

GameLayers

Justin Hall

Chief Executive Officer

- Education: B.A. Swarthmore College, M.A. USC
- Director, Evangelist, Editor at Internet Startups:
 - HotWired, electric minds, ZDTV, gamers.com
- Japan: covering mobile entertainment
- NYTimes: “Founding Father of Personal Blogging”

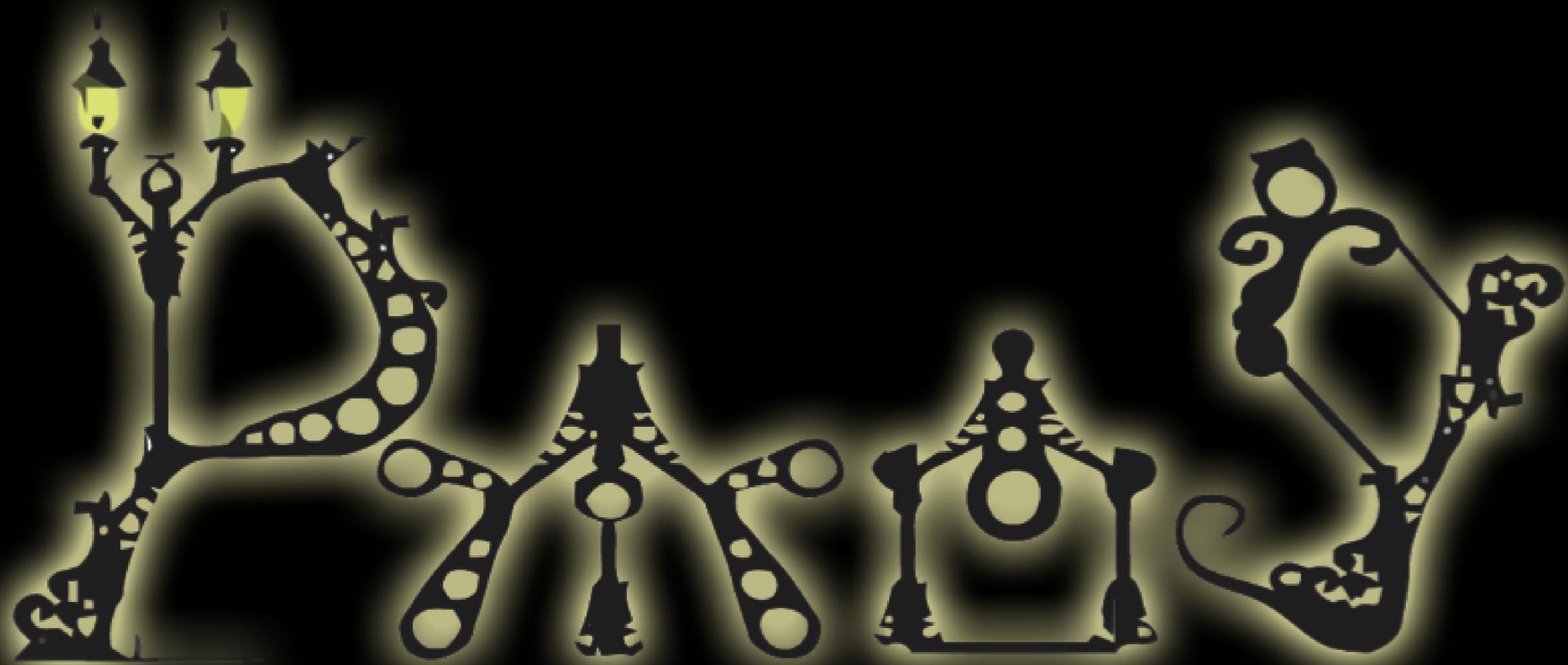


M

Chief Creative Officer

- Education: B.A. USC
- Bad Robot Productions
- presented at Social Computing Symposium, ETech, SXSW
- featured in March 2008 Wired Digital as an up and coming game designer





the passively multiplayer online game

Welcome to Flickr!

http://www.flickr.com/

Signed in as [justin](#) (469 new) Help Sign Out

Home You Organize Contacts Groups Explore Search everyone's photos Search

PMOG is:

an MMO you play simply by surfing the web

Now you know how to greet people in French!

- You have [469 new messages](#).

Flickr News
 28 Jan 08 - Have you ever tagged someone else's photo? I know I have. A describing word, or perhaps even two joined together; a 'lasso' to... [read more news](#)

» [Flickr Blog](#) Great photos & latest news, daily!

Invite your friends and family
Why? Flickr is so much better when your friends and family are on it. When you log in, their new pictures are there, and they automatically see yours. [Send an invitation?](#)

» [Upload Photos](#) (Or, look at our uploading [tools](#)...)

» [Your Photos](#) ([NEW](#) comments / [Comments you've made](#))

» [Photos from Friends & Family](#)

From [torrez](#) From [fraying](#) From [Tom Coates](#) From [monstro](#)

Done

JAH: PMOG is an MMO you play simply by surfing the web



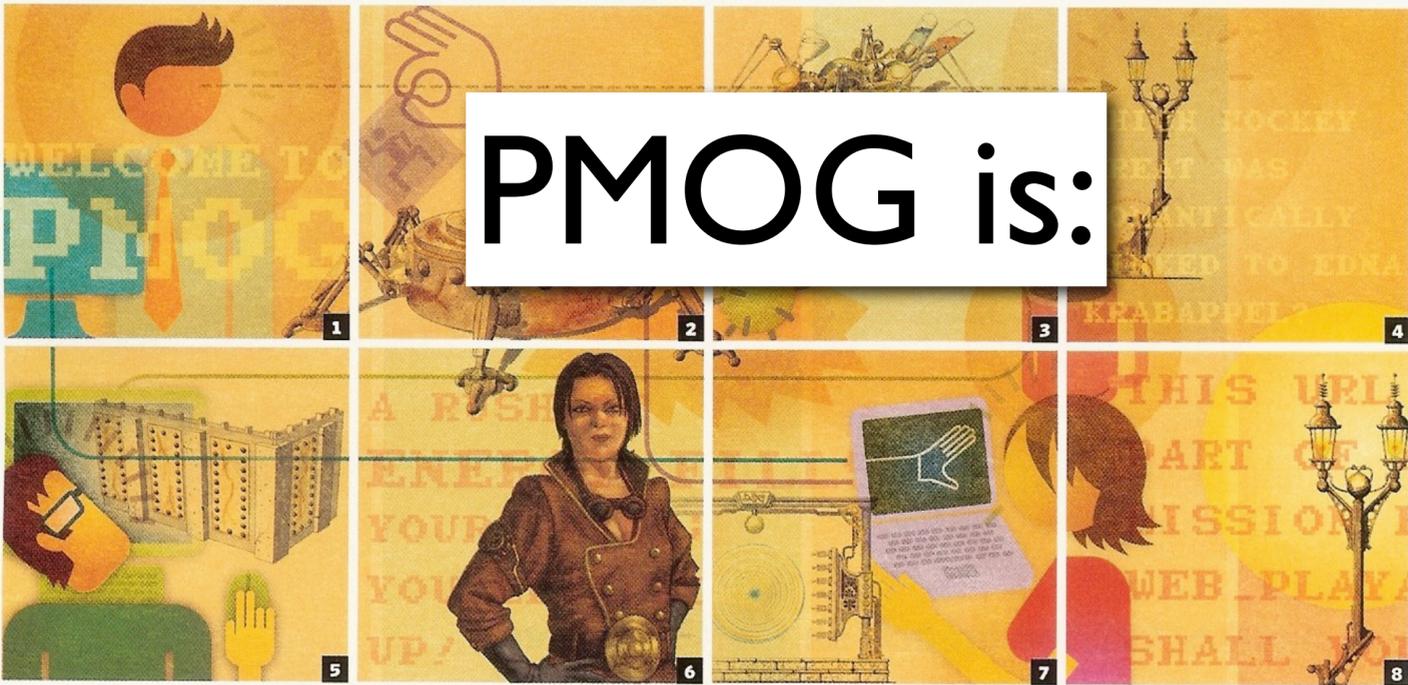
JAH: a game in a firefox toolbar

The image shows a screenshot of a web browser displaying the Google homepage. The address bar shows the URL `http://www.google.com/`. The main content area features the text "PMOG is:" followed by the Google logo. Below the logo is a search bar with "Google Search" and "I'm Feeling Lucky" buttons, and links for "Advanced Search", "Preferences", and "Language Tools".

Overlaid on the page is a game event notification from PMOG. It features a green background with a wooden crate labeled "Looted!". The text reads: "suttree says: 'Thanks for the trade!'". Below this, there are icons for a gear (3) and a chest (5). A button says "Send a thank you?".

At the bottom of the browser window, there is a game interface bar with player names and stats: "justin 4", "Bedouin 13", "53", "21", "2", "20 (On)", "2076", and an "IM" button.

JAH: players leave game events for other players
here is a crate the player can discover and open on google.



PMOG is:

Passive Aggression

A new type of game turns Web surfing into all-out information warfare.

Can't devote 30 hours a week to *World of Warcraft*? Try racking up experience points and slaying enemies in the course of your mundane daily browsing instead. That's the thinking behind PMOGs—passively multiplayer online games. Blogfather Justin Hall came up with the concept as part of his master's thesis. Downloaded as a browser plugin, a PMOG adds an extra layer of data and interactivity to the sites you visit. "We're giving people tools to wage information and routing war online," Hall says. "A frame-

- | | | | |
|--|---|--|---|
| <p>MONDAY 9 AM
1. A user installs the PMOG applet and is awarded 200 data points and an assortment of tools for in-game use. He picks t</p> <p>WEDNESDAY 9 AM
5. Web_playa is notified</p> | <p>10:30 AM
2. During a coffee break, Web_playa discovers that his friend Sarah83 posted some embarrassing pics of him on</p> <p>3 PM
6. During an endless call</p> | <p>12:45 PM
3. After lunch, Web_playa checks his MySpace page. Boom! He's leaking data points. Sarah83's ally Show_</p> <p>THURSDAY 1:45 PM
7. Web_playa barter</p> | <p>TUESDAY 11 AM
4. While Web_playa is checking hockey scores on ESPN, a lamppost materializes, symbolizing a mission created</p> <p>FRIDAY 2 PM
8. In the middle of a dull meeting, Web_playa designs a mission for other PMOGers—a puzzle around his favorite episode of <i>Arrested Development</i>. He places portals that will take players to obsessive fan sites and Michael Cera's IMDB page.</p> |
|--|---|--|---|



a playful, social transformation of the internet

Wired Magazine, March 2008

JAH: play on the internet – a fundamental shift in perceiving the internet

« Previous post

Next post »
February 2 2008

Play A Multiplayer Online Game While Surfing The Web: PMOG

Michael Arrington

16 comments »



Want to play a MOG (multiplayer online game) passively while surfing the web all day? Then you'll like **PMOG**, the first game developed by California and UK-based **GameLayers**.

