

THUNDER GUN

Pit Crew Titans

Building Brand Awareness Through Mobile Gaming





Agenda

- **Ingersoll Rand Overview**
- **Our Racing Heritage**
- **Our Challenge: People are familiar with our individual brands but don't associate them with Ingersoll Rand The Enterprise**
- **Thunder Gun Pit Crew Titans Development Process**
- **The platforms- Unity: iOS, Android, Windows 8**
- **How we use it**
- **The Results**



The Ingersoll Rand Company

- A \$14.1 billion diversified industrial company
- Publicly held - \$9.9 billion market capitalization
- 58,000 employees worldwide
- Operations in every major geographic region
- Strategic brands are #1 or #2 in their markets





Market-leading Brands

Comfort and Climate Control Brands



#1 Worldwide
transport
refrigeration



#1 US
#2 Worldwide
Commercial HVAC
Equipment

Industrial Brands

#1 Worldwide
golf cars



#1 North America
air
compressors,
air tools

Security Brand



#1 North America
lock and door
hardware



Another Brand Slide



KRYPTONITE®



American Standard.
HEATING & AIR CONDITIONING

Ameristar.
HEATING & COOLING

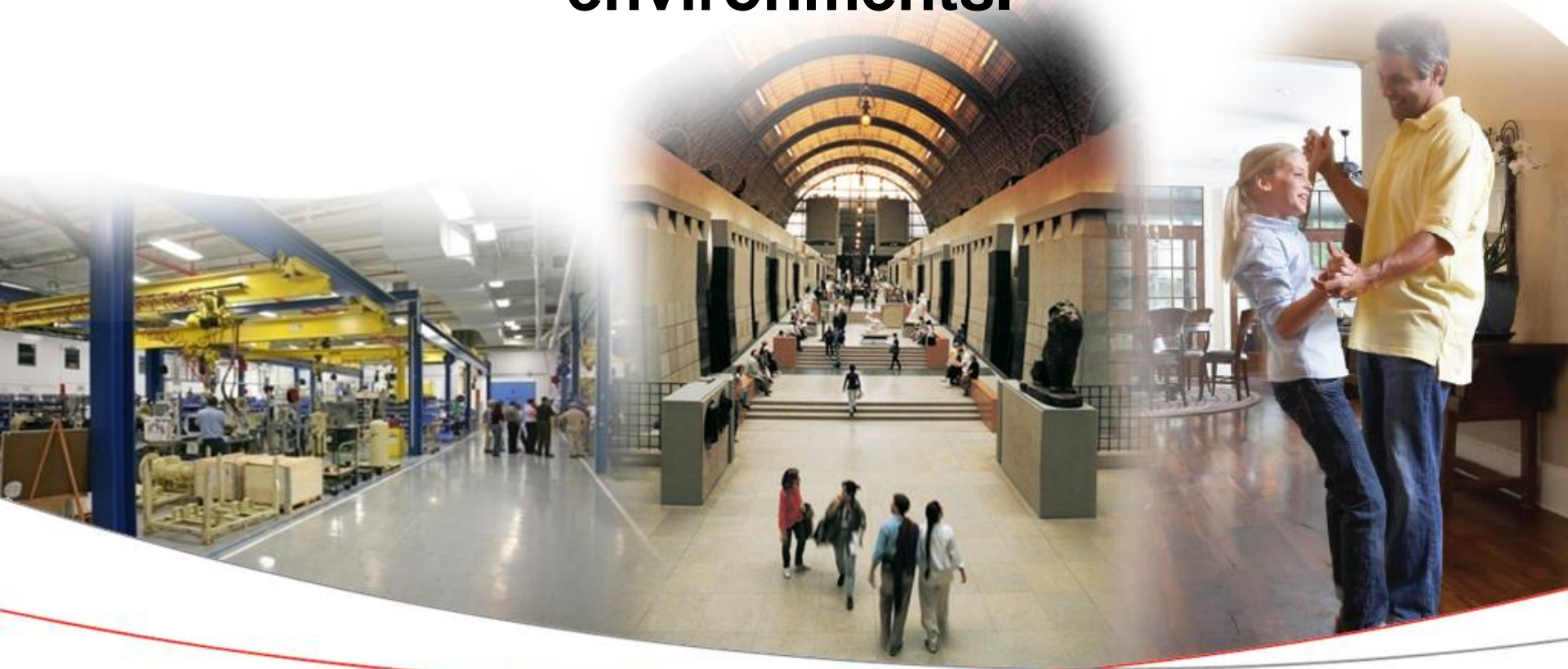
 **CISA®**





Our Mission Statement

We are the world leader in creating and sustaining safe, comfortable and efficient environments.



Enterprise Strategy

PATH TO PREMIER PERFORMANCE

**Build a
Progressive,
Diverse and
Inclusive Culture**

**Grow through
Innovation,
Emerging
Markets and
Services**

**Deploy
Operational
Excellence**

Three Strategic Imperatives to Ensure Success

Our Corporate Structure



Industrial Technologies

Climate Solutions

Security Technologies


Residential Solutions

President
Robert Zafari
\$2.5B
annual revenue

Air, Tools, Fluids, Material Handling and Club Car

Products, services and solutions that enhance customers' energy efficiency, productivity and operations.

**ARO
Ingersoll Rand
Club Car**





President
Didier Teirlinck
\$7.8B
annual revenue

HVACR systems and services

A broad portfolio of HVACR systems and services.

