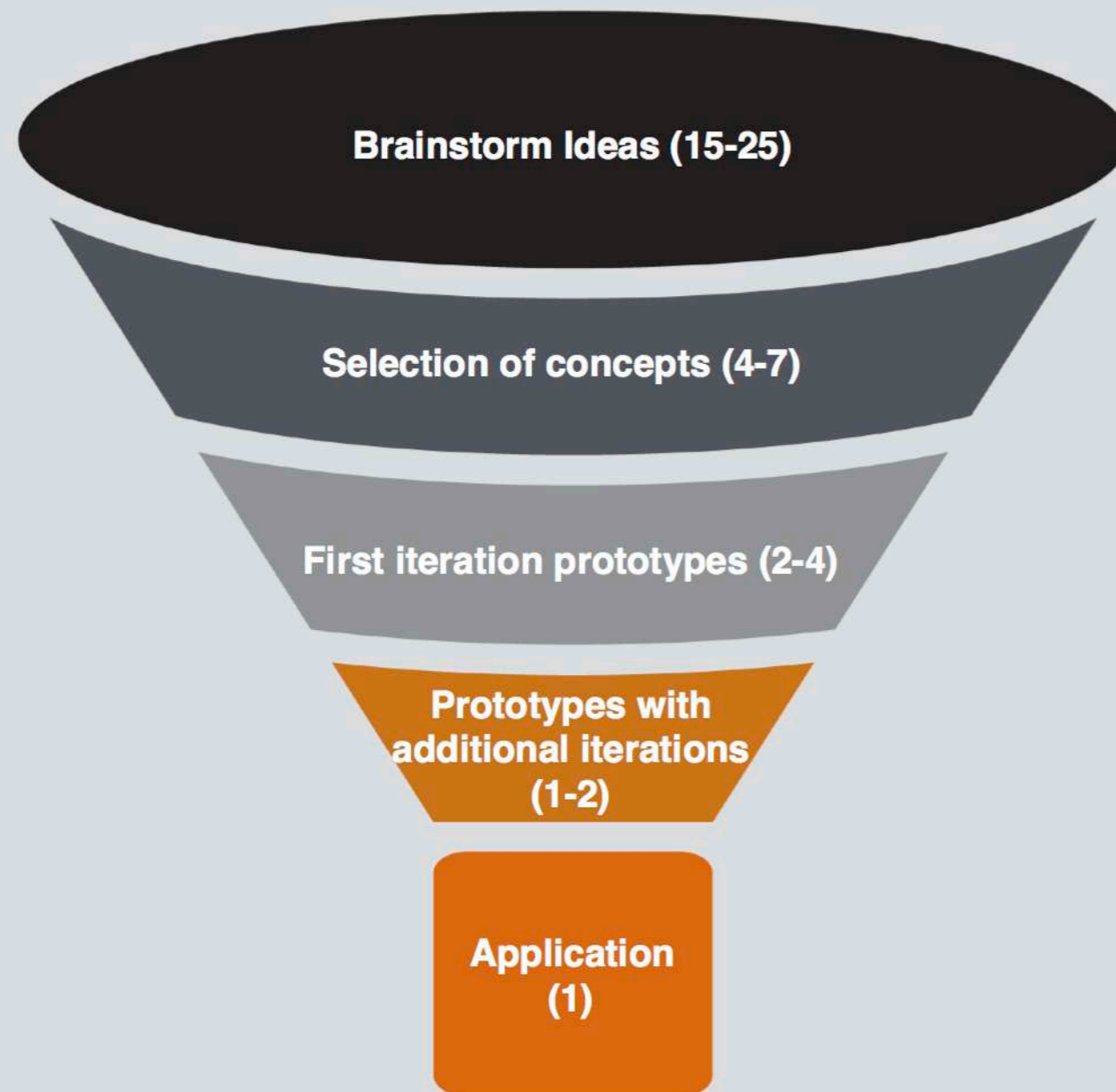
# Avoid common pitfalls

Later on in development, it's more expensive to change a concept. Save money by prototyping early on.



# Accelerate your creativity

Explore more ideas



Step by step, we follow the process from initial idea generation to solid concept.

Key design decisions are taken together in between these steps.

# Iterative process

Helps making smart decisions while locking down the design



# Built-in tuning system

Experiment with different behaviors, and enable/disable features

Multiplayer Gameplay Settings (3/5)

Previous page      Next page

? Time limit (s) [0,infinity]      < 180 >

Players take turns to place traps      - | off

Traps can be placed in the same column as other traps      on | -

Functions hit own traps      - | off

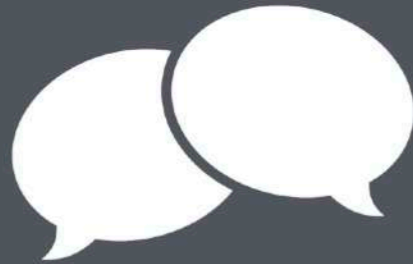
Functions end after hitting own traps      - | off

? Card occurence - a (1) [0,20]      < 2 >

? Card occurence - a+x (2) [0,20]      < 2 >

? Card occurence - abs(x) (3) [0,20]      < 2 >

# How we roll



We have a conversation about your ideas in which we advise you, challenge your vision, and gain a deep understanding on what you want to achieve.



We summarize this in a Prototype Design Document (PDD), and include a fixed price estimate



You confirm we're on the same page and green light the project.



