RISING

PIXEL

We innovate with you

We build experiences
for everyone

With more than **10 years of refinement**, our blend of passion and innovation is the cornerstone of every Rising Pixel product.

Each and every product created by our dedicated team is specifically designed and developed around the **customers needs**.

[Website]

▶ [Our reel]

Web interactive experiences are played over

100 million
times a week

Bring innovation through joy.
One game at a time.

DISNEY

Hankook

FANDOM

WB

MICHELIN

HONDA

CH
CAROLINA HERRERA

snam

Red Bull

NISSAN

brembo

SEEPIA
PLAYABLES

A
THE ADECCO GROUP

novo nordisk

enel

eni

FRETTE
1860

ANOTHEREALITY

MATTEL

CASE IH
AGRICULTURE

DAL 1877
Barilla

Why **Gamification**?

- **+25%** retention in educational contexts

- **+20%** conversion rate in marketing campaigns

- **280%** average **ROI boost** of in awareness campaigns

- **47%** more engagement compared to non-gamified approaches. **Increasing data collection**

GAMIFICATION:
IS THE APPLICATION OF GAME ELEMENTS
AND PRINCIPLES
IN NON-GAME CONTEXTS

Raising Product & Brand Awareness

Problem & Need: Are you tired of marketing efforts that just blend into the background? Traditional advertising feels like shouting into the void - expensive, forgettable, and rarely converting. You're craving a way to make your brand not just seen, but experienced. You want potential customers to lean in, interact, and actually care about your message.

Our Solution: Enter Advergames and Playable Ads - your secret weapon for turning passive viewers into active participants. Imagine creating a game that doesn't just promote your brand, but becomes a memorable experience people voluntarily engage with.

SNOWFIGHTER

DOC IN THE BOX

NISSAN

IT WORKS!

VIRTUALIA

SCARITEN

WORKDOWN

Teach and measure

Training & Learning Revolution

Problem & Need: Corporate training often feels like a one-way ticket to boredom. Endless PowerPoints, mind-numbing lectures, and information that evaporates faster than morning dew. You want learning that sticks, that's actually enjoyable, and doesn't require a small fortune in fancy technology.

Our Solution: Serious Games that turn learning into an adventure. Forget expensive VR headsets and complex setups. We create interactive training experiences that work on any device, making learning accessible, engaging, and genuinely fun. Imagine training that employees actually want to complete - with measurable outcomes and knowledge that truly sinks in.

Innovation & Immersive Experiences

Problem & Need: Stuck in a world of static product presentations and forgettable brand interactions? Craving a way to showcase your offerings that actually makes people sit up and take notice?

Our Solution: AR experiences immerse you in interactive worlds where digital and real merge seamlessly.

Augmented reality product demos, interactive virtual environments that anyone can access with just a browser. No fancy hardware required, just pure, innovative engagement.

STELLAR

METALLIC MENACE

MUSEUM AR

Applied game

Data Collection & Assessment

Problem & Need: Collecting meaningful user insights is like pulling teeth. Surveys? Boring. Traditional feedback methods? Ignored. You're desperate for real, actionable data that doesn't make your audience run for the hills.

Our Solution: Serious Games that transform data collection into an exciting challenge. Instead of asking users to fill out dry forms, we create interactive experiences that make sharing insights feel like play. It's data collection that users actually look forward to - gathering high-quality, voluntary information while keeping participants entertained and engaged.

INCLUDIVIUM
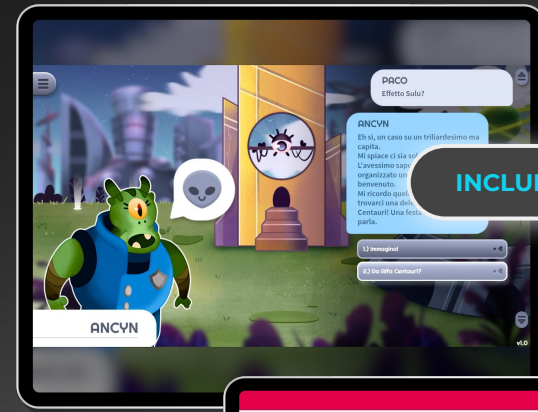
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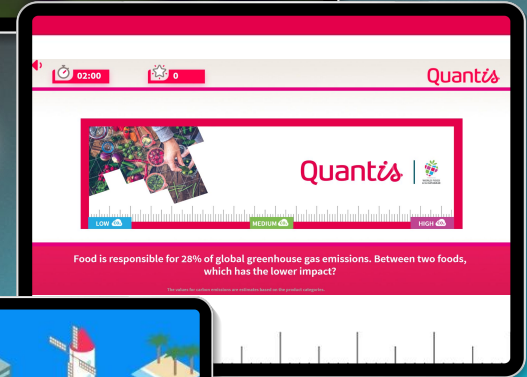
MISSION 1 POINT 5

Sustainability games!

