



PlayFabXR

By Alice & Smith

The world's only Microsoft Azure PlayFab editor allowing development teams:

- To bring gaming tools and interactivity to any project
- Low-code access to PlayFab functionality
- API-based connectivity to twitch and other industry leading platforms



PlayFab XR is for:

Game Developers

To more rapidly get their game to market with powerful pre-build mechanics on the world's leading live operations (LiveOps) platform.

Business and ERP Solution Developers

To empower existing platforms or future projects with interaction, gamification, user segmentation and level progression, leaderboards, economy systems and more.

Event and Entertainment Professionals

To quickly bring new and differentiated entertainment and Extended Reality (XR) solutions to virtual conferences and large scale digital events

Why PlayFab XR?

Stop spending time coding and start releasing products and solutions.
Make the limit your team's imagination.

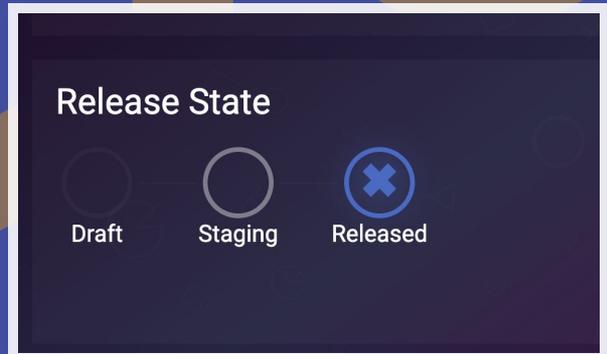
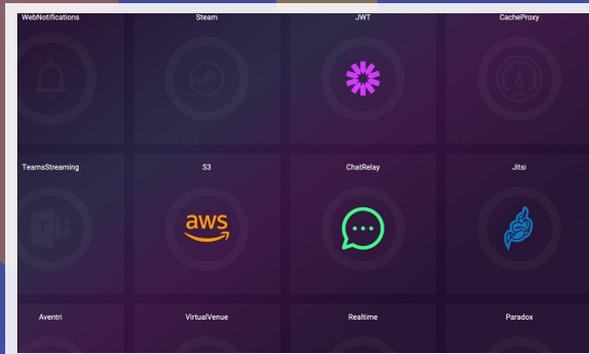
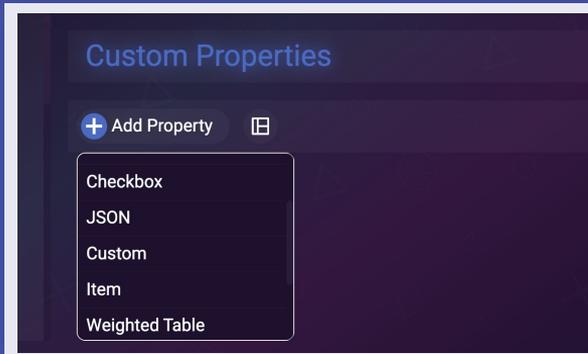
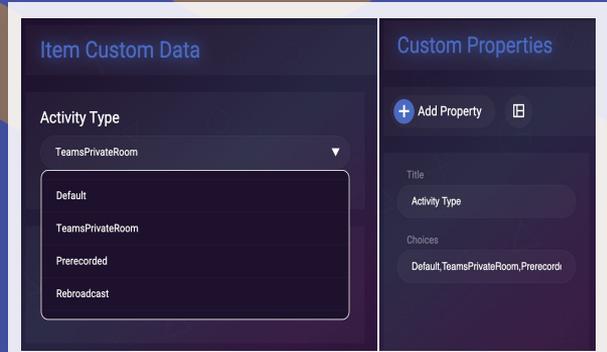
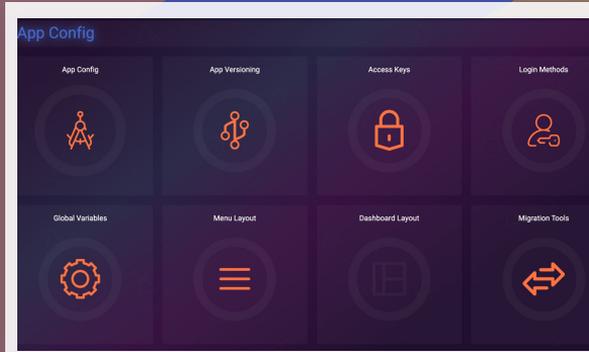
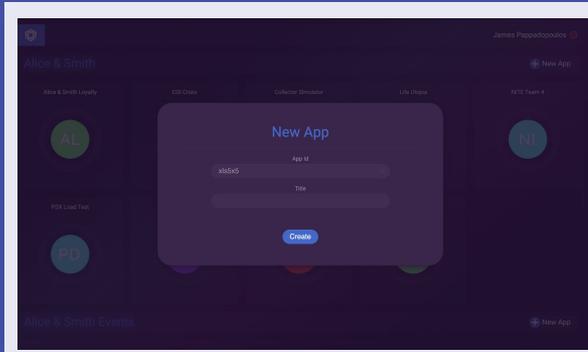
Without PlayFab XR