We deliver the prototype along with valuable design recommendations.



# Team composition



**Bernard**  
Founder

**Kasper**  
Project Manager

**Jannes**  
Programmer

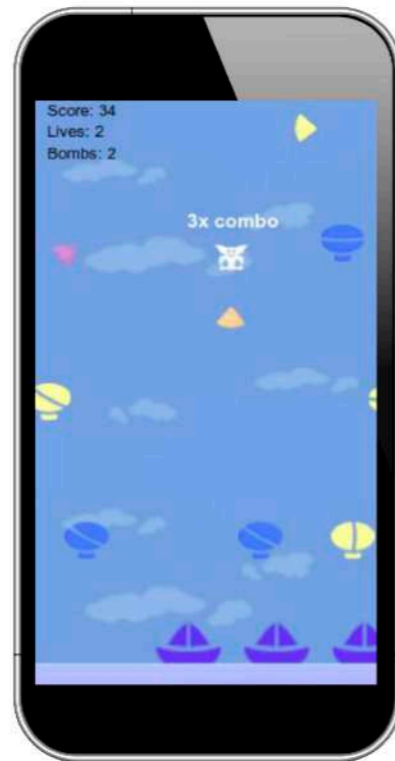
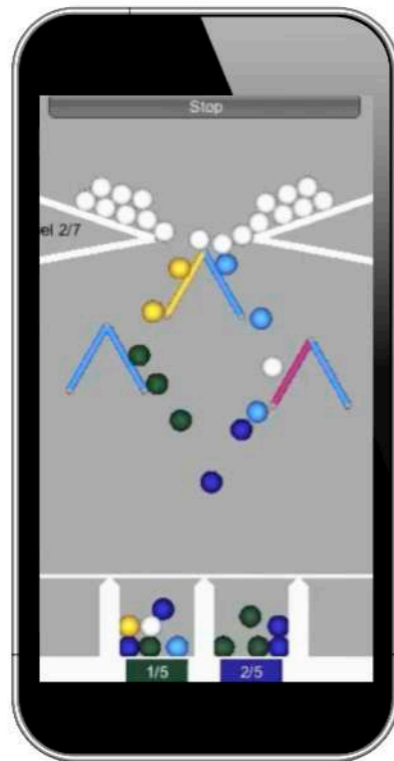
**Domien**  
Programmer

