



The ETH Game is a pervasive question - and - answer game using the infrastructure of the ETH and it is thought for many players. The players have the possibility to turn from a simple student to a distinguished Nobel prize winner. The knowledge spaces, which are already entered by players, ask questions about general and technical knowledge. If the question isn't answered to his satisfaction, the player has to consult an other student. The student, which has colluded the most points, is the winner and receive the main prize.

1. index

2. setting

6-7

3. functional specification

8-11

4. technical specification

9-10

5. marketing

11-12

6. PR

13-14

7. research

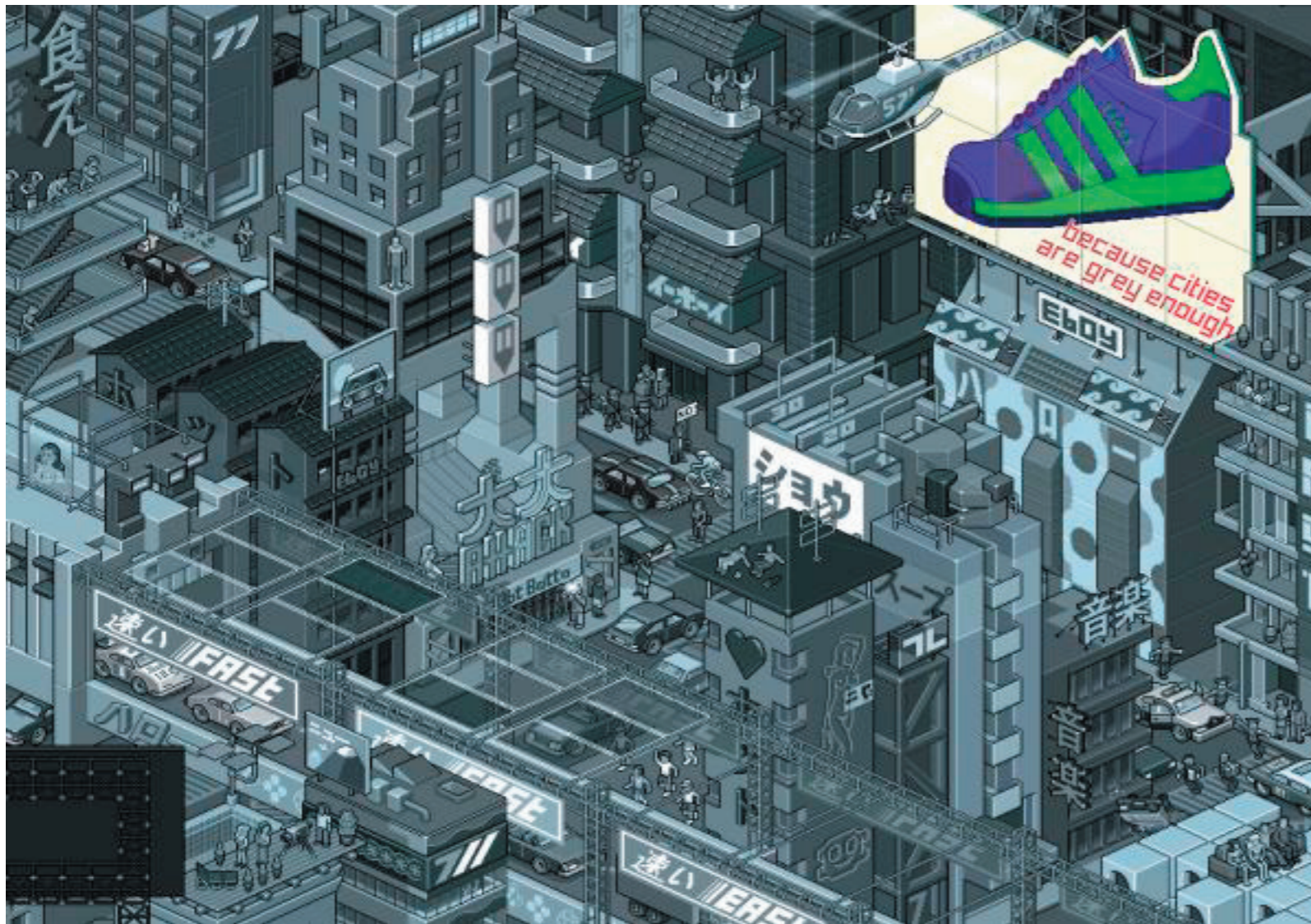
15-16

8. diary

17-18

9. credits & CD

19



2. setting

2155 AD: To improve the procurement of knowledge the professors of the Swiss Federal Institute of Technology attempt to do a new experiment: Rooms of knowledge should take over their teaching part, in order to consecrate themselves to research.

Now its time for you to take control over this institute: Improve your knowledge answering questions. Ascend the levels of teaching assistant, assistant, doctor and professor and rise to supreme power in your institution. Discover new places. Interact with real players to raise your own professorship. Get the fame, the power, the might and the knowledge...

Take your chance www.eth-game.ethz.ch and surpass your opponents with aptness, ambition, communication and knowledge.



3. functional specification

3.1 Rules

Goal of the Game:

Answer questions, interact with other players, collect points and add them to your highscore or convert points to get a discount for coffee (see collecting points)

Get the Nobel Prize as fast as you can and win a journey to Stockholm, the origin town of the Nobel Prize.

Getting started

To play, take your Computer and go to the following homepage: www.eth-game.ethz.ch. Download the gamefile. Install it on your computer and load it.

Registration

Registrate with your own n.ethz-account. Choose your nickname and password. You obtain your own virtual ego?, your personal avatar. The interface



After you've logged on the first question pops up in your dialog window (see description interface). You may choose to answer it or not. If not you can watch and chat with other players. If you choose to answer it two possible events are taking place:

1. Your answer is correct
2. Your answer is wrong

1. you get points.