Youth are more worried about **environmental issues** than ever. 30,000 millennials under the age of 30 from 186 countries, cite climate change and destruction of nature as the world's most critical issues.

Video games, as serious and transformative tools, could empower billions to contribute to urgently needed solutions.

MISSION 1.5°

Great engaging

53 video game industry leaders agree that:

- Video games can **successfully raise awareness** of a cause (96%),
- Help raise awareness and learning (87%)
- Drive positive behavior change (74%)
- 87% will campaign more and promote environmental messages.

Case: Pokemon Go
This game rewarded participants of 68 Earth Day clean up events in 19 countries with in-game rewards, a 'special release' Pokemon, and a **$250,000 donation to Mission Blue's new Hope Spot** in Palau.

Case: United Nations Development Programme
Mission 1.5 (by UNDP and partners) is a 30-second ad game that allows users to vote on climate solutions and actions. 6 million people have played the game so far in 58 countries, with a 50% completion rate.

Case: Animal Jam
This interactive animal library for kids has over **100 million registered users** (22% from Latin America and the Philippines) and has donated over $10 million to animal-related conservation and education initiatives since 2010.

Case: Green Game Jam 2021
130 million players worldwide engaged, 60,000 pledges signed for the UN campaigns and **$800,000 in donations** for environmental causes.

Case: Video Game Alba
Alba: A Wildlife Adventure (by studio Ustwo) has so far led **1 million trees** planted and 3 habitats restored.

ÜConsole ◆

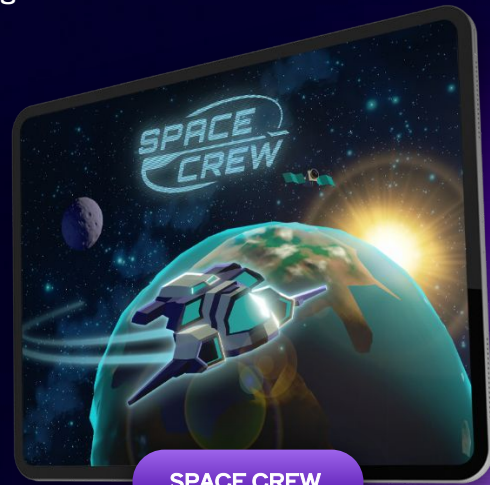**Elevate your business** with ÜConsole! Redefine your video calls and corporate events into thrilling games!

No downloads, share a screen, scan a QR code, and let your smartphone become the controller! For trade show, museum, team building up to 250 players playing together.

AGRIQUIZ

CLIMATE CHOICES

SPACE CREW

WebGames

Fun and unique! Our **HTML5 games** have accumulated millions of plays across various platforms.