**Matthew**  
Programmer



# Case Studies

# Crazy Monkey Studios // iPhone & iPad



# Crazy Monkey Studios



Came up with  
4 game  
concepts in a  
brainstorm



3 concepts  
prototyped

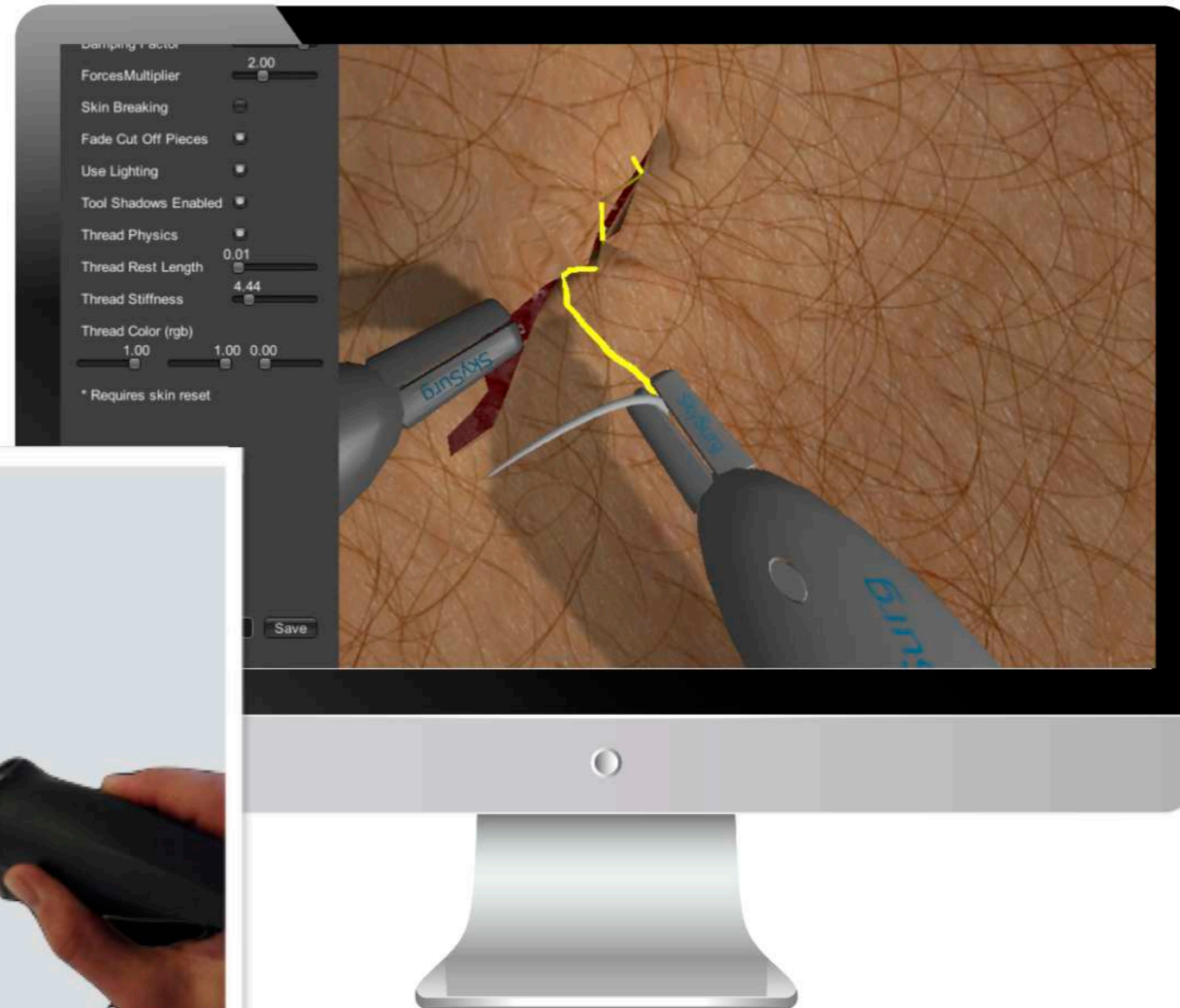


Prototypes  
shown at trade  
shows, gained  
publisher  
interest



Got their first  
title published  
by Capcom

# SkySurgery // PC



# SkySurgery



SkySurgery wanted to improve communication between surgeons about robotic laparoscopy using physics simulation.



We devised the required algorithms, implemented them in a prototype, and created technical descriptions used to apply for a patent.



SkySurgery used the prototype to convince Foresight Imaging to implement the idea in their telemedicine solution.

# Yale School of Medicine // iPhone



# Yale School of Medicine



Research on how a gamified social network can reduce first-time mothers' risk for depression.



Guided the creative process and advised approach.



Started with a basic first iteration, then gradually added features based on findings.



First research results: improved study participation through higher response rate, lower drop-out



# Yale School of Medicine

“I can think of no better ally in our mission than **PreviewLabs**. As a team, they are responsive, responsible, creative, and extremely capable. Personally, they are warm, understanding, and, above all, trustworthy and dedicated. They are the perfect partner for those seeking to prototype new ideas and technologies.”

Dr. Frederick Shic  
Director, Technology and Innovation Laboratory  
Yale University School of Medicine

# Skeleton Hand // iPad & PC



# Skeleton Hand



They wanted to know if their board game concept would work better as a digital game



We made a prototype to help them see how it would work as a digital game.



They presented the prototype at the Game Developers Conference and Game Connection America.



They founded the company, and their game is currently in development.

# Skeleton Hand

“PreviewLabs’ expertise shined through in everything they did, including but not limited to the extremely quick implementation of our ideas, and the vast network of people that we were connected to. We are a Chicago based company, and there wasn’t one time that I felt that the international collaboration was a hindrance.”

Sham Saleh  
Founder and CEO  
Skeleton Hand LLC

# MOBA-like Prototype // PC & Mac



Up to 8 vs 8  
multiplayer

5 iterations:  
\$ 97K

Screenshots:  
iteration 2

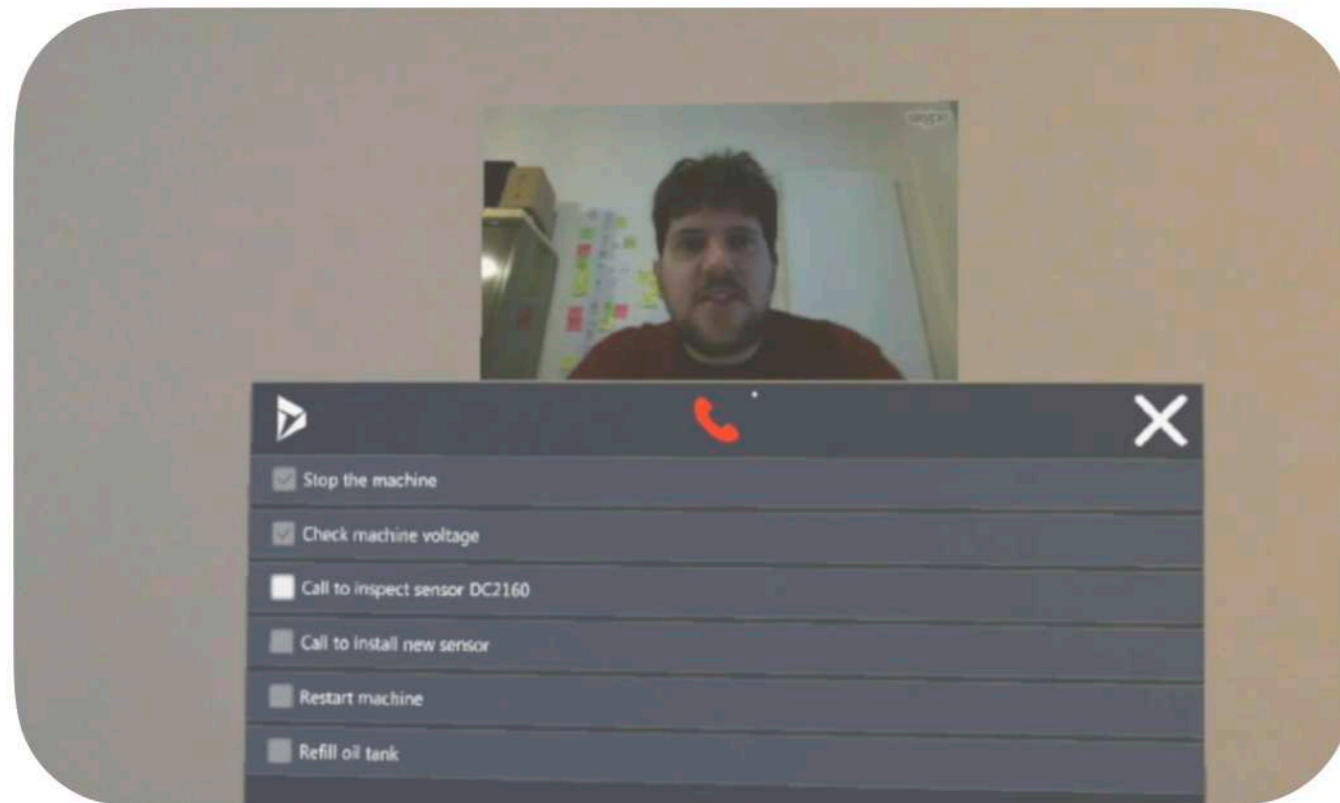
# Stroke Rehabilitation // VR & Leap Motion