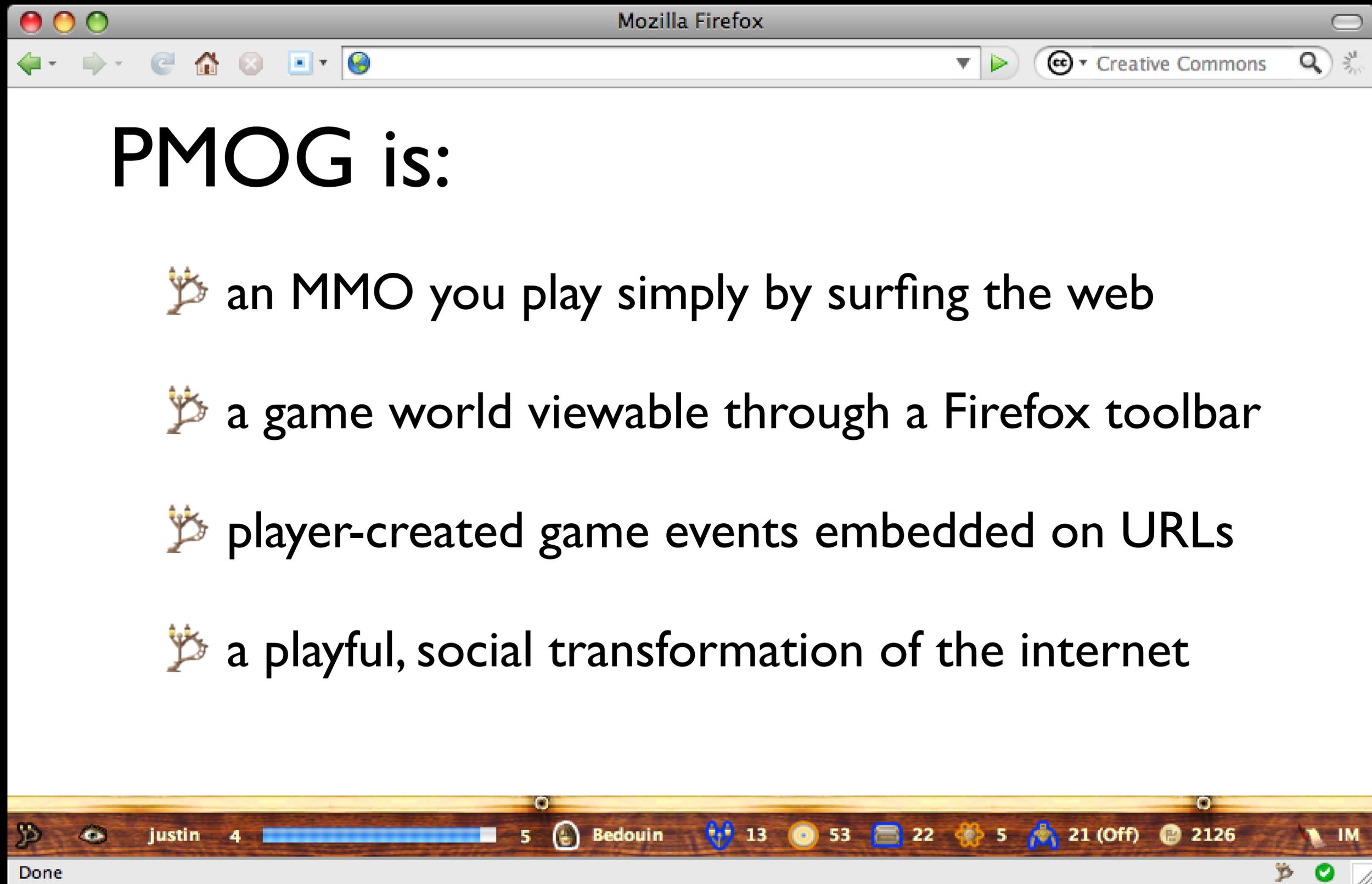
PMOG, which is currently in private beta with 150 or so users, is a Firefox add-on that lets you interact with other users asynchronously websites you visit. In some ways it is like stumbleupon - users can create "missions" which are groups of websites under a theme (one is called "Laugh, Hard" and is a group of humor sites; another is called "Tech News

Gizmodo, Digg and Slashdot). When you go on a your screen, letting you move from site to site.

Users can also be more mischievous, leaving mines on websites that other users stumble onto and cause them to explode. Points are deducted unless you're wearing armor.

TechCrunch, February 2008

you. Now seek sweet revenge with a st. nick!



The image shows a screenshot of a Mozilla Firefox browser window. The title bar reads "Mozilla Firefox". The address bar contains a Creative Commons license icon and a search icon. The main content area displays the text "PMOG is:" followed by four bullet points, each preceded by a small tree icon. At the bottom of the browser window, there is a game interface overlay with a wooden texture. It shows a player named "justin" with a level of 4 and a blue progress bar. Other elements include a character icon for "Bedouin", a level of 13, a gold coin icon with the number 53, a mail icon with 22, a gear icon with 5, a blue icon with 21 (Off), and a speech bubble icon with 2126. The word "IM" is visible on the right. The status bar at the bottom left says "Done".

PMOG is:

- an MMO you play simply by surfing the web
- a game world viewable through a Firefox toolbar
- player-created game events embedded on URLs
- a playful, social transformation of the internet

JAH: PMOG is an important confluence of circumstances
creating a new type of game, a new way to see and share the internet
making the internet multiplayer

GameLayers

M
Chief Creative



Duncan Gough
Chief Technical



Cap Watkins
Web Designer



Marc Adams
Lead Engineer



Justin Hall
Chief Executive



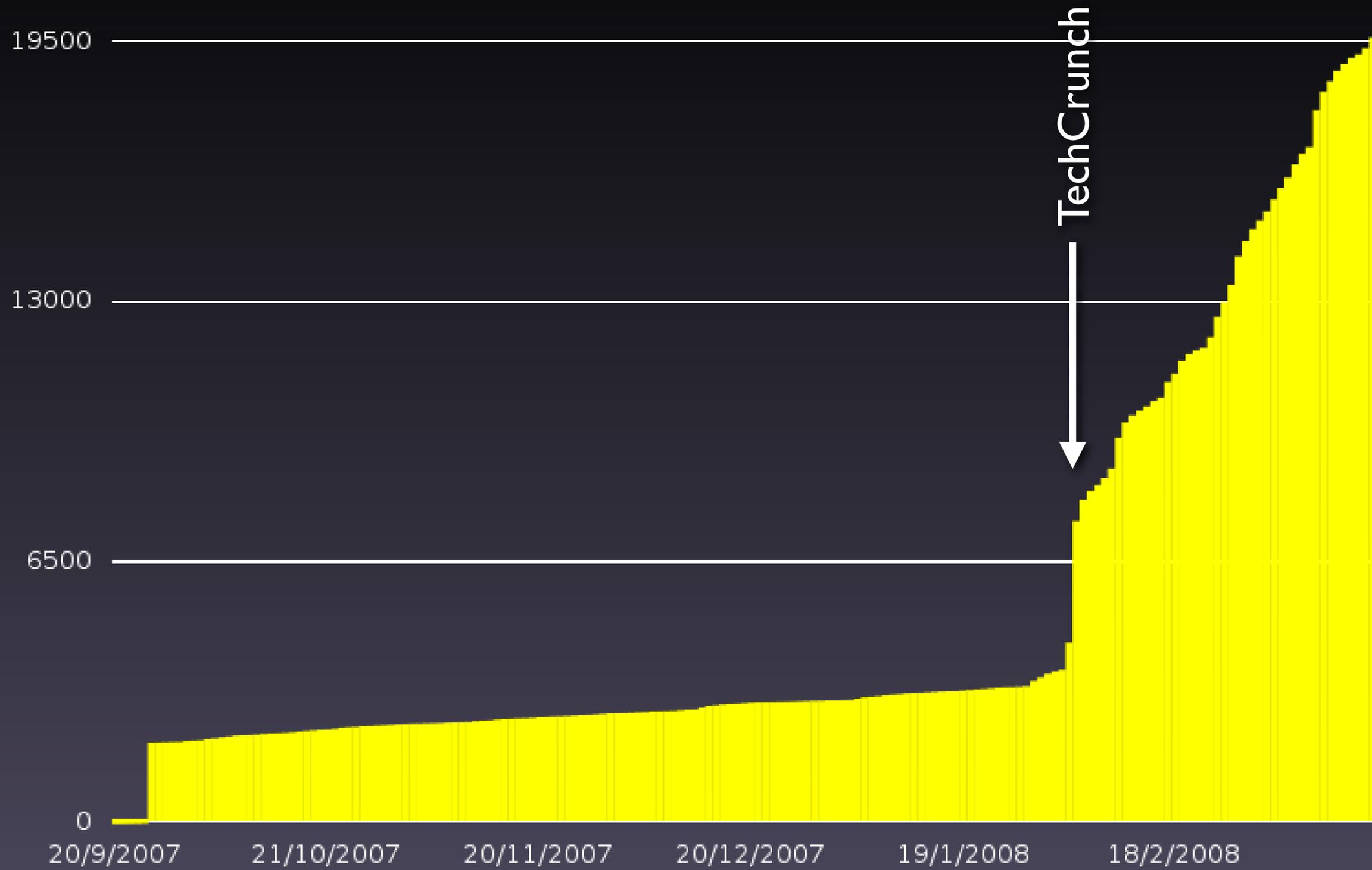
Joe Wagner
Customer Service



JAH: PMOG was built by GameLayers
a company based in the Bay Area

Beta Signup Accumulator

Users (6020 total)



JAH: in a closed private beta now
signups went from from 4000 to 19,500 in six weeks since early february



playing Pmog , deployed a crate of goodies
on orbitingstudio.com but you have to play
Pmog to see it!

