

Animated ads

AR scoreboard

You can share the match phase with your friends on social media



A NEW WAY TO ENGAGE WITH SPORTS.

WHAT WE CREATED...

...an innovative gaming experience like no other, we had to break barriers and take esports to the next level. That's why our team of innovators at Orange-Circle developed 'The Arenal'.

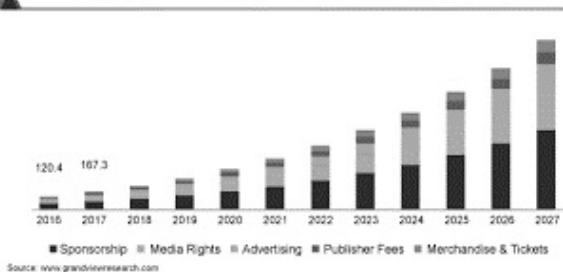
'The Arenal' is a unique sports strategy game based on **real sports content, action figures, and AR technology.**

Imagine putting a completely new twist on esports, where players can bridge the gap between the physical and gaming worlds. The platform is only a game but a way to **share and consume content.**

INDUSTRY

The gaming industry is always changing. The brightest minds in game development are constantly updating new technology especially with the shift brought upon the gaming world by the COVID pandemic. Among its many effects, COVID took sports away from a sports obsessed world. People could no longer cheer for their favorite teams or shout at their rivals through the TV. Even so, their longing for competition never went away. Instead, esports took the place of real-life sporting events. **Esports saw a 69% rise throughout 2020 and into 2021.** Even after the return of live sports, the trend continues to grow. We believe that with the right experience, there's more success to be had than ever. MarketsandMarkets predicted that the global console games market **will increase to 67.1 billion dollars by 2023.** However, some types of gaming are doing better than others — especially **esports.**

U.S. Esports market size, by revenue source, 2016 - 2027 (USD Million)



In 'The Arenal,' players bring their favorite athletes to life on-screen by scanning action figures. They become immersed in **fun, realistic gameplay** based off of the athletes' skill sets.

The users get to feel connected to their virtual game, along with real-life sports articles and videos. Engaging with this content earns them in-game points.

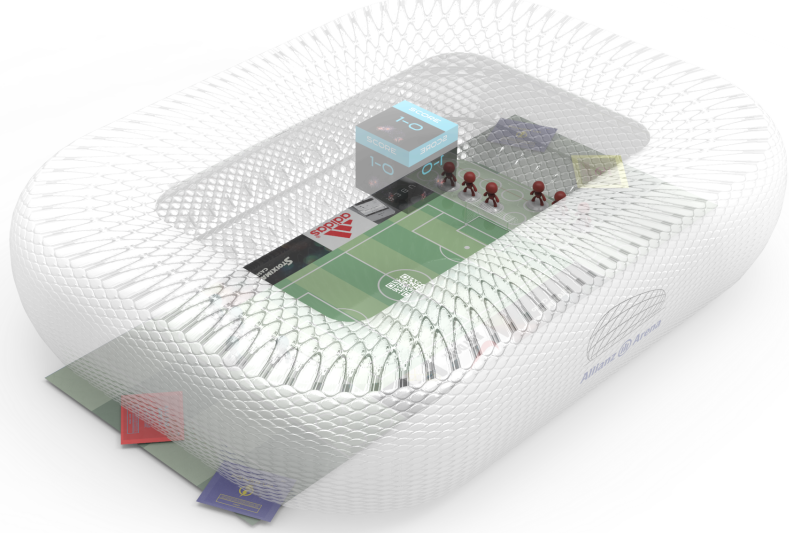
Platform providers **benefit** when the users acquire and purchase physical or digital items, also known as upgrade stickers. These stickers can be acquired in four ways:

- viewing sports content (free digital form)
- exchange between users

or purchased via:

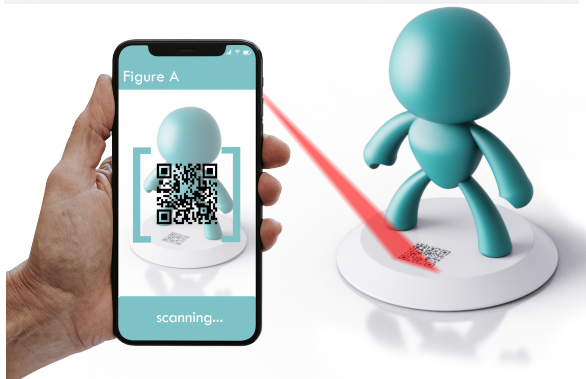
- the web (digital form)
- the store (physical form)

The Arenal' adds an **element of community**, an essential aspect of the sports world, by letting players share their own content on social media.



WHAT CAN PLAYERS DO:

- play their favorite sports game
- build their team and stadiums
- view their favorite content
- purchase physical and digital items
- connect with other players
- share their content and stories



OUR AIM

At ORANGE-CIRCLE we leverage the rise in augmented reality technology. Our innovation team combines AR with the beloved world of esports. While our idea was born during the COVID pandemic, 'The Arenal' can bring together **a global community of sports** fans for years to come. In the everchanging gaming industry, our game sets the bar for new developments in esports.

Together, the future of gaming is in our hands.

CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

INNOVATION SERVICES

CONTACT US
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The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)