For stroke patients

Makes boring  
mirror therapy  
fun

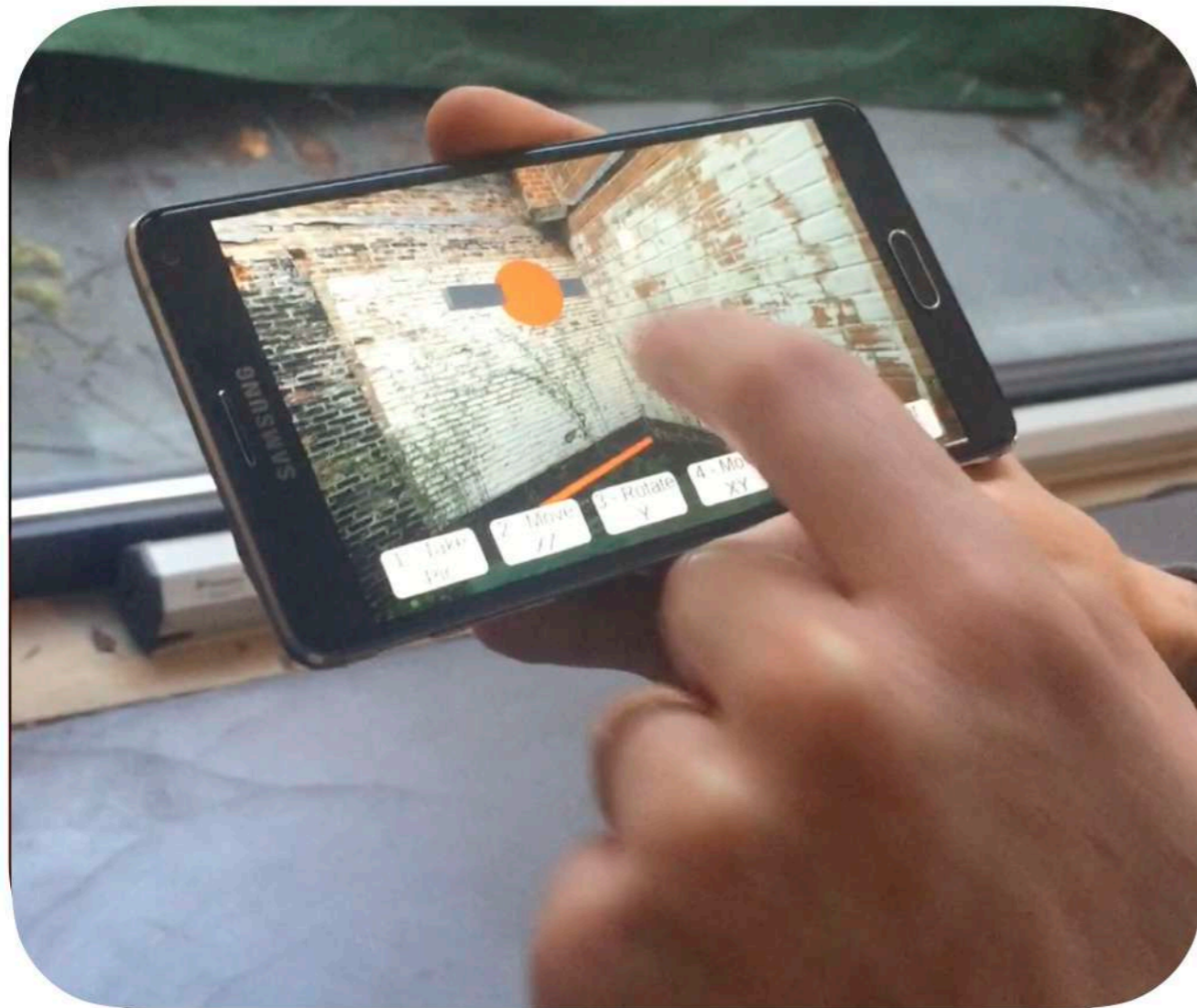
# Tech Support Demo // Microsoft HoloLens