03:28 PM March 10, 2008 from web ☆

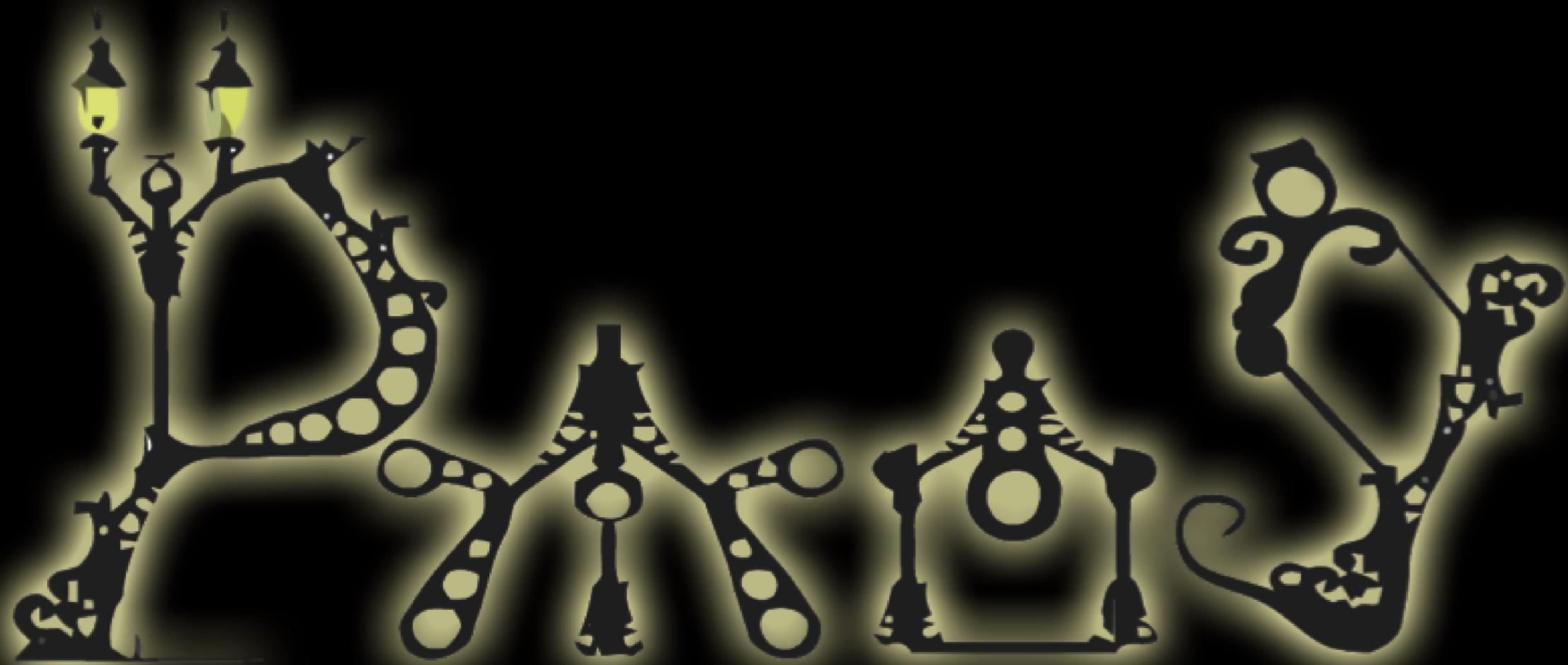


orbiting_chaaa

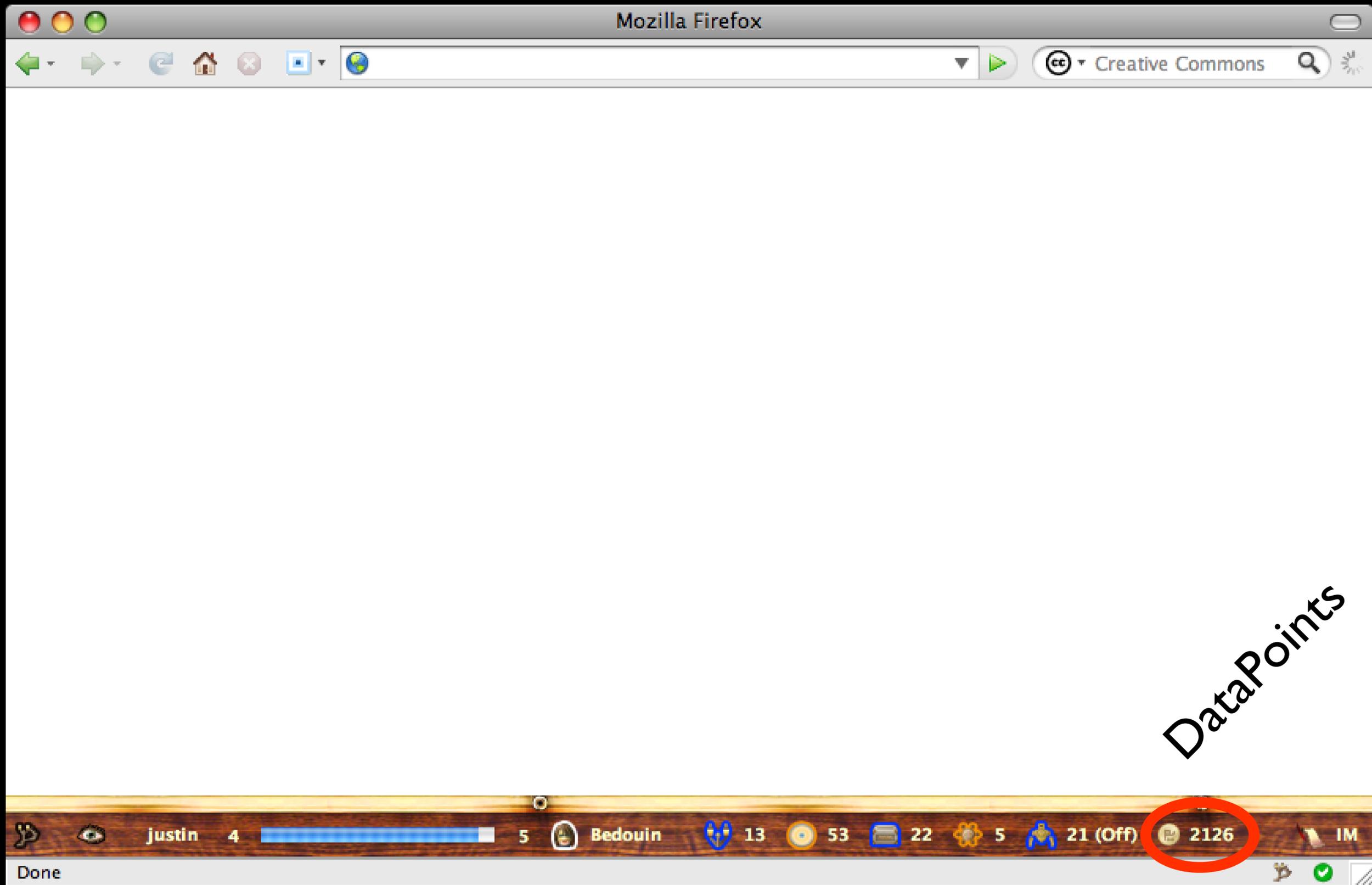
how we plan to grow:
people use PMOG to lay claim to the web, and then tell their friends. that's contagious.
a tight relationship with Mozilla, aiming for recommended add-ons
at least 3k signups a day and more if we can scratch the games & entertainment itch for FF users



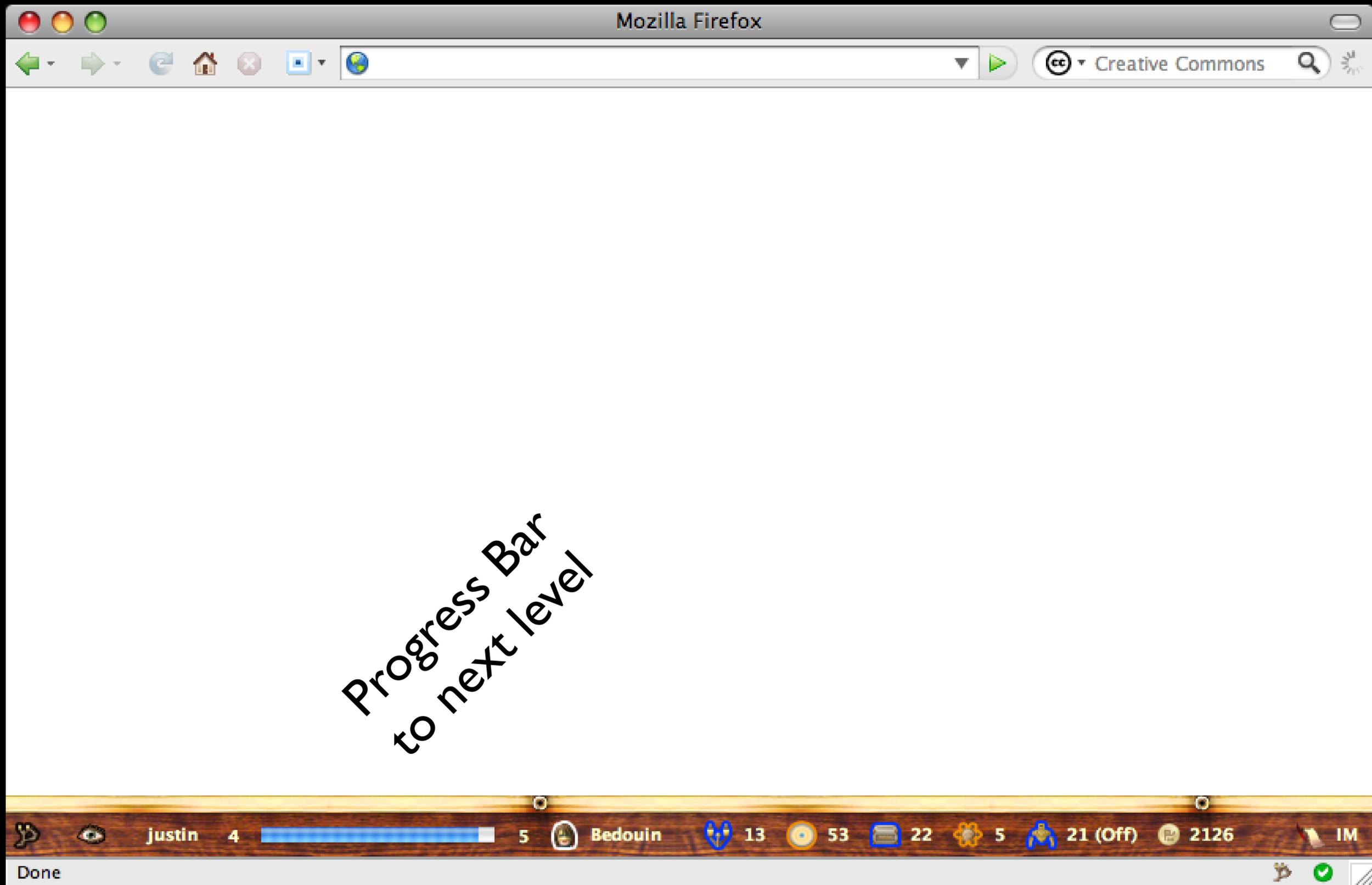
we want a Series A partner who will help us grow PMOG to be the first big MMO in the browser.
and then help us find the business models and partners for our framework and our data.



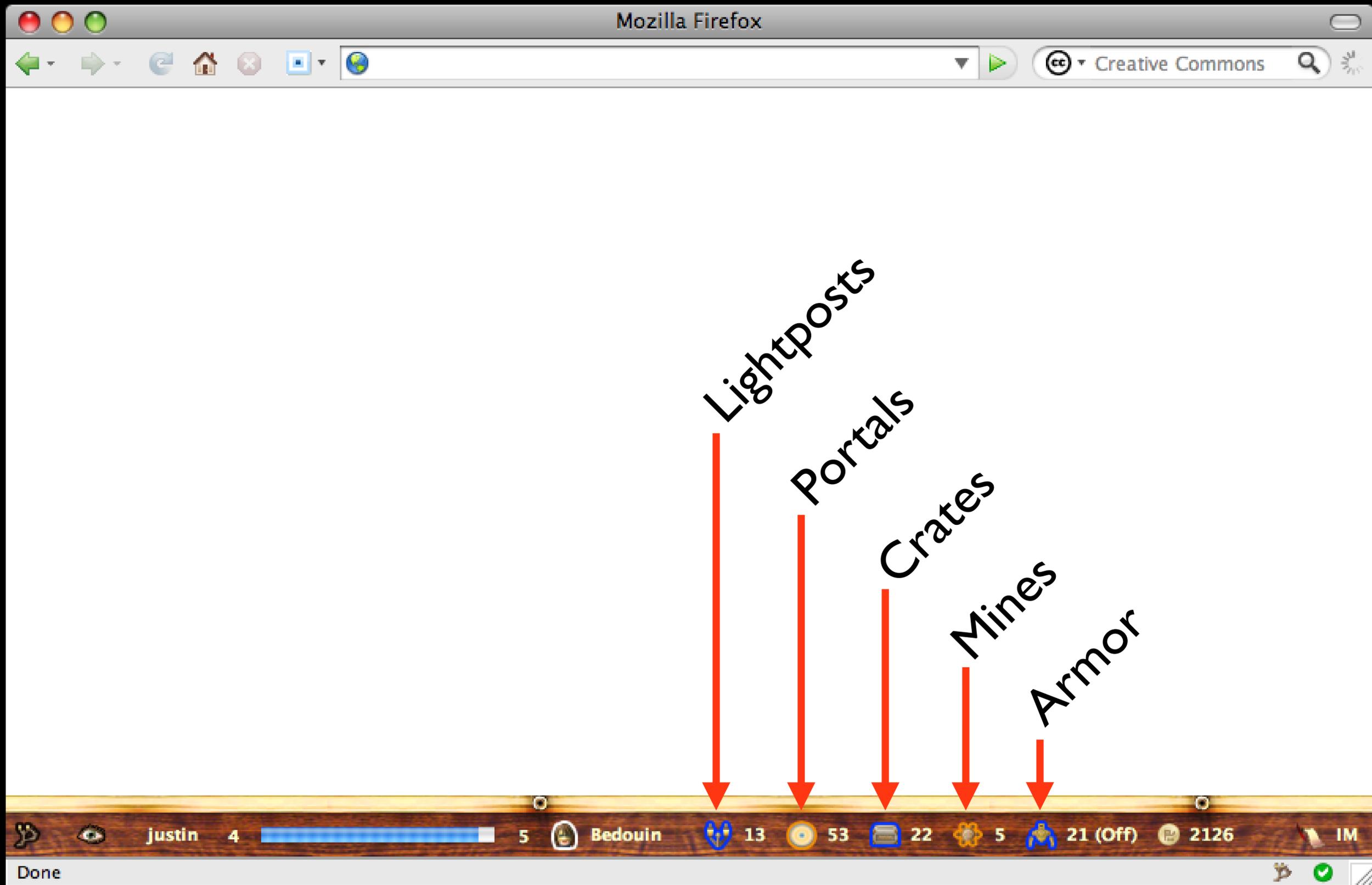
the passively multiplayer online game



JAH: our firefox extension gives you a game toolbar
earn currency as you surf



JAH: watch your level go up



M: use PMOG tools to playfully annotate sites

Photoshop Disasters

http://photoshopdisasters.blogspot.com/

Photoshop Disasters

SEARCH BLOG FLAG BLOG Next Blog»

Create Blog | Sign In

Photoshop Disasters

With great power comes great responsibility.

