

STEAM CONTROLLER

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AGENDA

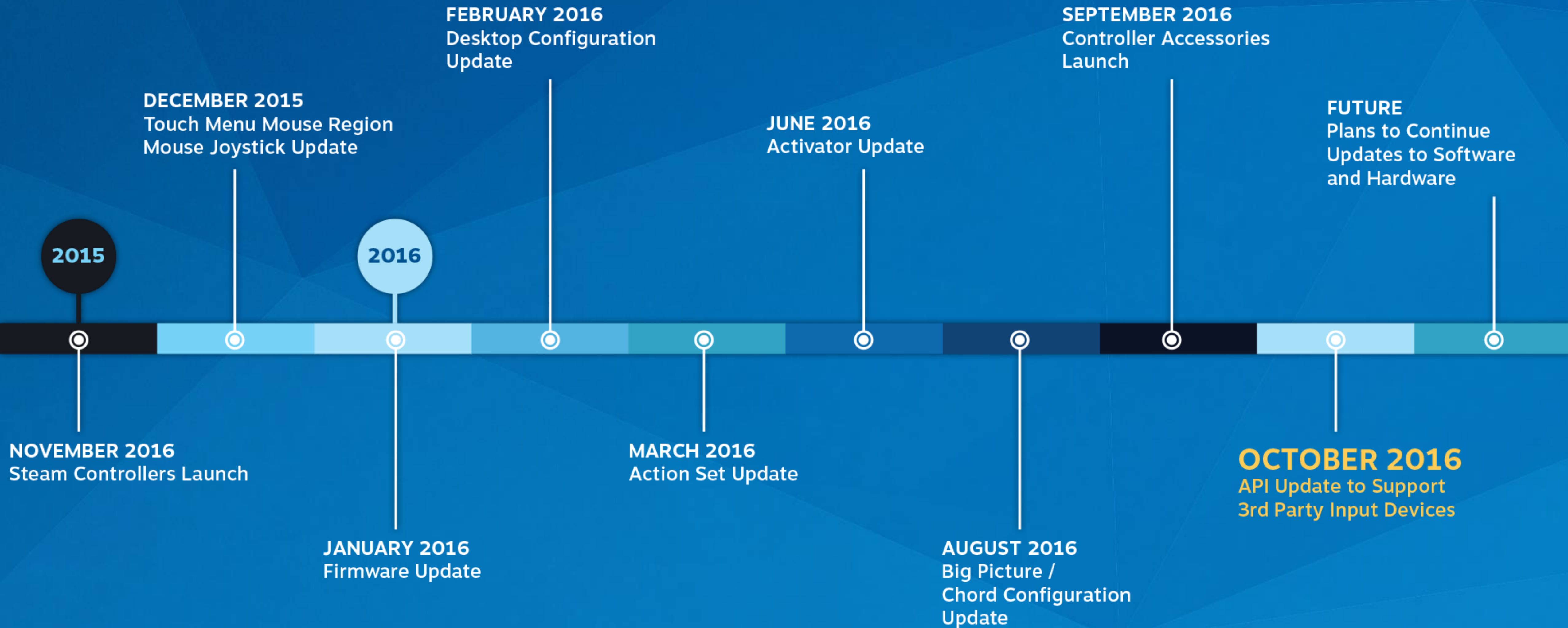
Business Overview (5 Mins)

Steam Controller Support (5 Mins)

Integration (50 Mins)

Q & A – After Session

TIMELINE



CUSTOMER REVIEWS

Steam:

Overall 81% very positive reviews

Amazon:

4.2 out of 5 Stars

Best Seller in PC Gamepads & Standard Controllers

Players have created over 1.2 million game configurations




STEAM CONTROLLER

Experience a new level of precise control for your favorite games. The Steam Controller lets you play your entire collection of Steam games on your TV—even the ones designed without controller support in mind.

User reviews:
RECENT: **Mostly Positive** (298 reviews)
OVERALL: **Very Positive** (8,416 reviews)


Release Date: Nov 10, 2015

Popular user-defined tags for this product:
Controller Hardware Steam Machine 3D Vision +



Best Seller

Steam Controller PC/Mac ESRB Rating: Rating Pending
by Valve

PC/Mac
\$34.99 ~~\$49.99~~ 
Get it by **Tomorrow, Oct 5**

More Buying Choices
\$29.74 used & new (37 offers)

★★★★☆ 1,551

Trade in this video game item for an Amazon.com Gift Card

Product Description
... The *Steam Controller* is an innovative input device that allows you to ...