Remote support  
for industrial  
installations

Potential for huge  
savings by  
downtime  
reduction

# Awning Configurator // iOS & Android

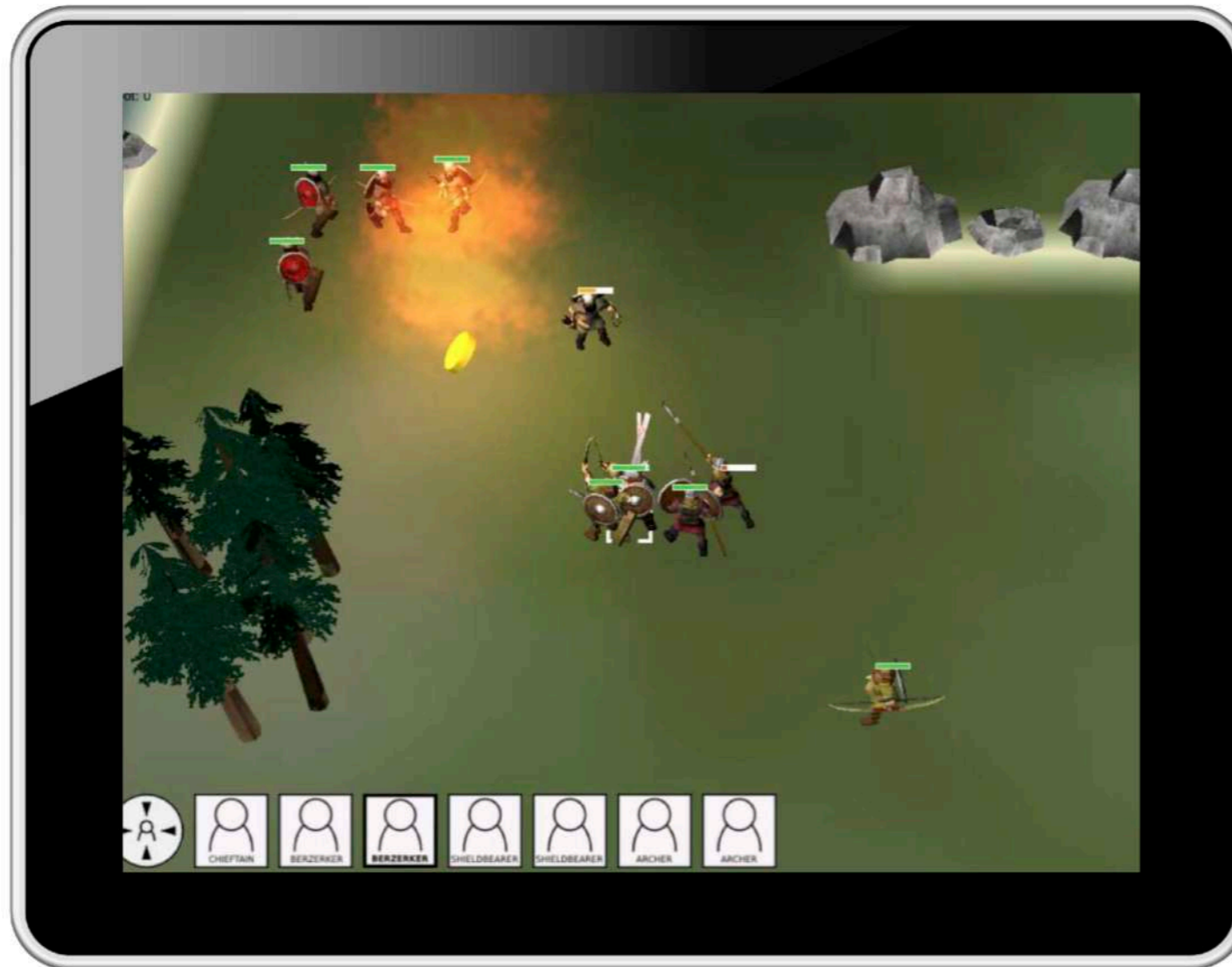


Technical prototype, rendering 3D content on top of a picture

Used by client for a product configurator



# 3D RTS Control System Prototype // iPad



Models and  
animations  
provided by client

1 iteration:  
\$ 6K

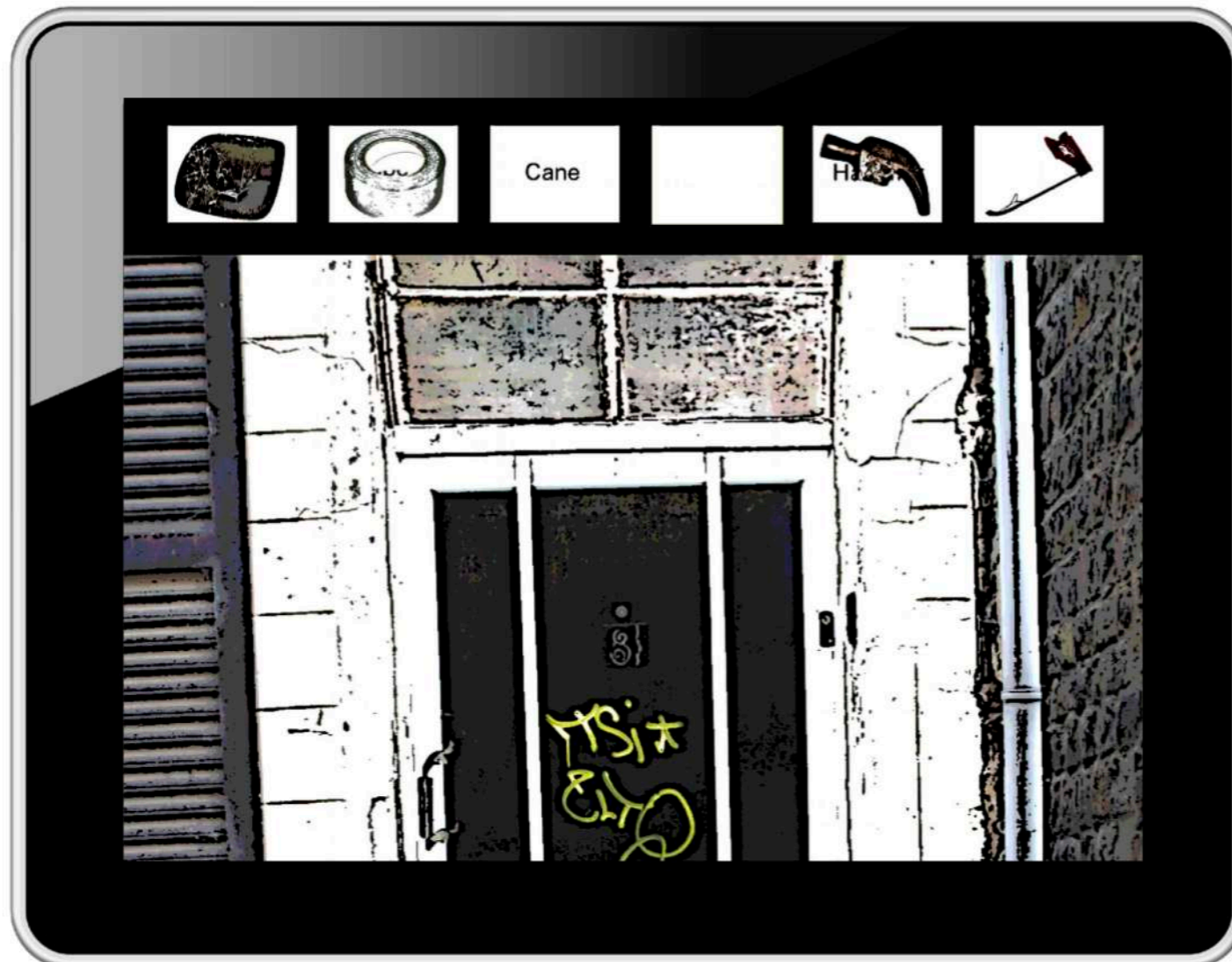
# Exergame Prototype // Kinect, Mio Alpha



Like Temple Run, but with actual movement using Microsoft Kinect v2. Intensity level varies based on heart rate.

2 iterations:  