TUESDAY, MARCH 11, 2008

➔ Imagine Babies: What's a watermark?



DS™

Save the Pixels!

Have you seen a *truly awful* piece of Photoshop work? Perhaps those *idiots* you work with have done something regrettable? Perhaps your

PMOG A mission, for the taking!

You found [krisjohn](#)'s mission: "A nice set of four silly photoblogs" rated: ★★☆☆☆

[Learn about](#) or [take this mission](#).

[Dismiss](#)

jah 1 2 Vigilante 30 25 9 57 7 (Off) 1011 IM

Done

M: PMOG events appear on sites as you surf
created by other players
only see PMOG content if you have our extension installed

NPC sighted on Flickr - Photo Sharing!

http://www.flickr.com/photos/justin/2323459336/

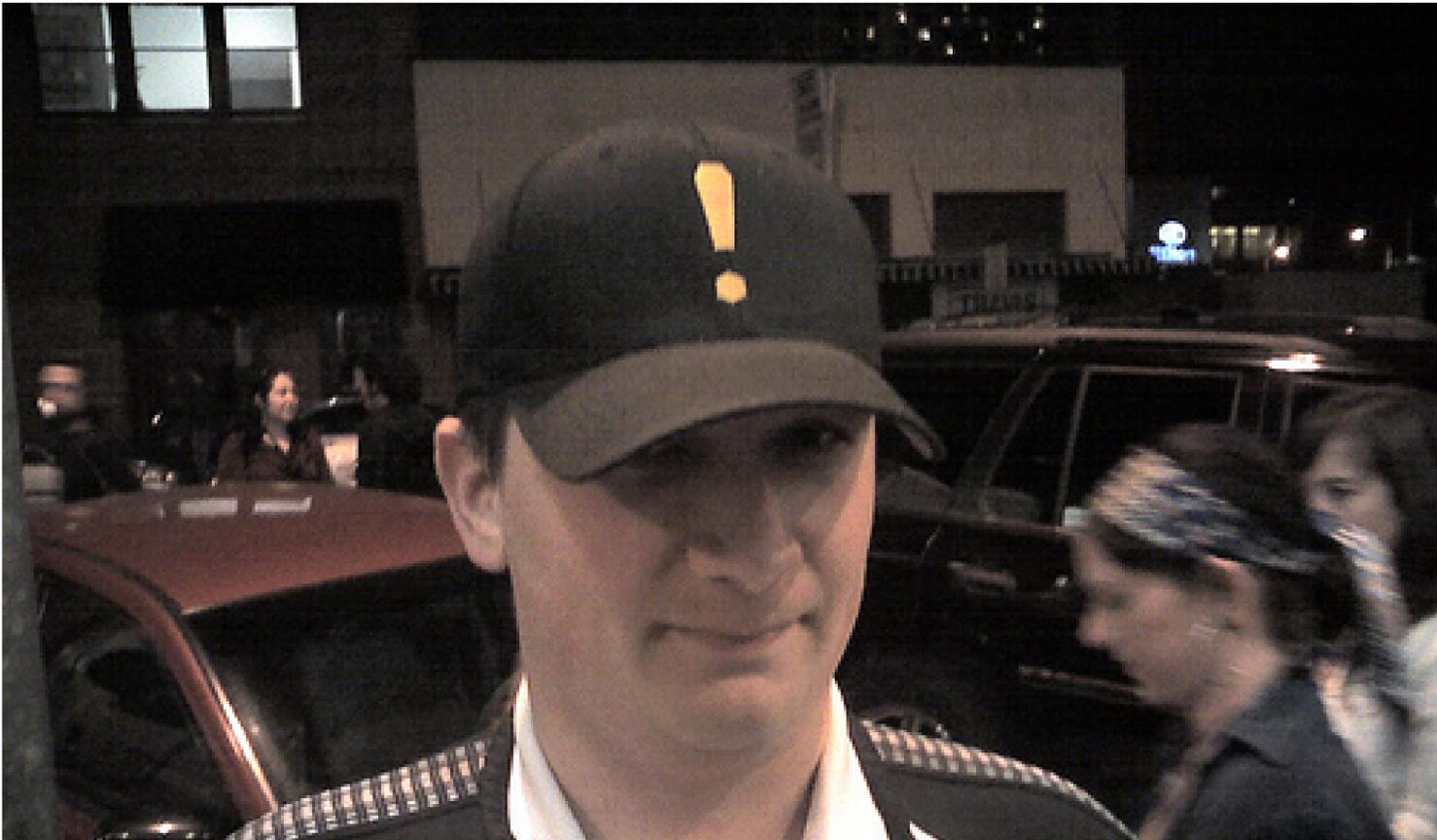
Signed in as [justin](#) (469 new) Help Sign Out

Home You Organize Contacts Groups Explore

Search everyone's photos Search

NPC sighted

ADD NOTE SEND TO GROUP ADD TO SET BLOG THIS ALL SIZES PRINTS & MORE ROTATE EDIT PHOTO DELETE



Uploaded on [March 9, 2008](#) by [Justin](#)

justin's photostream

2,204 photos

Tags

cell:network=sprint pcs [x]

Add a tag

Additional tags

PMOG you tripped jah's [mine](#) incurring 10 DP of fiery wrath! Now [seek sweet revenge with a st. nick!](#)

This photo is public (edit)

justin 4 Bedouin 13 53 22 5 21 (Off) 2116 IM

Done

M: leave a mine for your friend on their photos on flickr
tell a story

ecolocal

Green news and views

Help us build the best source for healthy living and local news by submitting your tips, events and links so that we can all learn how to live a more eco-friendly lifestyle. Find [local news in your area](#) or search our list of [events](#) to find [dates for the family diary](#).

If you want to learn about [organic food](#), [nappies/diapers](#) or just [how to be green](#) then why not [join today?](#)



Browse all - [UK](#), [US](#), [Aus](#)

Discussions

How To Be Green

Introduce Yourself

How to have a greener Christmas

Local news

Bag free Bournemouth

Green Taxi Service

Local Blog - Waterlooville

Events

Dartford Family Fun Fair Spring 08

PMOG

justin stashed a crate here. Loot this crate?

Navigation bar with user avatars and counts: justin 4, Bedouin 5, 13, 53, 21, 2, 21 (Off), 2076

M: discover a crate full of datapoints on a weblog tell a story

Missions

To sit and rot? Or to live, and fly again!

 All

- Associations
- Categories
- Top-Rated
- Your Favorites
- PMOG

Top-Rated Missions



A True Wikipedian by wired
Created about 1 month ago
619 players have taken this mission



A more realistic start at PMOG by gmpfree
Created 19 days ago
550 players have taken this mission



M: take a user generated mission, guided paths through the web

NCLB: The Politics of Education in the USA, a Mission on PMOG

http://pmog.com/missions/the_politics_of_education_in_the_usa

mercì 7558 messages acquaintances (30 pending!) invite! logout

Admin: local | dev | WWW | logEx
wiki | beta users | associations | tools

CODEX PLAYERS MISSIONS SHOPPE FORUMS

The Passively Multiplayer Online Game

Mission: NCLB: The Politics of Education in the USA

created by [vivaciouswoman](#), 4 days ago.
[Edit Mission](#)

★★★★★

Mission Description

Part of a planned series of (what I hope will be) informative missions about the state of Education in the United States. Unbiased? No. Informed? Yes. As you'll see from the last stop, I have a professional stake in what is happening. I'll try to take you to a wide variety of locations and provide some semblance of balance. Enjoy!

Made a favorite 5 times

This mission is already in your favorites...

Mission Lightposts

Since you've taken this mission, you are able to see the lightposts that formed it!



Take This Mission!

You have already taken this mission. Taking it again will not earn you any further rewards

mercì 5 Bedouin 6 25 21 0 12 (On) 7560 IM

Done

M: start the mission "No Child Left Behind"

The Invisible Hand of Ideology: Perspectives from the History of School Governance.

http://www.eric.ed.gov/ERICWebPortal/custom/portlets/recordDetails/detailmini.jsp?_l

ERIC

ED433609 - The Invisible Hand of Ideology: Perspectives from the History of School Governance.

ERIC Home

0 items in My Clipboard | Add record to My Clipboard

Result Details

Full-Text Availability Options:
 [ERIC Full Text \(903K\)](#)

Click on any of the links below to perform a new search

ERIC #: ED433609

Title: The Invisible Hand of Ideology: Perspectives from the History of School Governance.

Authors: [Timar, Thomas](#); [Tyack, David](#)

Descriptors: [Educational Administration](#); [Educational Change](#); [Educational History](#); [Educational Philosophy](#); [Educational Trends](#); [Elementary Secondary Education](#); [Governance](#); [School Administration](#); [School Policy](#)

Source: N/A

Peer-Reviewed: N/A

Publisher: ECS Distribution Center, 707 17th Street, Suite 2700, Denver, CO 80202-3427. Tel: 303-299- Web site: .

Publication Date: 1999-01-00

Pages: 32

Pub Types: Historical Materials

Abstract: This paper examines the history of school governance in the U.S. It discusses four major shifts in education governance that have occurred over the past 150 years, describing how control was firmly

Related Items

- [SREB Leadership Curriculum Modules: Engaging Leaders in Solving Real School Problems--Curriculum Framework and Module Summaries](#)
- [Comparative Education: The Dialectic of the Global and the Local. Third Edition](#)
- [Business & Operations](#)
- [Education and Technology: Critical Perspectives, Possible Futures](#)
- [Education for a New Era:](#)

PMOG

Mission: [NCLB: The Politics of Education in the USA](#) by [vivaciouswoman](#)
Historically, schools in the United States were locally controlled.

[» next](#)

mercì 5 6 Bedouin 6 25 21 0 12 (On) 7562 IM

Done

M: visit destinations on a guided tour created by another player

No Child Left Behind Act - Wikipedia, the free encyclopedia

http://en.wikipedia.org/wiki/No_Child_Left_Behind

Log in / create account

article discussion edit this page history

No Child Left Behind Act

From Wikipedia, the free encyclopedia
(Redirected from No Child Left Behind)

The **No Child Left Behind Act of 2001** (Public Law 107-110), often abbreviated in print as **NCLB**, is a controversial **United States federal law** (**Act of Congress**) that reauthorized a number of federal programs aiming to improve the performance of U.S. **primary** and **secondary schools** by increasing the standards of accountability for **states**, **school districts**, and schools, as well as providing parents more flexibility in choosing which schools their children will attend. Additionally, it promoted an increased focus on reading and re-authorized the **Elementary and Secondary Education Act of 1965** (ESEA). The Act was passed in the **House of Representatives** on **May 23, 2001**^[1], **United States Senate** on **June 14, 2001**^[2] and signed into law on **January 8, 2002**.

