KIWANJA.NET
MINDFUL SOCIAL CHANGE

MOBILE DATABASE · PROJECT

WILDLIVE

Author / organisation	Fauna & Flora International/kiwanja.net
Year recorded	2007
Region	Global
Category	Conservation, Education
Original source	kiwanja.net
Archive page	kiwanja.net/mobile-database/wildlive/

This document is part of the kiwanja.net Mobile Database, an archive of more than 700 articles, reports and projects on mobile technology for development, collected between 2003 and 2010. It is reproduced here for reference; the original author's rights are retained.

Explore more. Browse the full archive at kiwanja.net/mobile-database.
Looking for support with your own social change work? See kiwanja.net/work-with-me.
Ken Banks offers coaching, mentoring and strategy support.

kiwanja.net

where technology meets anthropology, conservation and development

HOME & NEWS
VISION
PROJECTS
SERVICES
PRODUCTS
LINKS/DOWNLOADS
PHOTOS
BLOG
MOBILE DATABASE
GET INVOLVED

>> a comprehensive listing of past and present kiwanja.net, and personal, ICT-based projects within the corporate and NGO sectors

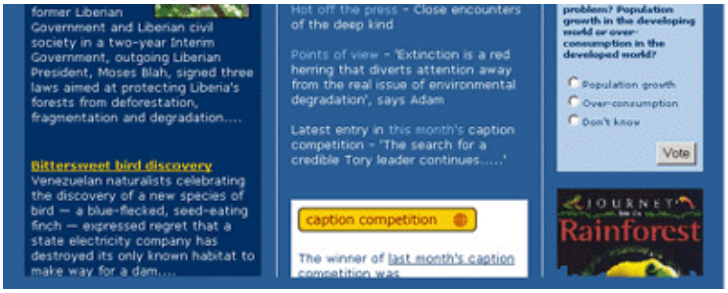
wildlive!

In 2002, Vodafone launched their Vodafone live! service in the UK along with a range of live!-enabled high-end handsets with colour screens, cameras, video and polyphonic ringtones. The live! portal provided a range of services to the user within a single, consistent, easy-to-use interface, including sport, news, entertainment, games, ringtones, wallpapers and chat.

At around the same time, a visionary team at Fauna & Flora International (FFI) were exploring the potential for these new mobile devices in conservation. The ability to reach a massive audience through what was rapidly becoming a hugely successful consumer device lead to an approach for funding, and the creation of a project which began in January 2003. A team of three was assembled to make it happen.

wildlive! UK was approximately ten months in development, and at launch (reported on BBC Online and covered on Vodafone's website) provided conservation news and information including field diaries, discussion forums and SMS competitions and alerts to Vodafone live! users. In addition, a range of animal ringtones and spectacular wildlife wallpapers - taken from FFI's own archive - were sold on the platform, along with a range of conservation-based Java games. wildlive! - the first conservation-based mobile phone fundraising and awareness-raising portal of its kind - was launched at the Natural History Museum on 11th December 2003 at an event which coincided with FFI's centenary celebrations. A short 45 second video on the wildlive! service (narrated by, and starring, Ken Banks himself!) was prepared for the 2004 Wildscreen Awards, and is available here (MPEG video, 8Mb).

wildlive! adopted a combined web- and WAP- approach, providing conservation content on the internet and mobile phones. News, diaries, discussions and other content was added to the website which was then in turn rendered for mobile devices accessing via the Vodafone live! network. A *community of interest* was created, allowing users to contact others with similar



ideas and views, and a wide range of conservation-based resources and downloads were made available online.

Throughout 2004 the service was rolled out across Germany, Hungary, Malta, Spain and the Netherlands, with local-language homepages and targeted content provided on both the web and WAP sites. During the first year approximately £100,000 was raised through the service and wildlive! was a finalist at the 2004 Wildscreen Festival in the Interactive Award category. It was also featured as a double-page spread in Vodafone Life magazine (PDF, 280Kb).

As part of FFI's centenary fundraising strategy, a slot was arranged on the BBC's Lifeline charity appeal. Narrated by Sir David Attenborough - who also launched the fuller wildlive! service - this was the first time the BBC had promoted mobile giving on the programme, which focussed on gorilla conservation. SMS was later used to keep donors up-to-date with all the latest gorilla news.

wildlive! Wallpapers

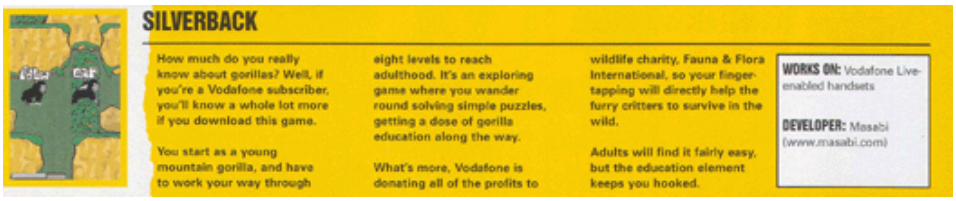
(Images © Copyright Juan Pablo Moreiras/FFI)

Just some of over forty high-quality wildlife wallpaper background images sold on the wildlive! service, based on five themed categories: *Gorillas, Rainforest, Patagonia, Safari* and *Weird & Wacky.*

wildlive! Ringtones

Over twenty realtone and half-a-dozen polyphonic ringtones were available, proving incredibly popular and accounting for a large percentage of wildlive! income. The polyphonic ringtones were composed by an FFI supporter in Cambridge as an experiment, and more were planned (including the mixing of realtone and polyphonic tunes together. The *Crazy Frog* put pay to this!).

wildlive! Games



SILVERBACK

How much do you really know about gorillas? Well, if you're a Vodafone subscriber, you'll know a whole lot more if you download this game.