- A big development team needs to code every mechanic and integration with liveops vendor
- Every connection to external services and third party platforms (Twitch, Active Directory...) needs to be developed
- Any content or architecture change is immediately live
- One code mistake can crash the system

With PlayFab XR

- Low-code structure allows for fewer development resources
- Key connections are already made with native integration or direct API bridges
- Plan and test before release with inventory level precision
- Low-code structure takes away the possibility of error

PlayFab XR Interface

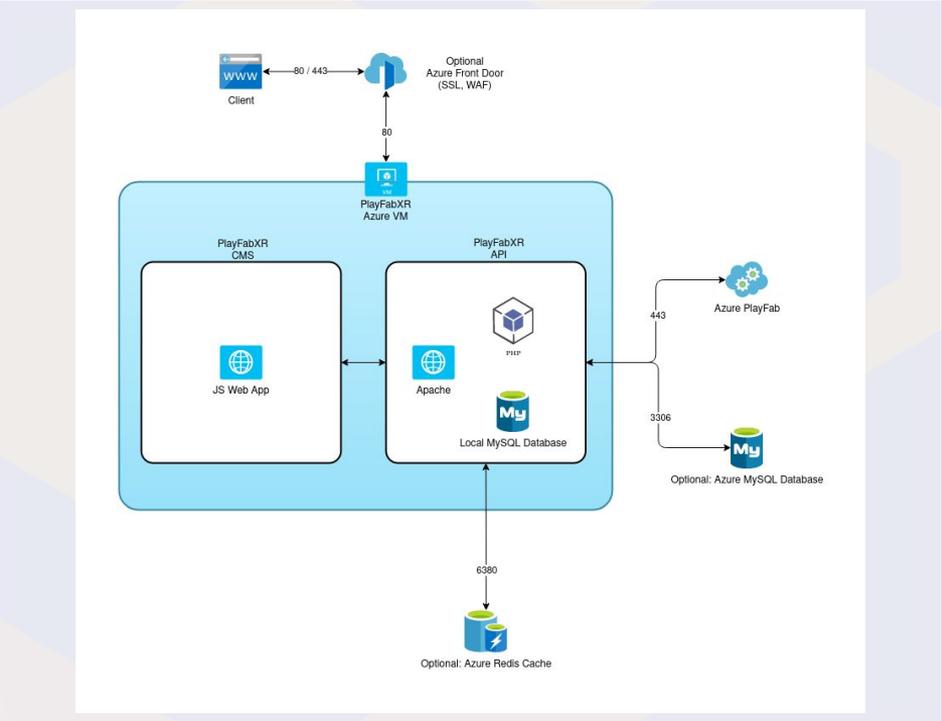


Architecture



PlayFab XR is entirely Microsoft-based:

PlayFab XR is an Azure Virtual Machine that is deployed on the client's virtual cloud infrastructure.



Case Studies



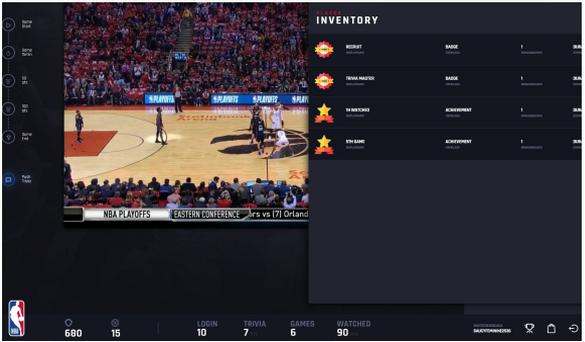
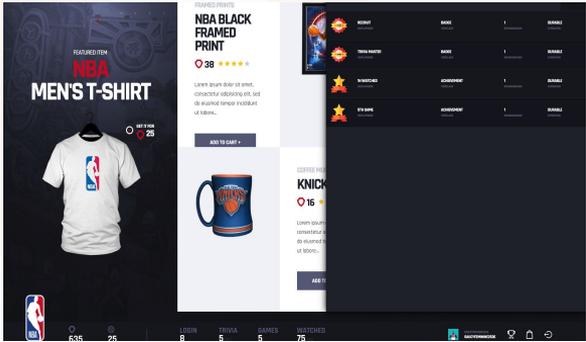
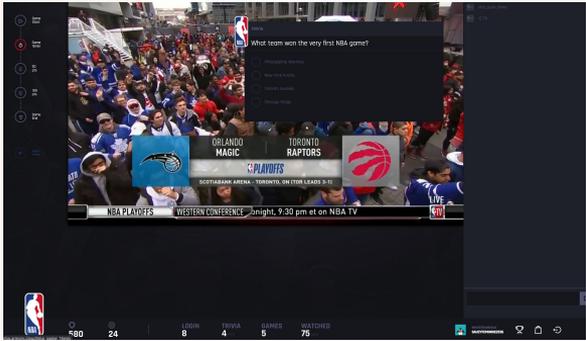
Super Evil Megacorp