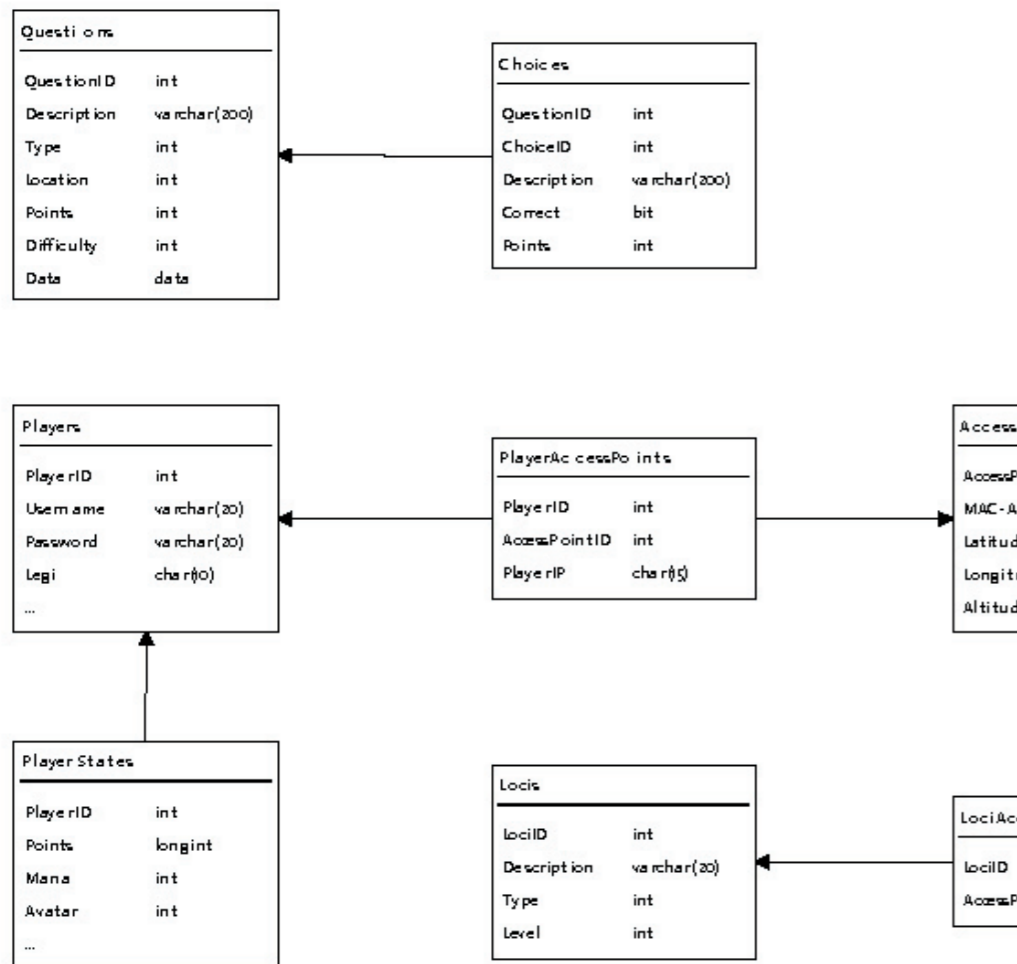
To get a new question:

- change place
- log out / log in (meiner meinung nach blödsinn, da HC-Gamer dies machen)

2. You keep the question and need somebody to answer it for you.

collecting points

The amount of points is depending on your courage and mobility. You get more points answering questions in a room of knowledge from an other



institute.

You want a cheaper coffee, snickers or something else? No problem, print your barcode to get a reduction

Level ups

During the game you are answering questions. For each right answer you get points. Your highscore is increasing. At a certain highscore you will get an institute-specific question, if your answer it right you level up. For each level up your avatars look is changing (see avatars)

Winning

Once you've reached the level of the professor keep collecting points to en-



The challenge lies in effectively finding, organizing, storing and managing growing amounts of information. The effective management of content is good for business. Companies that manage content are able to better leverage information to respond quickly to opportunities, achieve high rates of return on investment and gain competitive edge.

Enterprise Content Management: What you need to know tells you how ECM can help to transform your organization into a more knowledgeable and agile enterprise. It also focuses on another topical area of concern — corporate governance and regulatory compliance. Recent legislation (such as Sarbanes-Oxley, the Patriot Act and Basel II compliance) will impact many organizations throughout the world and has moved governance to the top of the management agenda. From a business perspective, the book explores the quality controls and productivity enhancements realized when an organization uses the latest in secure Internet technology to deploy an ECM solution.

Each chapter in the book focuses on a component technology of ECM, tracing their origins from the early search technologies to ubiquitous





You want a cheaper coffee, snickers or something else? No problem, print your barcode to get a reduction

Level ups

During the game you are answering questions. For each right answer you get points. Your highscore is increasing. At a certain highscore you will get an institute-specific question, if your answer it right you level up. For each level up your avatars look is changing (see avatars)

Winning

Once you've reached the level of the professor keep collecting points to ensure your victory. Only the best wins.





After you've logged on the first question pops up in your dialog window (see description interface). You may choose to answer it or not. If not you can watch and chat with other players. If you choose to answer it two possible events are taking place:

1. Your answer is correct
2. Your answer is wrong

1. you get points.

To get a new question:

- change place

- log out / log in (meiner meinung nach blödsinn, da HC-Gamer dies machen)

2. You keep the question and need somebody to answer it for you.

collecting points

The amount of points is depending on your courage and mobility. You get more points answering questions in a room of knowledge from an other