\$ 12K

# Episodic Adventure Prototype // iPad



For a writer of crime novels. Photo-based concept using elements from hidden object games, adventure games, and story driven games.

1 iteration:  
\$ 8K

# 3D RPG Control System Prototype // iPad



Prototype exploring how 3D MMO games for a hardcore gamer public could be brought to mobile platforms.

Focused on navigation, camera movement, and combat.

1 iteration:  
\$ 6K

# Data Visualization // PC, HTC Vive



Visualizes data in  
3D dendrograms

Desktop  
application  
with VR mode

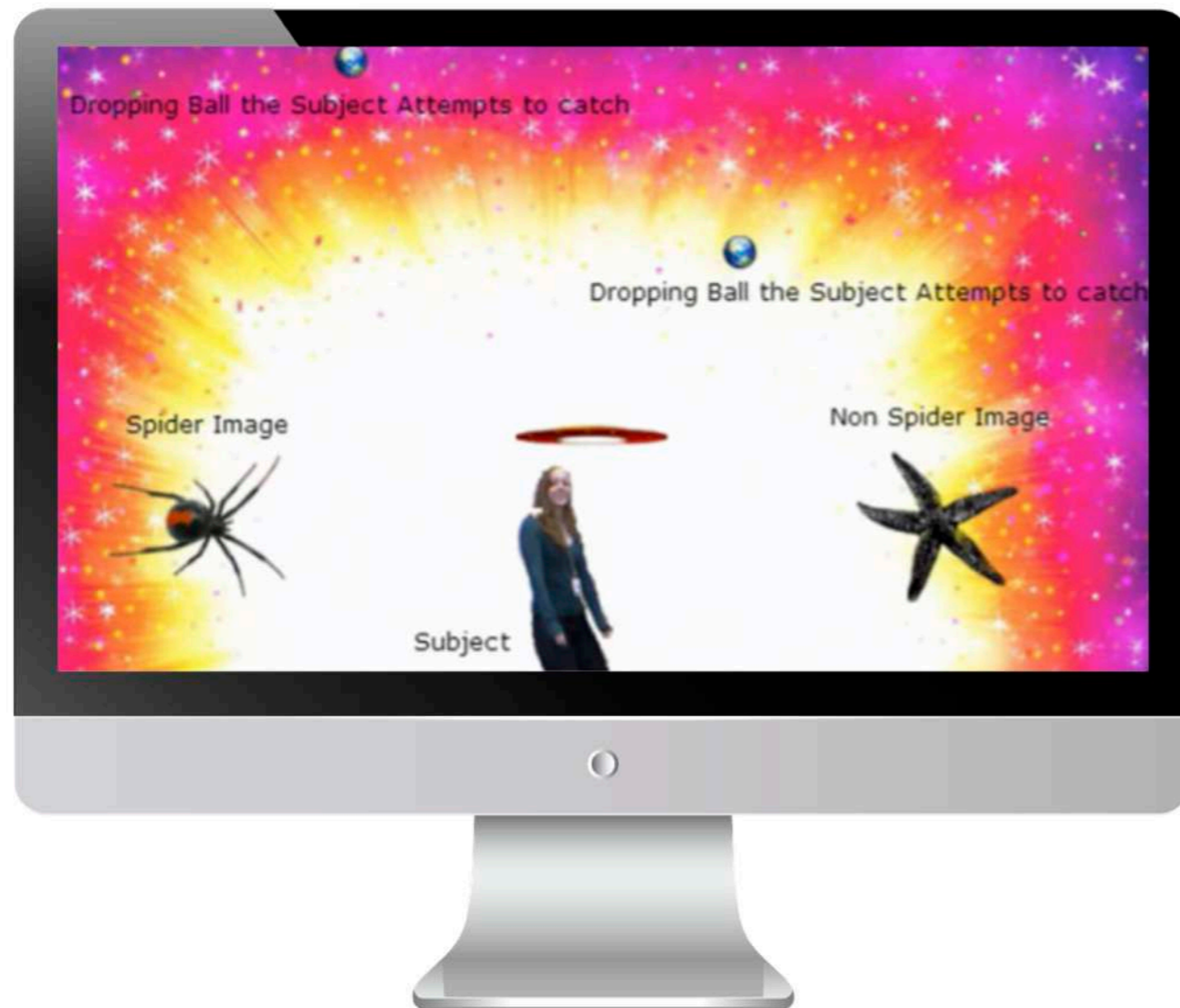
# Mathematical Function Game // PC & Mac