NCLB is the latest federal legislation (another was **Goals 2000**) which enacts the theories of **standards-based education reform**, formerly known as **outcome-based education**, which is based on the belief that high expectations and setting of goals will result in success for all students. The Act requires states to develop assessments in basic skills to be given to all students in certain grades, if those states are to receive federal funding for schools. NCLB does not assert a national achievement standard; standards are set by each individual state in order to comply with the **Tenth Amendment** which specifies that powers not granted to the federal government or forbidden to state governments are reserved to the states or the people.

The Act also requires that the schools distribute the name, home phone number and address of every student (or the student's parent) specifically opts out.^[3]

The effectiveness and desirability of NCLB's measures are hotly debated. A primary criticism asserts that systematic testing provides data that sheds light on which schools are not teaching basic skills and that the achievement gap for disadvantaged and disabled students.^[4]



President Bush signing the bipartisan No Child Left Behind Act at Hamilton H.S. in Hamilton, Ohio.

PMOG ✖

Mission: **NCLB: The Politics of Education in the USA** by **vivaciouswoman**

President George W. Bush enacted legislation that supplants local control with federal oversight, much to the chagrin of members of his own party, teachers unions, and many others.

« previous | » next

mercì 5 6 Bedouin 6 25 21 0 12 (On) 7564 IM

Done

M: after at least four URLs complete the mission

redOrbit

- LOGIN
- SIGN UP
- EMAIL
- SUGGESTIONS



We're working with leading Web sites to deliver more relevant advertising and make protecting your privacy easier.

To learn more about your choice, click here.

TACODA
www.tacoda.com/notice

E-mail Print Comment Font Size Digg del.icio.us Discuss in redOrbit Knowledge Network

Who Is No Child Left Behind Leaving Behind?

Posted on: Friday, 15 February 2008, 03:00 CST

By Smyth, Theoni Soublis

Abstract: More than six years after the election of our current president, the nation is analyzing the effects of the No Child Left Behind (NCLB) federal legislation. Educators are discovering that the plan is flawed, developmentally inappropriate, ill funded, and is leaving more students, teachers, and schools behind than ever before. In this article, the author offers a brief history of educational testing, delves into the debate of teaching to the test, analyzes the side effects of testing, and focuses on subgroups of school population that are negatively affected by NCLB, specifically students from low socioeconomic backgrounds, minorities, students with special needs, and second-language learners. **Keywords:** assessment, No Child Left Behind, policy, public school

Every four years, presidential hopefuls stand on their soapboxes and profess to cure the world's ills. Apparently, U.S. presidential candidates can cut taxes, create world peace, rid our streets of crime, and of course, fairly educate every child in America in four short years. One presidential hopeful claimed that he would develop the most influential education plan in our nation's history, guaranteed every child in America would read on grade level and compute high-level mathematical problems, every teacher would be highly qualified to educate our students, and every school would make adequate yearly progress (AYP) to prove these outcomes were legitimate. These goals are laudable and thus we elected a president. This was the foundation of President Bush's No Child Left Behind (NCLB) educational plan.

More than seven years after the president's election, the nation is analyzing the effects of NCLB. Educators have discovered that the



PMOG

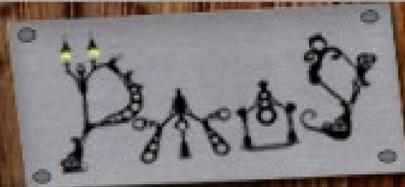
Mission: [NCLB: The Politics of Education in the USA](#) by [vivaciouswoman](#)

Perhaps the most chilling outcome is listed here: "Teachers are having second thoughts about pursuing or remaining in the teaching profession." I teach future teachers, and every one of my ...

[read more](#)
[← previous](#)

Complete this mission!

Found



merci 7582 messages acquaintances (30 pending!) invite! logout

Admin: local | dev | WWW | logEx
wiki | beta users | associations | tools

CODEX

PLAYERS

MISSIONS

SHOPPE

FORUMS

The Passively Multiplayer Online Game

You Completed **NCLB: The Politics of Education in the USA!**

Made a favorite 5 times

This mission is already in your favorites...

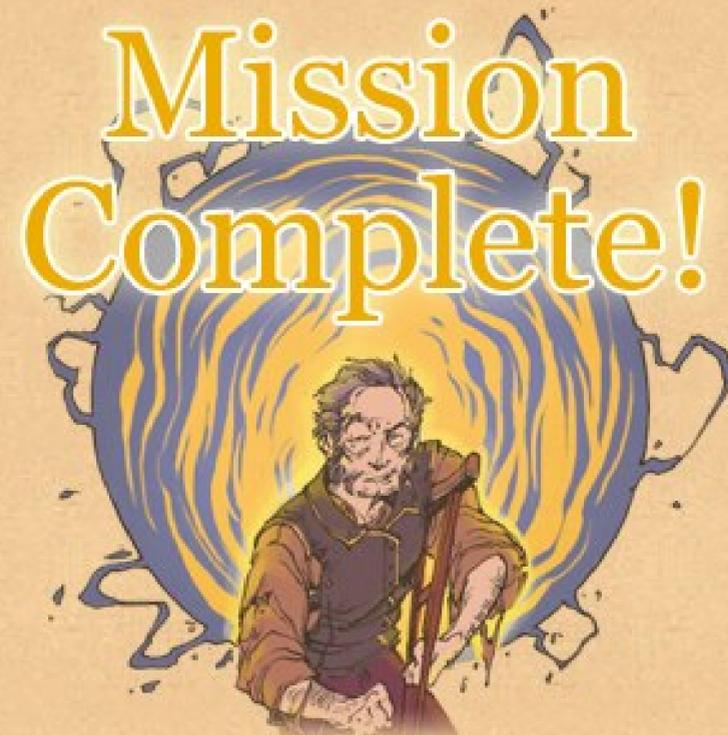
Flag **NCLB: The Politics of Education in the USA** as NSFW

Should you feel that this mission is NSFW but isn't indicated as such, click the flag to throw your vote into the hat! 🚩

Mission Lightposts

Since you've taken this mission, you are able to see the lightposts that formed it!

- http://www.eric.ed.gov/ERICWebPo...
- http://en.wikipedia.org/wiki/No_...
- http://www.ed.gov/nclb/overview/...
- http://www.ed.gov/admins/lead/ac...
- http://www.sciencedaily.com/rele...
- http://www.msnbc.msn.com/id/7713931
- http://www.ohea.org/GD/Templates...





Bounce Bounce

For players who read Boing Boing every day they're logged on, for 7 contiguous days



Achiever

For players who visit xbox360achievements.org and / or live.xbox.com more than twice a week for 4 contiguous weeks



Snowglobe

For players who visit less than 10 sites in 7 days (but who ARE online during each of those 7 days)



All About Mii

For players who visit nintendo.com more than twice a week for 4 contiguous weeks



VC

For players who read Tech Crunch every day they're logged on, for 7 contiguous days



Fellow Traveller

For players who complete more than 8 missions.



Science, It Works Bitches

For players who read xkcd.com once a week for 4 contiguous weeks



Little Sister

For players who use more than 250 St. Nicks

M: earn badges just for surfing here are some examples

Bounce Bounce

For players who read Boing Boing every day they're logged on, for 7 contiguous days



m is a player on PMOG

pmog.com/users/m

m
 TRUSTEE - "Im N yr PMOG makn RPG of yr data"
 After playing PMOG for 3 months, **M**, a 23 year old female from United States, is a level 5 **Pathmaker** with 8384 and 72424 earned.

's Latest Happenings

- m just deployed a mine on pmog.com.
- m just foiled mobcommand's mine with armor.

Tools

	18		126
	10		31
	79		23

[Edit inventory and datapoints](#)

has 623 Acquaintances

Tags

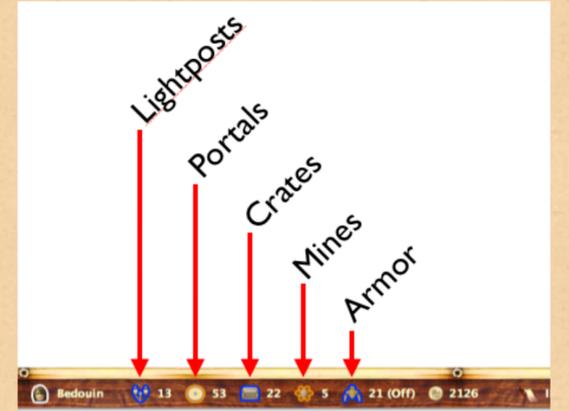
"way awesome!" "totally rad" cute
 "schwag donator" "pixley cuddler"
 "bella femmina" ""helpful lass"" "Hot Woman" "Great missions!"

Done

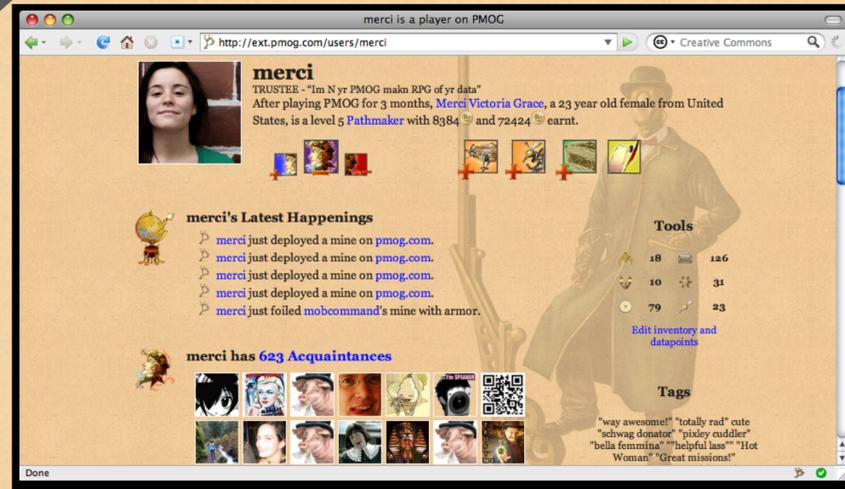
M: badges, tool use, missions, friends
 your surfing and play completes a profile, on PMOG.com
 our light social network



