



СЕВАСТОПОЛЬСКИЙ  
ГОСУДАРСТВЕННЫЙ  
УНИВЕРСИТЕТ

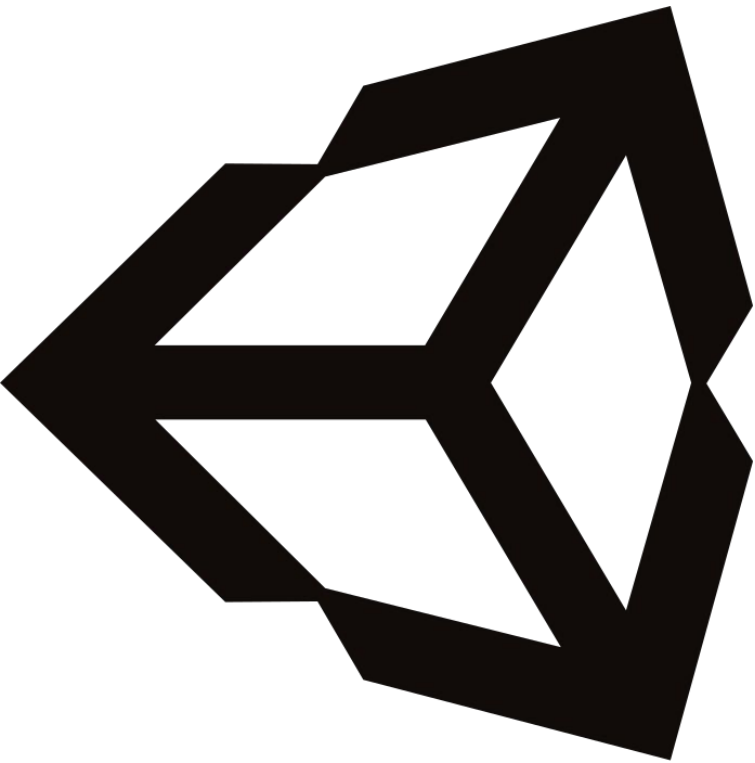
# Unity (cross-platform game engine)

Докладчик

Должников Илья Александрович ПИ/6-18-1-о



Purpose of this presentation is to tell about one of the best modern cross-platform engines called unity.



**unity**

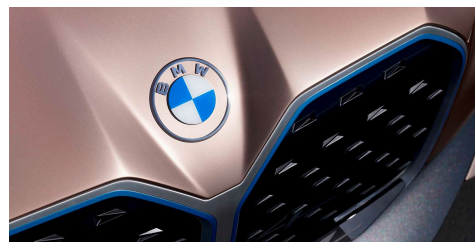
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# Question of choice

What do **BMW**, Tencent, Pokémon Go creator Niantic, movie director Jon Favreau and construction giant Skanska have in common?



Tencent 腾讯





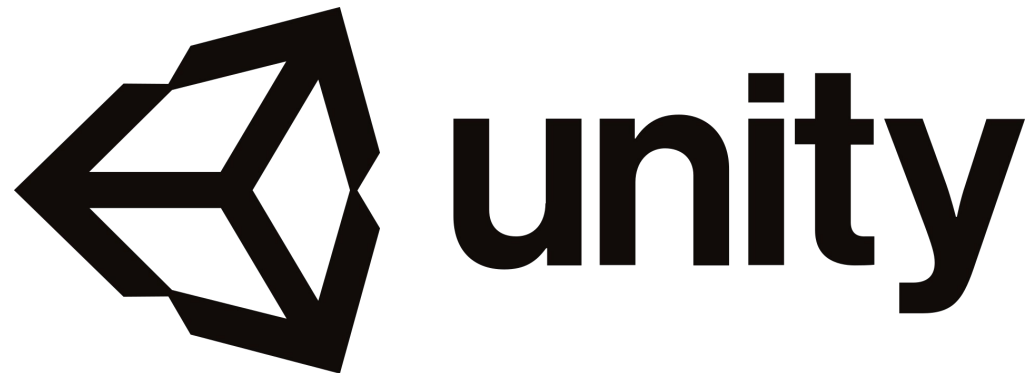
They're all using the same platform to create their products.



# Foundation

Founded in a small Copenhagen apartment in 2004, Unity Technologies' makes a game engine — a software platform for building video games.

“Unity wants to be the 3D operating system of the world,” says Sylvio Drouin, VP of the Unity Labs R&D team.





Customers can design, buy, or import digital assets like forests, sound effects, and aliens and create the logic guiding how all these elements interact with players (or their own customers).



In the fourteen years since Unity's engine launched, the size of the global gaming market has exploded from **\$27 billion** to **\$135 billion**, driven by the rise of mobile gaming, which now comprises the **majority of the market**.

Nearly half of the world's games are built with Unity, which is particularly popular among mobile game developers.





# Modern days

Unity is increasingly used for 3D design and simulations across other industries like film, automotive, and architecture and is now used to create **60%** of all augmented and virtual reality experiences.





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ЗА ВНИМАНИЕ