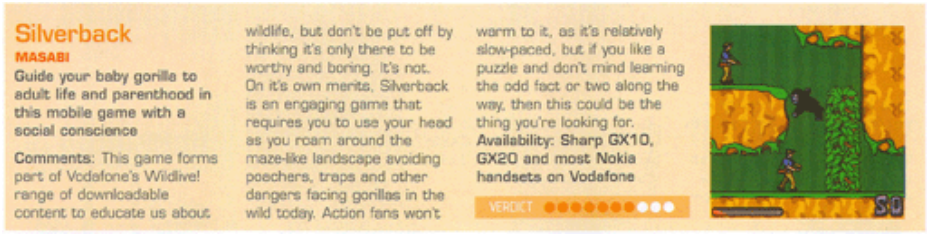
You start as a young mountain gorilla, and have to work your way through eight levels to reach adulthood. It's an exploring game where you wander round solving simple puzzles, getting a dose of gorilla education along the way.

What's more, Vodafone is donating all of the profits to wildlife charity, Fauna & Flora International, so your finger-tapping will directly help the furry critters to survive in the wild.

Adults will find it fairly easy, but the education element keeps you hooked.

WORKS ON: Vodafone Live-enabled handsets

DEVELOPER: Masabi (www.masabi.com)



Silverback

MASABI

Guide your baby gorilla to adult life and parenthood in this mobile game with a social conscience

Comments: This game forms part of Vodafone's Wildlive! range of downloadable content to educate us about wildlife, but don't be put off by thinking it's only there to be worthy and boring. It's not. On it's own merits, Silverback is an engaging game that requires you to use your head as you roam around the maze-like landscape avoiding poachers, traps and other dangers facing gorillas in the wild today. Action fans won't warm to it, as it's relatively slow-paced, but if you like a puzzle and don't mind learning the odd fact or two along the way, then this could be the thing you're looking for.

Availability: Sharp GX10, GX20 and most Nokia handsets on Vodafone

VERDICT

A total of five mobile phone games were developed for the project - Silverback, Ribbix, a wildlive! nature quiz and two 'Tamagotchi-style' products. Silverback was the first, and received great reviews in the mainstream mobile phone press - the "Mobile Choice" (January 2004) and "What Cellphone" (March 2004) reviews are shown above. Sample mobile screen shots are below.

Silverback: "*Face the challenges of life in the forest as you grow from a juvenile gorilla into a fully-grown silverback. Across eight challenging levels try to guide yourself and your new family to the safety of the reserve, but watch out for fires, traps, poachers and rival silverbacks!"*

Frog and Tiger: "Frog/tiger is your own virtual animal that you have to look after. Make sure he has a balanced lifestyle and he will live for a long time. You will need to check back on him regularly to make sure he is well"

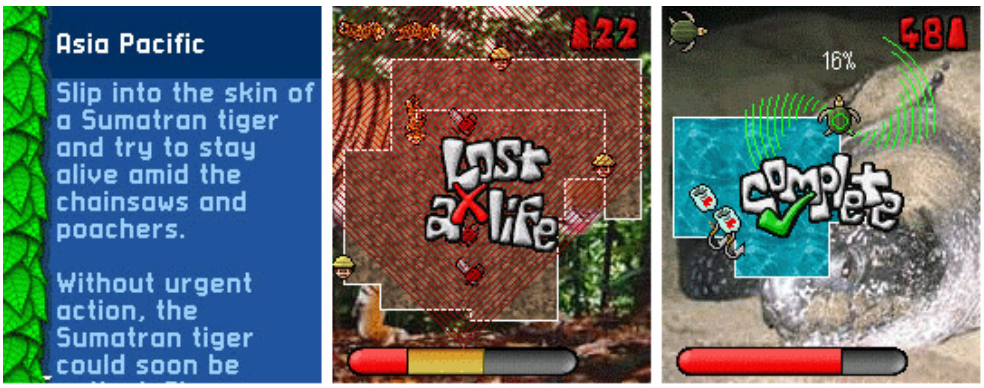
The two 'Tamagotchi-style' games were based on two popular animals - the frog and the tiger (white throated cochraine frog and a bengal tiger, to be precise). Both needed to be looked after to keep them alive. Built into the game were a number of educational screens, and links to web resources on conservation

wildlive! Quiz: A 500-question quiz based on nature, zoology and conservation was developed and translated for a number of European markets. The German version is pictured here. Blocks of ten questions at-a-time were randomly delivered from the database. Only once all ten were correctly answered in one session were they 'flagged' as answered. As with all wildlive! games it had a strong entertainment/education theme

Ribbix: The fourth instalment in the wildlive! games series - was based on an old popular arcade game, with a unique conservation theme:

"Put yourself in the shell of a leatherback turtle, slip into the skin of a Sumatran tiger, live out the life of a Marco Polo sheep or see how you cope as a colobus in this mobile game with

a difference. Guide your animal around the screen marking off territory whilst avoiding predators, to reveal a stunning FFI photo!"



One of kiwanja's latest projects - Global Gorillaz - aims to provide a wildlive!-style service across a wider range of global networks, and share the profits with a range of charitable partners. For further information visit the website at www.globalgorillaz.com

© Copyright 2003-2007, kiwanja.net. All rights reserved.