Helps incoming undergraduate students refresh knowledge on functions

Aimed for use in class with single player and hot seat multiplayer

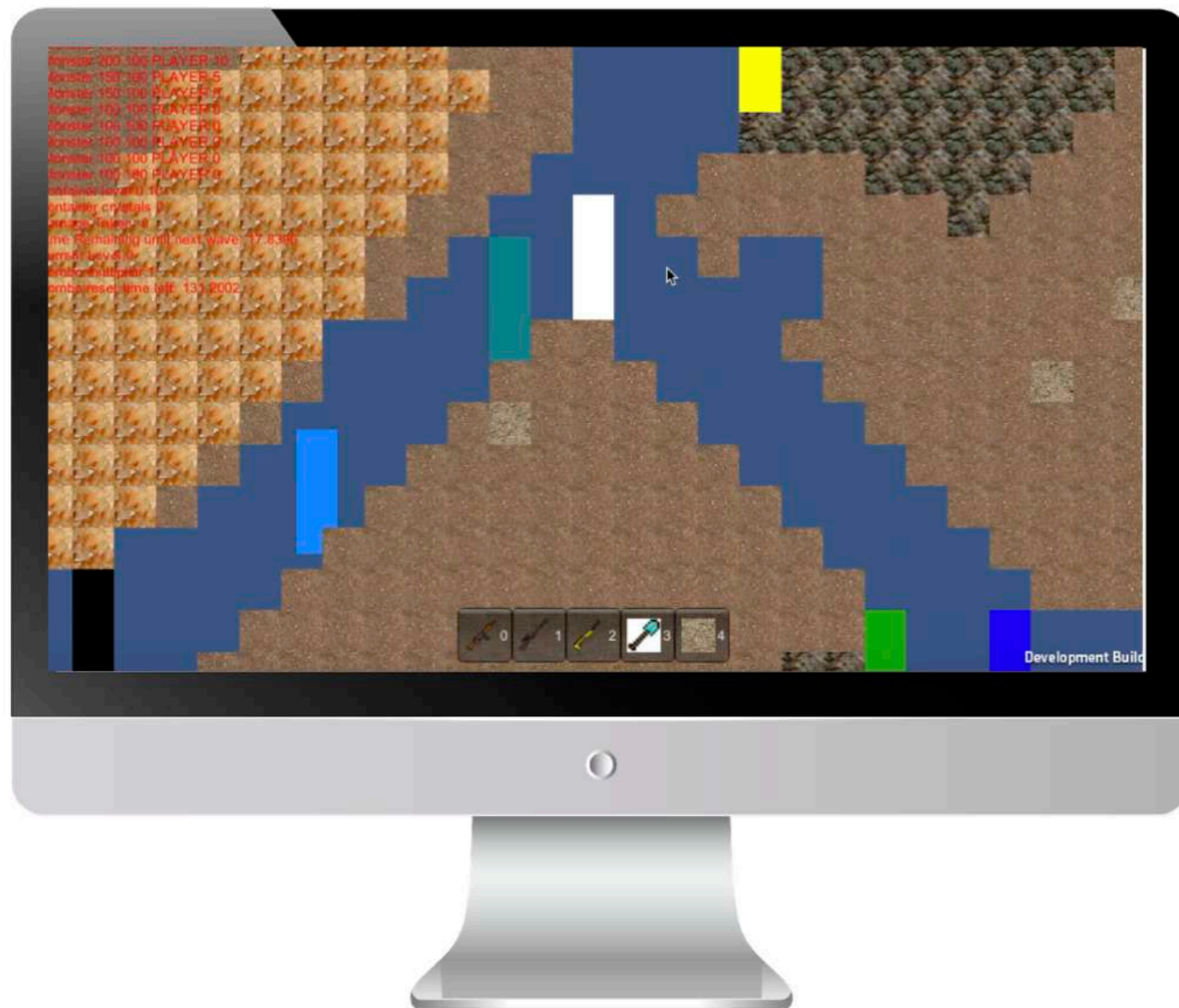
# Y.I.K.E.S. // Kinect



Game measuring  
avoidance  
regarding  
phobias

For Yale Child  
Study Center

# Action/Adventure Game Similar to Terraria // PC



Focus on AI  
and fighting off  
hordes in a  
unique mining  
& defend the  
base concept.