Super Evil Megacorp (SEMC) has built, and runs, their Catalyst Black mobile game using PlayFab XR. By using the solution, SEMC was able to bring the game to market within a few short months, allowing them to garner over 300,000 active users pre-global launch. This large initial test audience has allowed them robust data collection to better tailor the final gameplay elements and systems to more fully engage worldwide audiences.



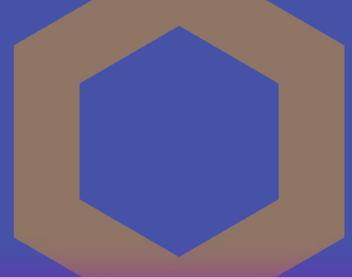
NBA

The NBA leveraged PlayFab XR to explore the development of a gamified viewing offer and were able to develop a prototype within weeks of final decisions on content and initial design.



XR Integrations



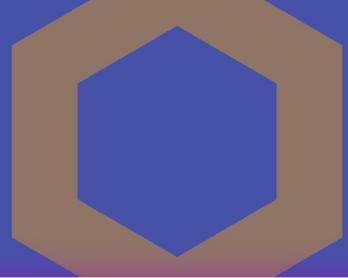


Unreal: Real-Time 3D Rendering

Direct integration with Unreal Studio allows infinite possibilities for you to control real-time 3D digital environments (or give control to a community of users)