DataPoints



Tools



PMOG Profile

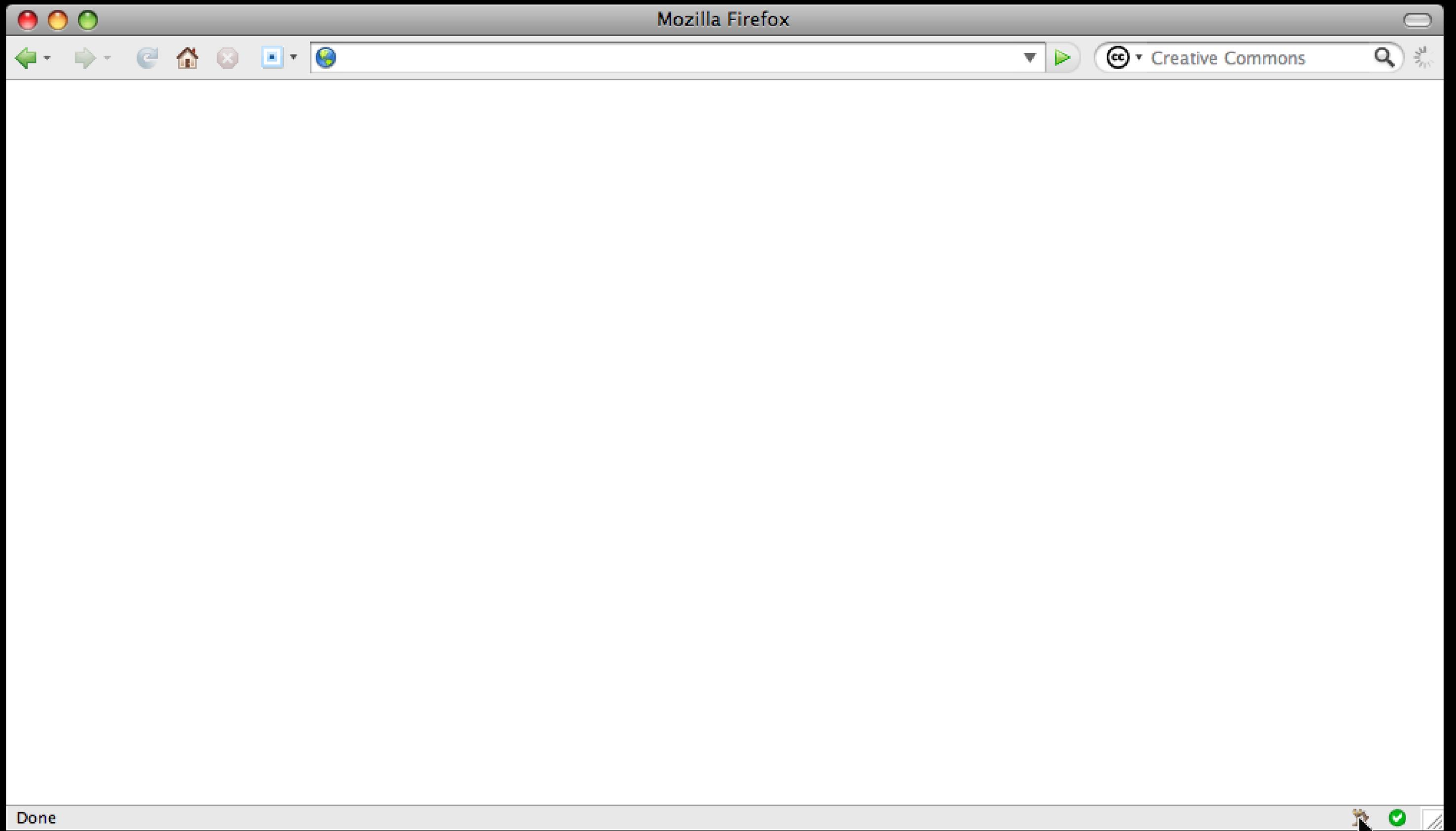


Missions



Badges

summary slide
 ARE WE GOING TO MENTION ASSOCIATIONS AT ANY POINT?



M: PMOG can be hidden at any time, so you can continue to earn points but the game is not in your face.
(mines and crates will still invite you to click)

GameLayers

Team

M
Chief Creative



Duncan Gough
Chief Technical



Christopher “Cap” Watkins
Web Designer



Marc Adams
Lead Engineer



Justin Hall
Chief Executive



Joe Wagner
Customer Service



Duncan Gough

Chief Technical Officer

- UK-Based, US-Bound
- History of building social networks and casual online games
- “Massively Casual Online Games”



Seed Round

\$500k in September 2007



Joichi Ito
Early investor in Last.FM,
Flickr, SixApart

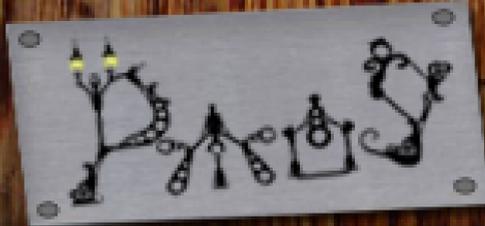


Richard Wolpert
Formerly of Disney Online,
CSO at RealNetworks



Bryce Roberts
Co-Founder, OATV
O'Reilly AlphaTech Ventures

we took a seed round in september 2007
\$500k from a fund and two angels



user: pass:

[OpenID](#) | [Forgotten password?](#) | [Sign up](#)

[CODEX](#)

[PLAYERS](#)

[TOUR](#)

The Passively Multiplayer Online Game

Sign Up for the Beta!

Email:

**Take a
Tour!**
(no download required)

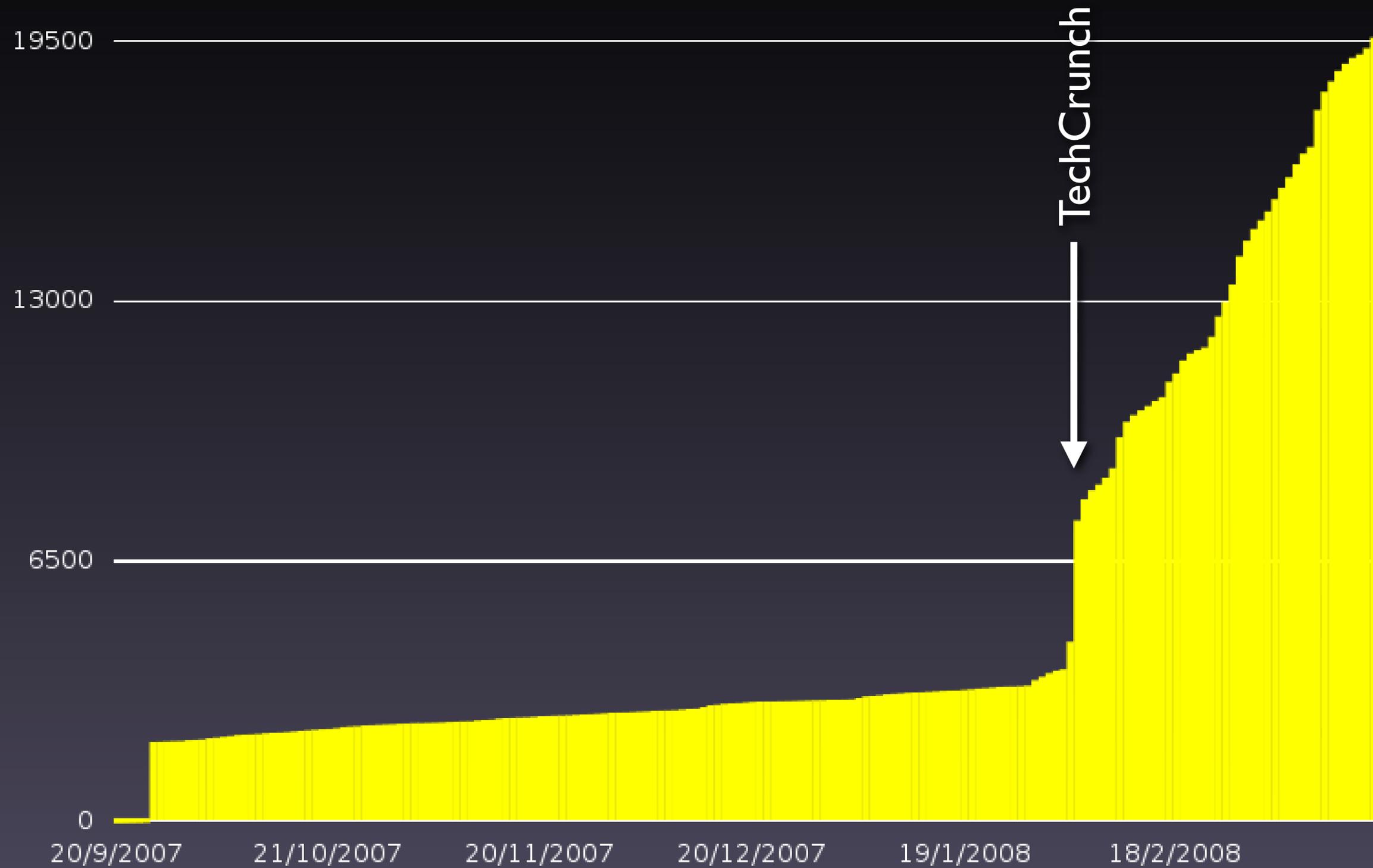


PMOG is the Passively Multiplayer Online Game. To play, you'll need to [Get Firefox](#) and [Add Our Extension](#).

This unconventional massively multiplayer online game merges your web life with an alternate, hidden reality. The mundane takes on a layer of fantastic achievement. Player behavior generates characters and alliances, triggers interactions in the environment and earns the player points to spend online beefing up their inventory. Suddenly the Internet is not a series of untouchable exhibits, but rather a hackable, rewarding environment!