1 iteration:  
\$ 12K



# Trade Show Demo // Oculus Rift

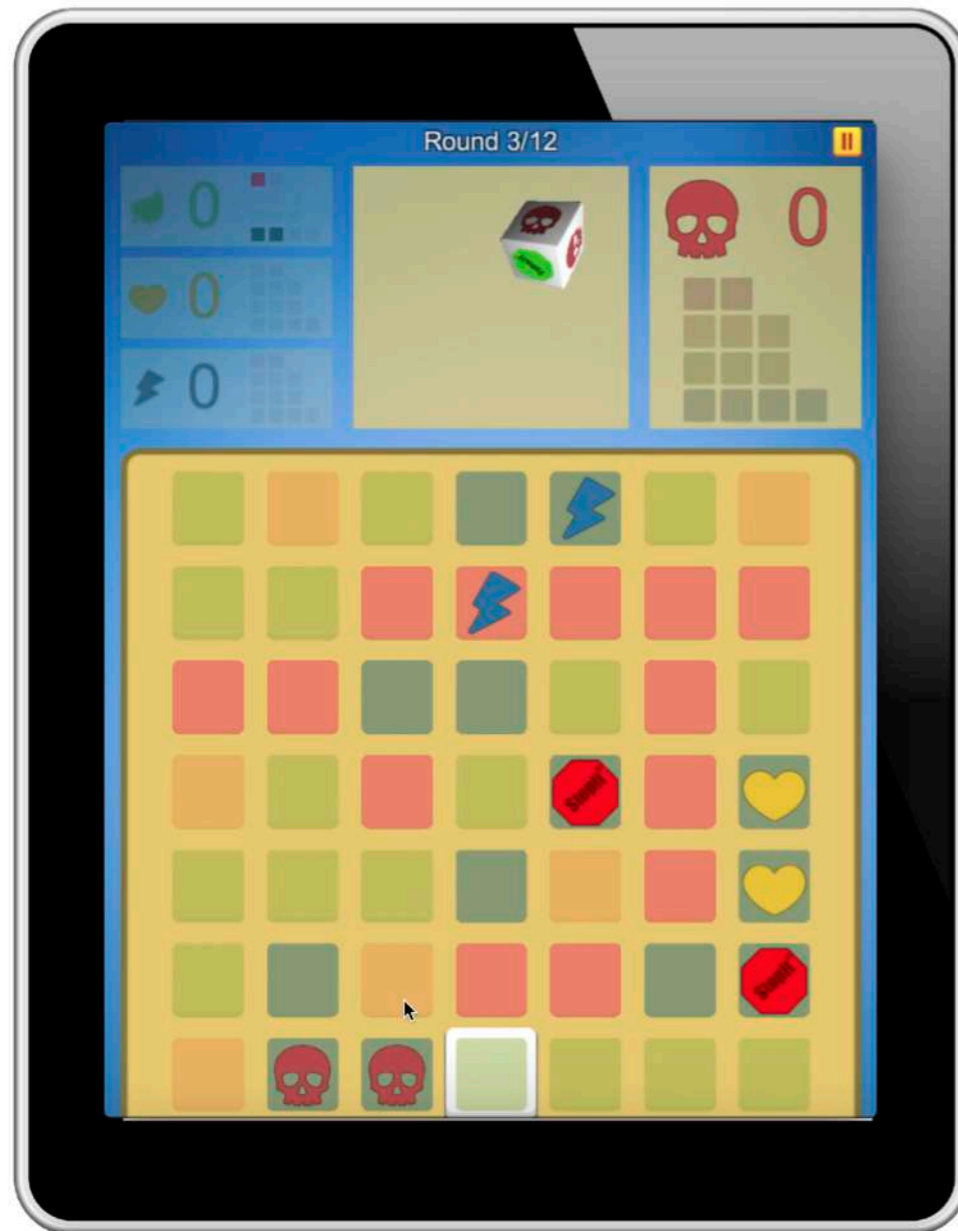


Eye catcher at  
pharmaceutical  
industry trade  
show

For London  
based creative  
agency

2 iterations

# Multiplayer Casual Game // iPad/Browser









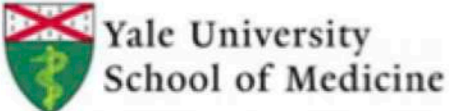
















For a game to be used in conjunction with a TV quiz

1-4 players

2 iterations:  
\$ 27K

# Our Clients

# Let's talk business!

 [bernard.francois@previewlabs.com](mailto:bernard.francois@previewlabs.com)

 [www.previewlabs.com/contact](http://www.previewlabs.com/contact)

 [bernardfrancois\\_2006](#)

**PROTO  
TYPING  
IS OUR  
GAME**