UNREAL
ENGINE



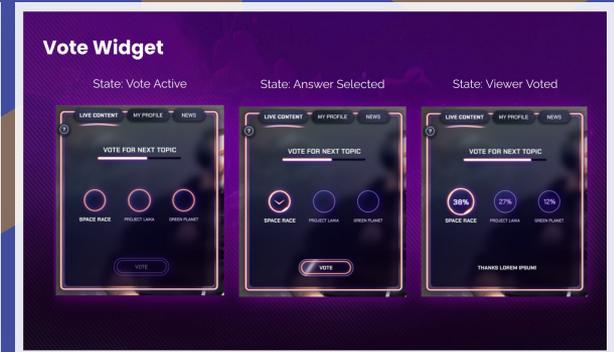
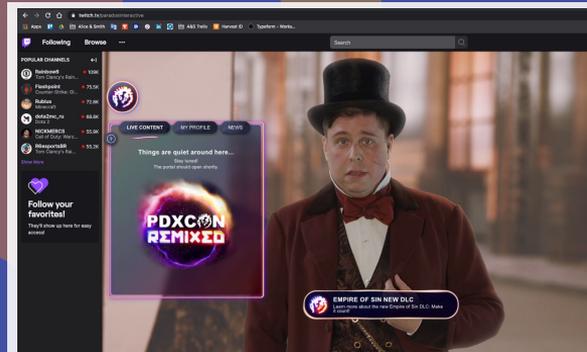
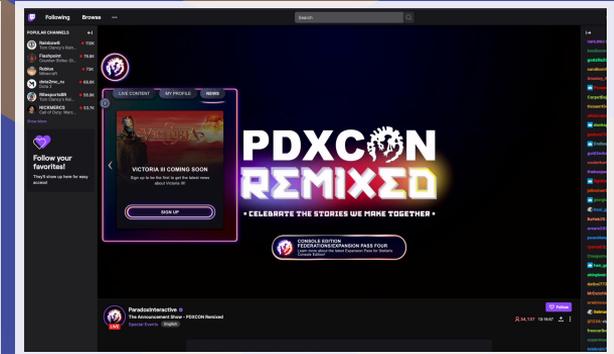
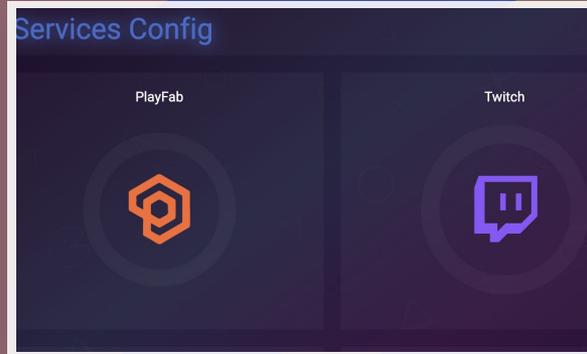
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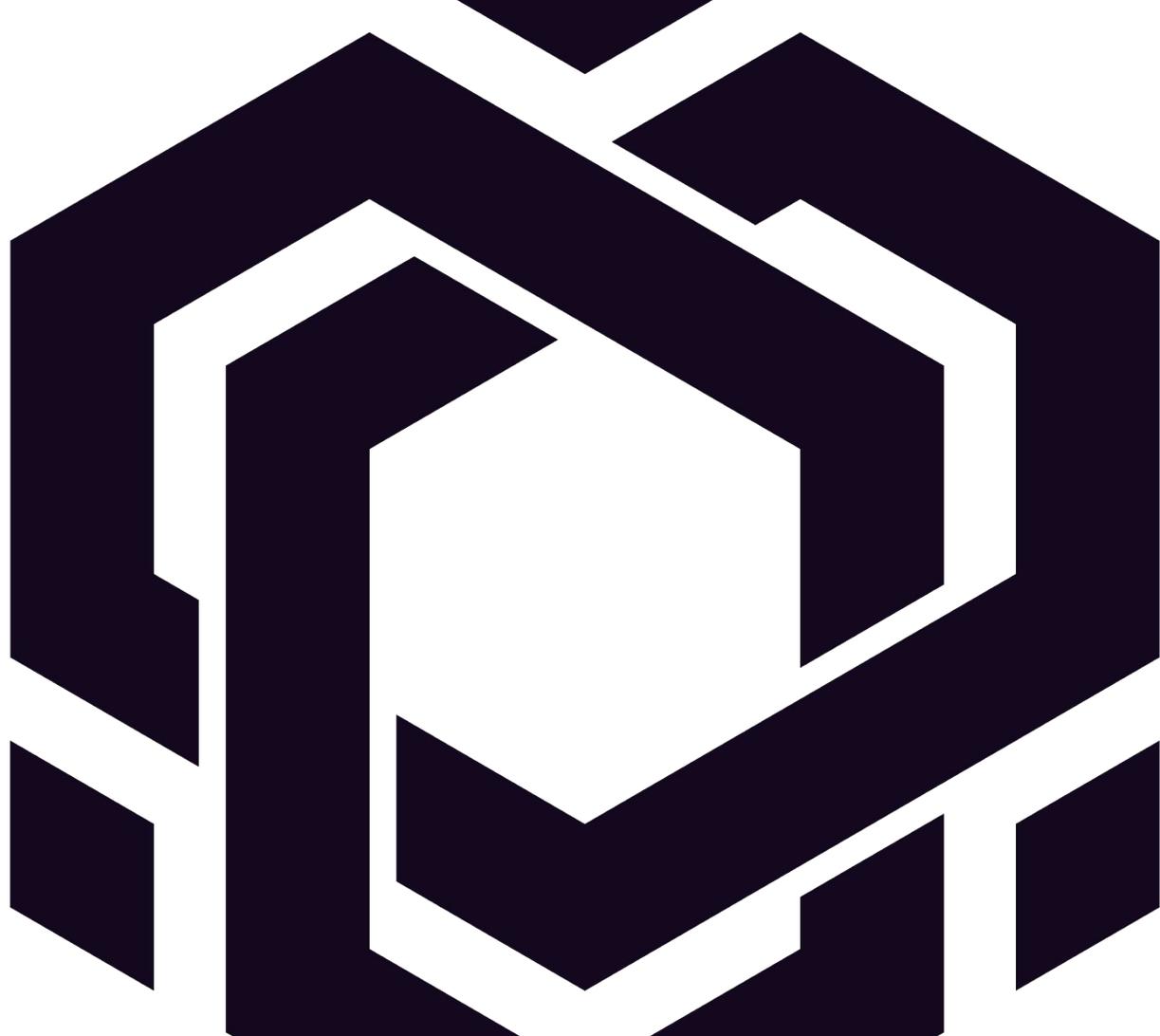


Twitch: Audience Interactivity

Pre-established connectivity allows for simple extension implementation directly on Twitch.



About Alice & Smith



Alice & Smith IS

a creative technology company that is recognized as

**the world-leader in the implementation
and integration of Microsoft Azure
PlayFab technology and gaming
thinking to provide targeted and
intuitive solutions to business
challenges.**



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