Beta Signup Accumulator

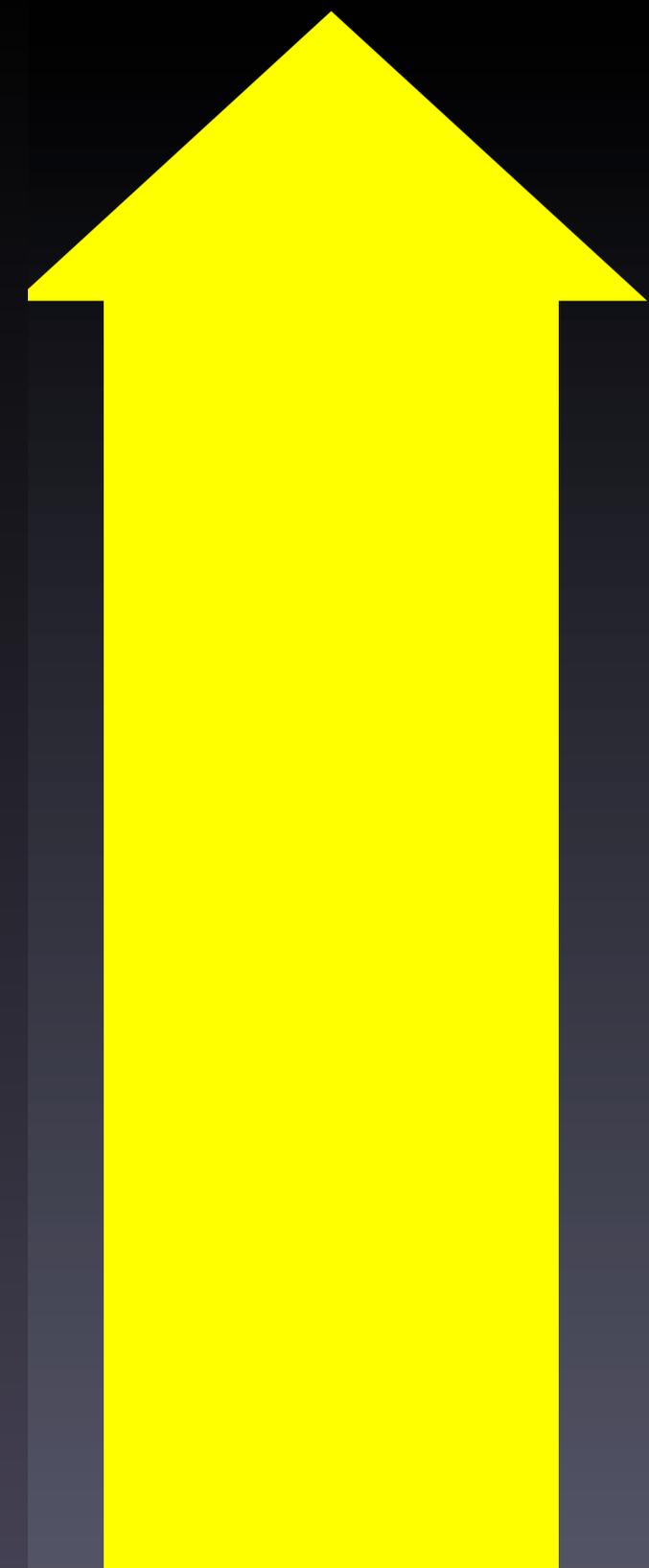
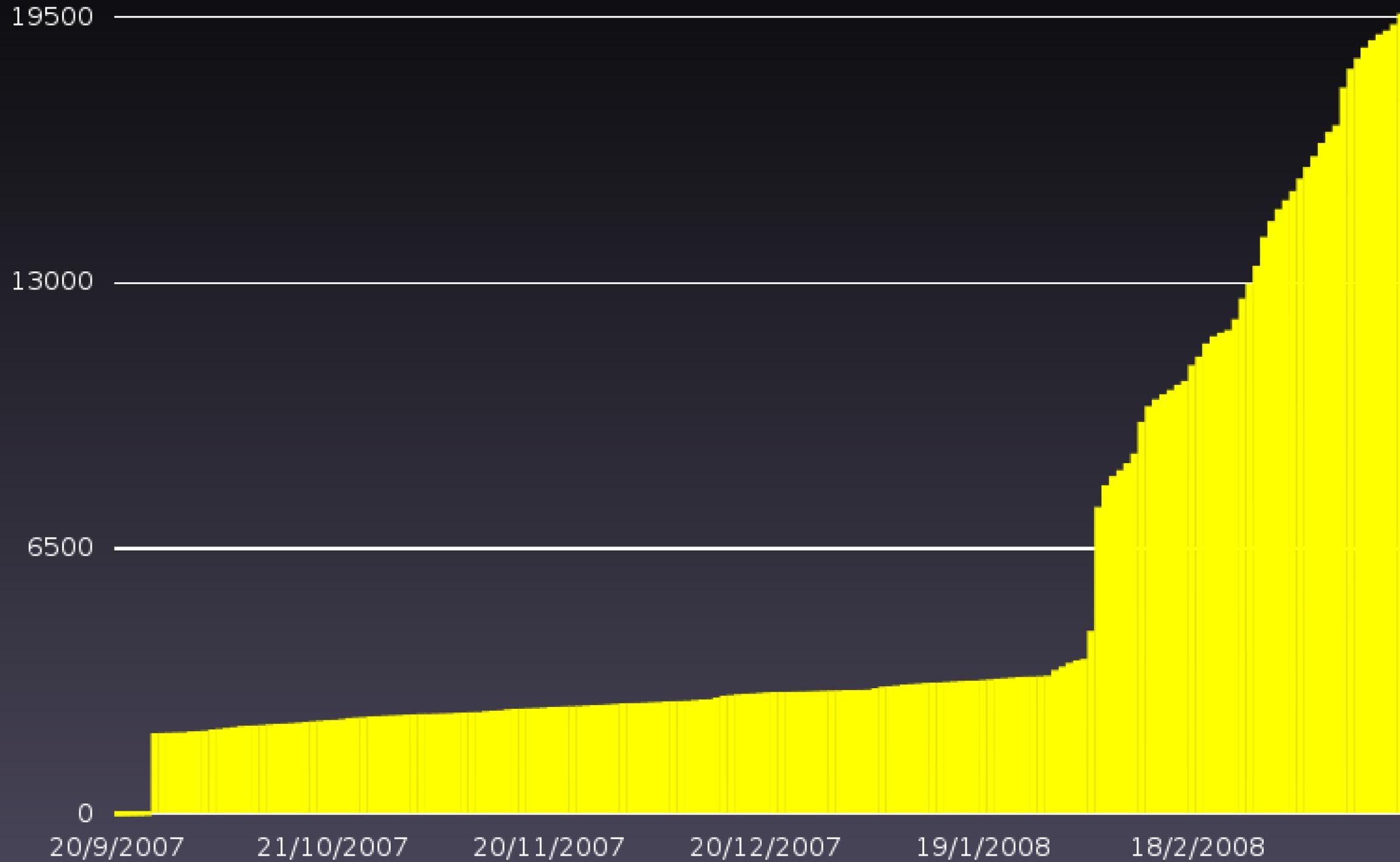
Users (6020 total)



JAH: signups went from from 4000 to 19,500 in six weeks
25% of the people we invite sign up and play

Beta Signup Accumulator

Users (6020 total)



JAH: we are targeting 500,000 players by June 2009
this projection is based on our social growth strategies:

Tweet Scan

[Settings](#) [Install Search](#) [Blog](#) [Stats](#)

pmog

by any user

Search

[What is this?](#)

[Twitter this](#) - [Link](#) - [RSS](#)



[minifig](#) : Beginning to love PMOG. How cool is it? Really, very. << (2008-03-11 06:08:45)



[4braham](#) : [@wardandrews](#) nice use of pmog. << (2008-03-11 04:33:24)



[wardandrews](#) : internet marketing experiment: setting up portals from competitor websites to my client's site on PMOG << (2008-03-11 04:04:29)



[orbiting_chaaa](#) : playing Pmog , deployed a crate of goodies on orbitingstudio.com but you have to play Pmog to see it! << (2008-03-10 16:28:19)

M: PMOG like twitter “small bits of play distributed around the net”
we give people tools that allow them to perform on the web for their friends
we see evidence that this works with just a few thousand players and our first public game

Close

Invite Others to PMOG!

and you could earn a cool badge or three!

**O! the delicate strings of social cuing, aching to
be plucked by human wit.
Only they have heard the mermaids
'singing, each to each'
and though it be the green abyss -
the strings, the strings,
they beg to sing of it.
That you might enjoy their company.**



E-mail:

Logged in successfully

<input type="text"/>	Invite!
<input type="text"/>	Invite!

M: we provide in-game rewards for inviting other players
players can invite other players to play pmog
and win badges and datapoints



Houses in PMOG

M: we will offer web surfing guilds called “houses”
players group together – “bring your guild” from another MMO
to share resources, protect or attack web sites
play in a loose group of friends while you web surf



HOME ABOUT US

THE MAGAZINE

I Want To Bring The Nike Corporation To Its Knees

From Adbusters #72, Jun-Jul 2007



For a decade now Keady has been to kick Nike's ass their shoes as an The former professional soccer player's crusade against the appa

titan began when he was canned from coaching gig at St. John's University for refusing to wear Nike's products, as required by the school's \$3.5 million endorsement deal - a stand he took after learning what was happening in overseas sweatshops while researching his masters thesis. Accompanied by his professional and personal partner, Leslie Kretzu, he famously tried to shed light on the issue by living on \$1.25 US per day for a month amongst Nike factory workers in Tangerang, Indonesia. in M: we will allow people to undertake real-time team battles on web sites

apparel line, the Starbury, which he debuted last August through discount retailer Steve & Barry's. Given the evident popularity of the label - it's being expanded from 50 products to 200, and another elite player, Ben Wallace, recently signed on

real-time online
versus battles
over web sites

NIKE SITES SHOP

SEARCH

WELCO



- BASKETBALL
- FOOTBALL
- WOMEN'S TRAINING
- SOCCER

BE A BETTER ATHLETE.

PLAY

SHOP online



CUSTOMIZE your gear



NIKEiD.

TUNE YOUR RUN



Chris Beard in Conversation
at South by Southwest:

“there’s a huge untapped
market for entertainment and
gaming extensions in Firefox”

About

Bio



[Subscribe to this blog's feed](#)

Recent Posts

[Archives](#)

December 2007

Product Manager @ Mozilla, Inc.

holding up a PMOG Poster
he asked GameLayers to sign
February 2008



JAH: months building a relationship with Mozilla,
from the CEO to VPs, product managers, tech support
aiming for PMOG as a recommended add-on
conservatively 3-10k signups a day

Firefox Projections

🕯️ for recommended addons:

🕯️ 3-10k signups per-day (Garrett Camp, StumbleUpon)

🕯️ 10-25k signups per-day (Mitch Kapor, FoxMarks)

🕯️ Conservative PMOG Estimate:

🕯️ 3k per-day signups

🕯️ 90k per month

🕯️ 500k in 6 months

Reviews

JAH: Reaction so far has been positive
PMOG has a strong word of mouth buzz
people seemed charmed by the concept and inspired by the execution

« Previous post

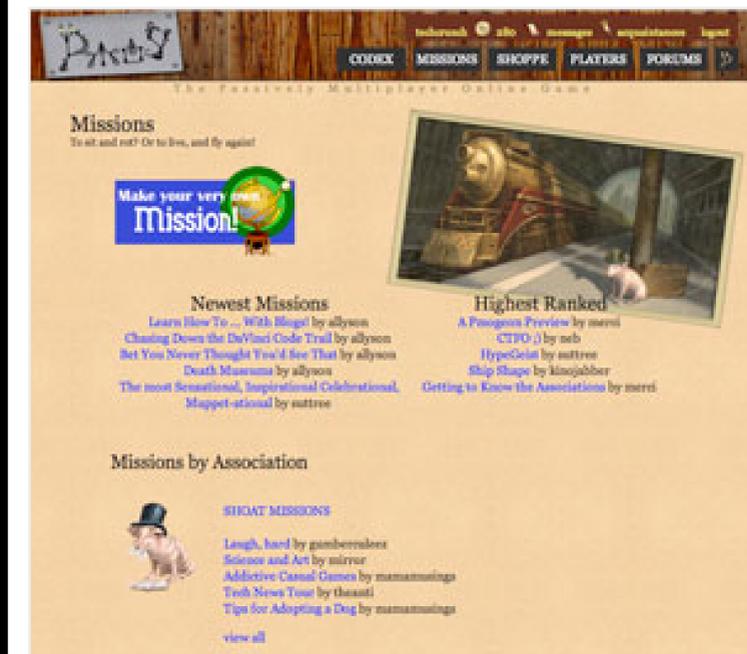
Next post »

February 2 2008

Play A Multiplayer Online Game While Surfing The Web: PMOG

Michael Arrington

16 comments »



Want to play a MOG (multiplayer online game) passively while surfing the web all day? Then you'll like **PMOG**, the first game developed by California and UK-based **GameLayers**.

PMOG, which is currently in private beta with 150 or so users, is a Firefox add-on that lets you interact with other users asynchronously on websites you visit. In some ways it is like Stumbleupon - users can create "missions" which are groups of websites under a theme (one is called "Laugh, Hard" and is a group of humor sites; another is called "Tech News Tour" and includes links to Engadget,

Gizmodo, Digg and Slashdot). When you go on a mission a controller appears in the bottom right of your screen, letting you move from site to site.

Users can also be more mischievous, leaving mines on websites that other users stumble onto and cause them to explode. Points are deducted unless you're wearing armor.



TechCrunch, February 2008



Passive Aggression

A new type of game turns Web surfing into all-out information warfare.

Can't devote 30 hours a week to *World of Warcraft*? Try racking up experience points and slaying enemies in the course of your mundane daily browsing instead. That's the thinking behind PMOGs—passively multiplayer online games. Blogfather Justin Hall came up with the concept as part of his master's thesis. Downloaded as a browser plugin, a PMOG adds an extra layer of data and interactivity to the sites you visit. "We're giving people tools to wage information and routing war online," Hall says. "A framework for them to battle and bury treasure on Web pages." Does planting booby traps or tackling missions on Web pages sound like the exact opposite of fun? Think of all those Facebookers happily trading SuperPokes. WIRED asked Hall to describe a potential PMOG experience. —MARY JANE IRWIN

MONDAY 9 AM

1. A user installs the PMOG applet and is awarded 200 data points and an assortment of tools for in-game use. He picks the username Web_playa. A new layer is added to his browser's toolbar that tracks his stats and inventory as he surfs the Web.