**Trane
Thermo King**

President
John Conover
\$1.7B
annual revenue

Electronic Security; Safety Solutions; Mechanical Security

Security/locks that make environments safe, secure and productive.

**Bricard
Briton
CISA
Dor-O-Matic
Falcon
Glynn-Johnson
Ingersoll Rand
Interflex
ITO Kilit
Ives**

**LCN
Legge
Martin
Roberts
Monarch
Normbau
Randi
Schlage
Steelcraft
Von Duprin**






President
Gary Michel
\$2.1B
annual revenue

Remote Home Management; HVAC Systems; Innovative Controls; Split Cooling/Heat Pumps; Appliance Modules; High-Efficiency Systems; Video Management; Clean Air

Security and climate control products that deliver safety, comfort and efficiency to homeowners.

**Dexter
Kryptonite
Fusion
American Standard
Heating & Air
Conditioning
Schlage
Nexia
Trane**




Why Mobile Gaming

- Mobile is a powerful, fast growing medium
- Gives our 140+ year old manufacturing company a facelift
- Pit crew game differentiates us from other racing games
- Ingersoll Rand's Thunder Gun is used by 95% of NASCAR Pit teams



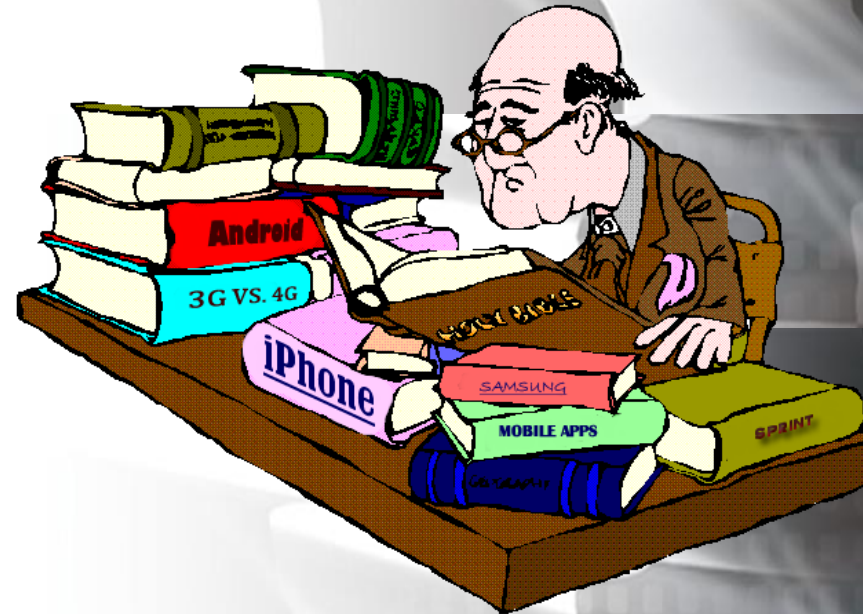
Fact: 13% of global Internet traffic is **MOBILE!**
That's a **225%** increase from two years ago!

Source: <http://www.businessinsider.com/mary-meecker-2012-internet-trends-year-end-update-2012-12?op=1>



Early Stages

- Received quote from vendor
- Investigated current games on iTunes
- Found existing game that had good game play and desired functionality
- Reached out to the developer and began discussions around a partnership
- Worked with legal on agreement and terms



Pit Crew Titans

- Launched in 2010
- 70k downloads
- Featured 3 in-app purchases
- \$.99 to download
- Developed by Mean Interactive
- High Ratings and Reviews





Why Partner?

- Lower investment
- Faster time to market
- Access to existing install base
- Lower risk
- Our partner benefits from our brand strength, market exposure and graphic resources





Changes

- Move from paid to free to download model
- Name
- Branding
- Enhance Gameplay & Graphics



Name



- Currently “Pit Crew Titans”
- Suggestions?
 - Thundergun Experience
 - Thundergun Pit Crew Challenge
 - Ingersoll Rand in the Pits
 - Pit Crew Titans by Ingersoll Rand
- Considerations
 - How will users look for games in the Google Play Store and Apple App Store?
 - How much recognition is in the exiting name?
 - Danger of becoming overly commercial?



Branding / Enhancements



- Brand splash screen with IR logo and Thundergun
- Android Version
- Make the Thunder gun more prominent in-game
- Create car and crew uniforms “skins” with branding
- Enhance social media integration
- Sprint? Co-brand?
- Additional modes



— Race mode: multiple pits, more activities, car control
— Pit crew
— Pit crew
— Pit crew

A screenshot from the game 'Thundergun Pit Crew Titans'. The title is displayed in large, stylized red and white text. Below the title, several race cars are shown, each with different branding and colors. At the bottom of the screenshot, a row of brand logos is visible: Club Car, IR Ingersoll Rand., SCHLAGE, THERMO KING, and TRANE.

Club Car IR Ingersoll Rand. SCHLAGE THERMO KING TRANE



Usage / Purpose

- Brand Awareness
- In-game Promotions
- POS for Edge Product
 - QR codes at Big Box retailers
- Tradeshows
 - NFC tags and QR codes to download
 - Kiosks for live play
- Raceday
 - Race weekend leaderboard
 - Signage and promotion at the track
- Website and Social Media Promotions





Metrics

- Graph of downloads by OS
- Include highlights of campaigns or other initiatives to impact downloads



Results

- 150k+ downloads
- 5 star ratings
- 160 countries
- Quotes from reviews
- Used across the enterprise





Questions?