Trade in this item for up to:
\$11.50 for PC/Mac

MARKETING AND PROMOTIONS

Expecting to reach 1M Units sold in early 2017:

- Promotions are effective
- Similar lifts as with digital sales

VISIBILITY AND MARKETING OPPORTUNITIES:

- Working on ways to better surface these games on Steam
- Participation in Steam Hardware Promos



TERRITORY EXPANSION

Beyond US, EU and CA into:

- Eastern Europe
- SE Asia
- Latin America
- Oceania



STEAM CONTROLLER SUPPORT

Steam Controller

WHY SHOULD YOU USE THE CONTROLLER API?

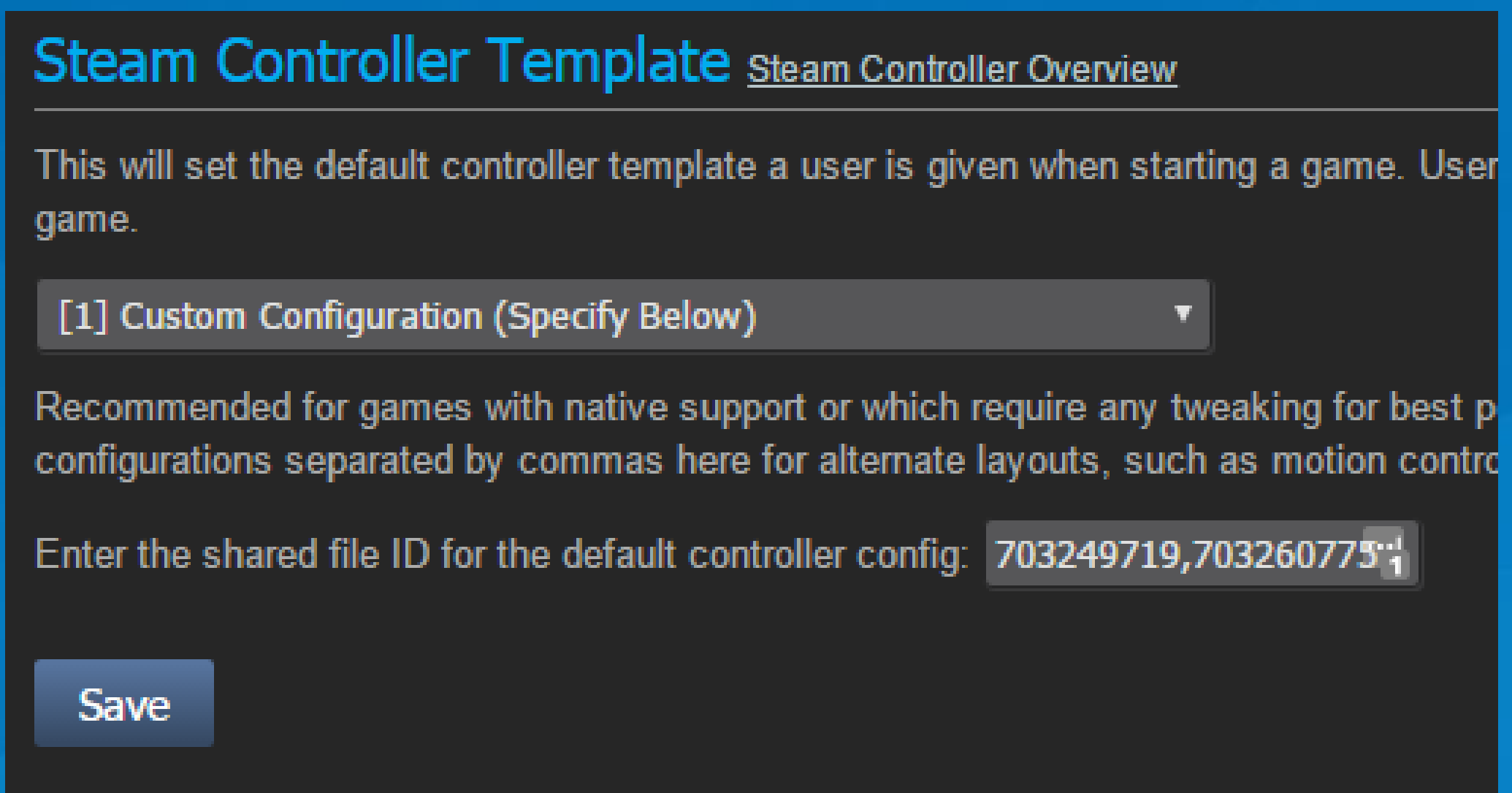
- No more in-game controller menus
- Full player configurability with sharing
- Support for all major controller types
- Benefit from future updates
 - Software updates
 - New controller types



Steam Controller

BUT IF YOU CAN'T, AT LEAST.....

- Make sure your game handles gamepad & kb/mouse simultaneously
 - 1 – Don't lock mouse camera controls while gamepad is active
 - 2 – No flashing hints
- Make a default configuration for your game...
- .. or select a default template on the partner site if one applies



THE STEAM CONTROLLER API

Lars A. Doucet, Level Up Labs