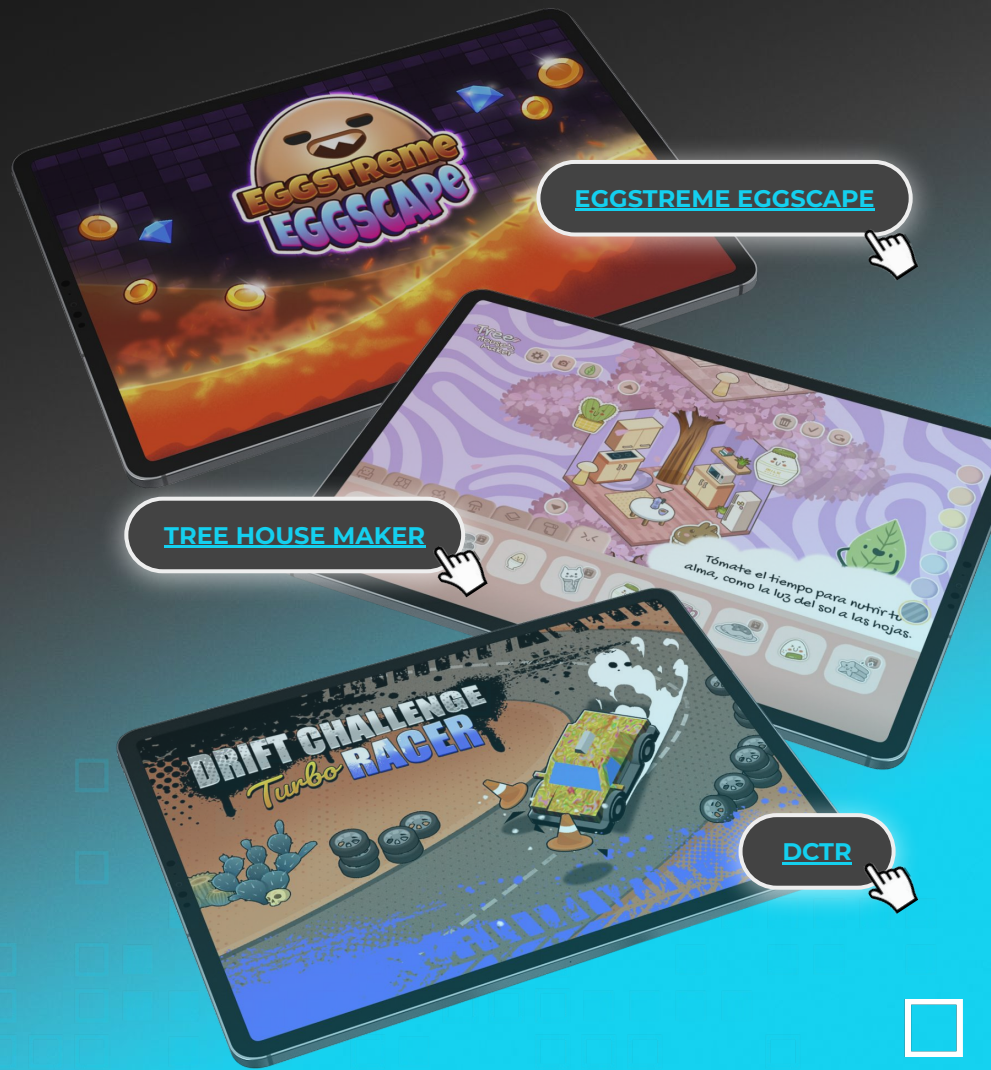Our games are accessible anywhere, anytime, providing engaging freemium experiences.

This positions us perfectly for web portals, in-flight and in-car entertainment, and offering complete games to brands. Tailor-made and innovative, we adapt to our partners' needs.

Play Now

EGGSTREME EGGSCAPE

TREE HOUSE MAKER

DCTR

And how do we do that?
How and where you'll find your experience?

Placement & Accessibility

Our interactivities run through any network or hosted on the website. Frictionless experiences that require no additional download Serious games or advergame can be accessed by the users through…

MOBILE ▪ TABLET ▪ BROWSER ▪ SOCIALS
MUSEUM ▪ DIGITAL KIOSKS ▪ INTERACTIVE DISPLAYS
AD PLAYERS ▪ EXHIBITION BOOTHS

Any place where you can have QR :)

INSTANT

Deliver your project in 5 Easy Steps

Understand the Challenge
We listen closely to identify your unique business challenges, focusing on engagement, training, or behavior change to tailor precise solutions.

Ideation & Prototyping
Custom concepts and prototypes help visualize solutions. Your feedback ensures seamless integration with your workflows and objectives.

Deployment & Optimization
We deploy, train, and optimize the solution, ensuring seamless adoption while monitoring performance to maximize long-term impact.

1   2   3   4   5

Evaluate Gamification Fit
We assess how gamification addresses your needs, sharing case studies and collaboratively defining the best-fit solutions for your goals.

Co-Creation & Development
Our team develops tailored solutions with your input, ensuring iterative improvements and alignment with your specific requirements.

Why Rising Pixel?

We innovate with you

Co-creating groundbreaking digital experiences through a collaborative partnership.

Ideas adapted to your needs

We're your trusted tailor, crafting unique digital solutions that perfectly fit your business needs.

Games to help people

Leveraging gamification to solve real-world problems and create positive social impact.

Experience for everyone

Playing is a universal right. Our preference for HTML5 ensures our games are widely available as a seamless experience.

Explora **más**

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