WEDNESDAY 9 AM

5. Web_playa is notified that Show_Boat triggered the St. Nick while trying to place mines on MTV.com and lost two data points. Ah, revenge is sweet. In case Show_Boat returns, Web_playa installs a wall around MTV.com that will withstand several rockets.

10:30 AM

2. During a coffee break, Web_playa discovers that his friend Sarah83 posted some embarrassing pics of him on her Flickr page. To retaliate, Web_playa tags her as a rival and sets a data mine that will blast any PMOG who visits the page. Take that!

3 PM

6. During an endless call to tech support, Web_playa completes a few more missions, leveling up. w00t! His character's attributes are Vigilante, Destroyer, and Benefactor, allowing him to store even more mines and other gear in his arsenal.

12:45 PM

3. After lunch, Web_playa checks his MySpace page. Boom! He's leaking data points. Sarah83's ally Show_Boat planted a mine there. Web_playa uses a St. Nick attack, which will detect when they lay another mine and punish their naughtiness.

THURSDAY 1:45 PM

7. Web_playa barter with ally 1337netmonk to obtain portals, which forge links between Web sites. He can use them to create more missions or, say, connect fellow PMOGers who visit gadget blog Gizmodo to a cool iPhone hack he discovered.

TUESDAY 11 AM

4. While Web_playa is checking hockey scores on ESPN, a lamppost materializes, symbolizing a mission created by another player. A correct answer grants more data points, a badge, and tools Web_playa can use to create his own missions.

FRIDAY 2 PM

8. In the middle of a dull meeting, Web_playa designs a mission for other PMOGers—a puzzle around his favorite episode of *Arrested Development*. He places portals that will take players to obsessive fan sites and Michael Cera's IMDB page.

Wired Magazine, March 2008



Spring 2008 Conferences



JAH: GameLayers presented at three conferences in February – March 2008 a chance to establish ourselves as major new entrants in browser-based gaming demonstrating our new approach

Round 2:

Round 2:

- 🌳 \$3-5 Million
- 🌳 Team: from 6 to 16
- 🌳 500,000 users by June 2009
- 🌳 learn to eat online data, make gameplay

Round 2: Roadmap

JAH: here's what we'll be doing in the next year, with our next round of funding:

Features

- 🏠 Houses: player groupings
- 🏠 Real-Time Battles over URLs
- 🏠 API ties to other web sites and web services
- 🏠 Advanced Tools



Evolve with Mozilla

- 🦊 better, subtler browser integration
- 🦊 Maintain position as “leading MMO in Firefox”

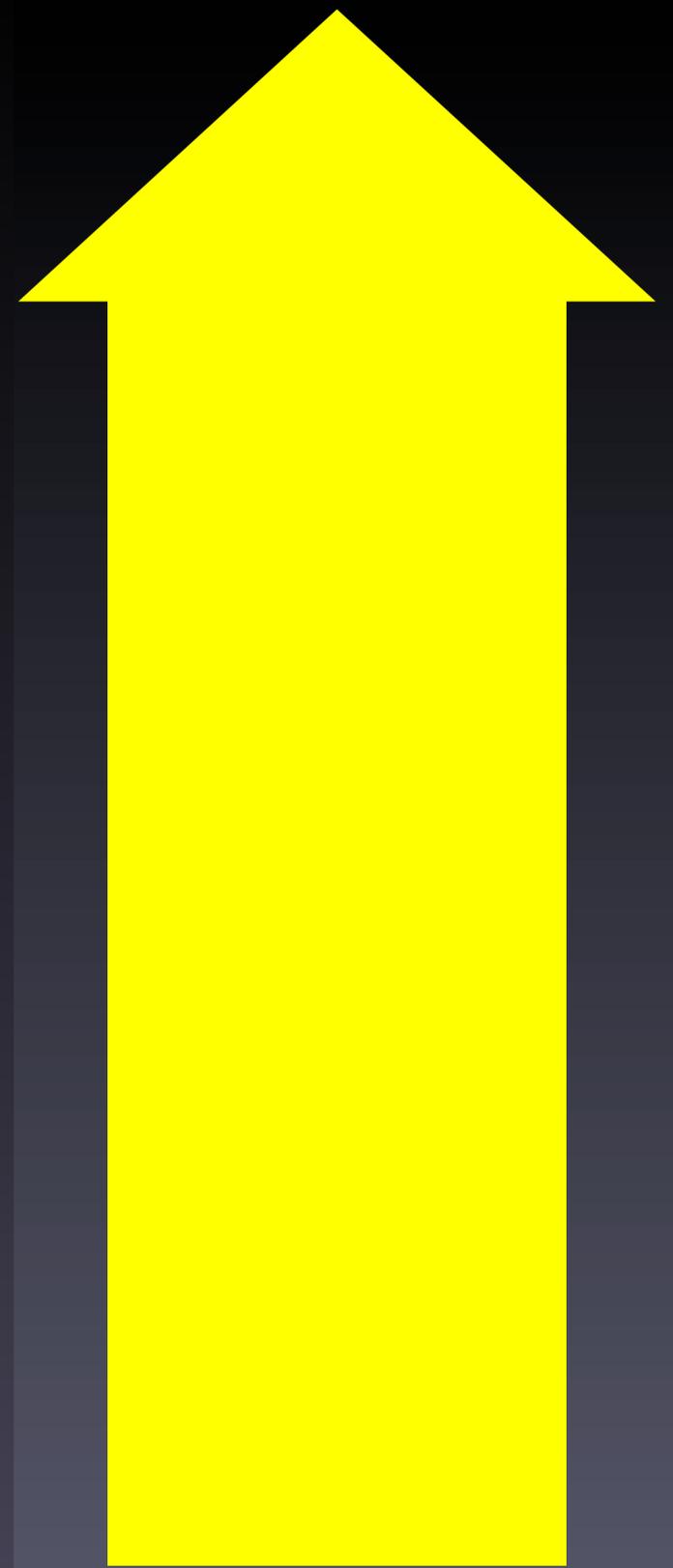
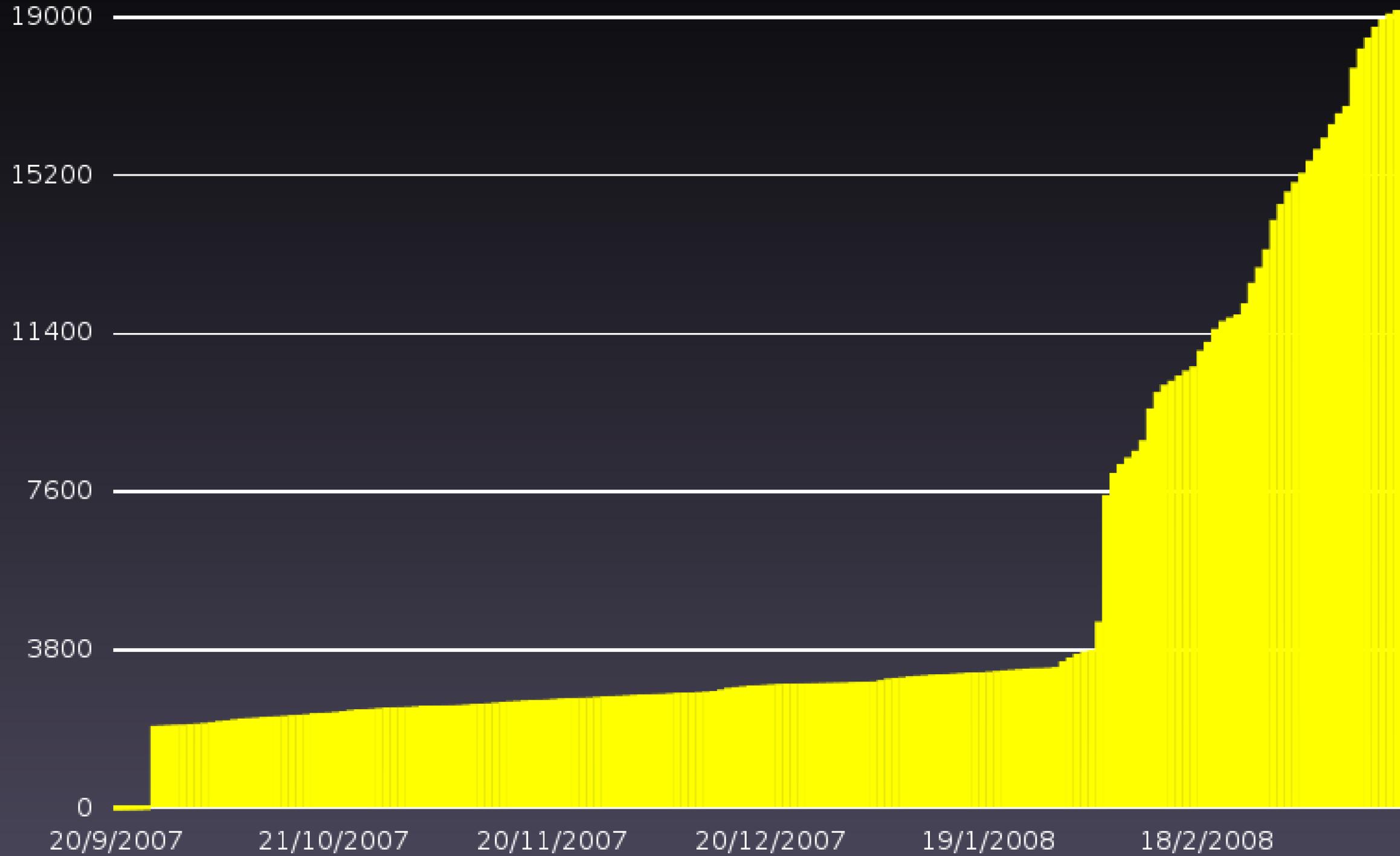
Then Expand

 Internet Explorer

 Opera, WebKit

 Mobile Internet?

Strategies for PMOG Growth



JAH: first, we scale to 500,000 players
balance our game
and experiment with revenue models

Round 2: Revenue Models

Sponsored Missions

-  Sponsors create a “Sponsored Mission” showcasing a product, service, or web site
-  Sponsors can ask users to answer questions or solve a puzzle
-  Sponsors pay to reward players with DataPoints
ie, \$1 gives 100 datapoints to each player who finishes
-  Players earn a token or record from the Sponsor on their profile

Sponsored Badges

- 🏆 Sponsors pick a criteria for site visits
- 🏆 Players earn the Sponsor's Custom Badge through routine visits
- 🏆 or other behavior Sponsor wishes to reward
- 🏆 This Badge shows up on player profiles

M: Sponsored Badges is another business model based on our current architecture
sponsors pay to have the badge and gameplay made within PMOG
and then pay per user for users who are effectively labeling themselves with the sponsors brand within our game

Sample Sponsors



Inquiries from several companies, mostly media (books, movies, online video)



Advisor:



Bryan Burk
from Bad Robot Productions



M: based on the interest we've heard to date, our initial sponsors will be media companies this includes working through our relationship with Bryan Burk/Bad Robot/Paramount

DataPoints per Domain

- 🕯️ Currently, each top-level domain (wsj.com) yeilds 2 DataPoints each day
- 🕯️ Sites could pay to raise the # of DataPoints their TLD gives each day
- 🕯️ ie, pay 1¢ per user to award 10 DataPoints per daily visit to your URL



GameLayers
<http://gamelayers.com>
+ 1-888-480-PMOG
Justin Hall
justin@gamelayers.com

brokering people's attention with games
always opt-in, the player is in control
PMOG is rewarding fun without a big commitment
we're building the first popular ambient game of the internet.