We build experiences for everyone

Rising Pixel is a company based in the Canary Islands with strong expertise in HTML5 and WebXR gamification.

We specialize in Serious Games for corporate training and in gamified platforms for cultural heritage and education.

We have developed 150+ games with millions of plays worldwide, leveraging award-winning experiences.

Our solutions are based on no-download, cross-device technology and are powered by certified motivational frameworks.

We seek organizations interested in co-developing innovative digital educational tools and cultural heritage experiences, offering commercial agreements with technical assistance.

Know more

▶ **Watch our Reel**

Web interactive experiences are played over

100 million times a week

Bring innovation through joy. One game at a time.

DISNEY

HANKOOK

MICHELIN

snam

novo nordisk

eni

ANOTHE REALITY

CASE IH AGRICULTURE

FANDOM

HONDA

Red Bull

SEEPIA PLAYABLES

BARILLA

game2value

WB

CH CAROLINA HERRERA

brembo

NISSAN

A THE ADECCO GROUP

enel

FRETTE 1860

MATTEL

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

The time is now!

Rising Pixel is located in the Canary Islands and brings over ten years of experience in developing cross-industry gaming solutions for Corporate Training, Behavioral Analytics, Marketing, and Heritage Education.

We are a team of creators and consultants with expertise ranging from multimedia software development to IT infrastructure.
We offer a wide range of gamification solutions, supported by strategic IT know-how.

We stand at the intersection of technology, education, and entertainment, crafting measurable digital solutions through HTML5-based interactive experiences that work seamlessly across all devices without requiring downloads.
We make games to help people and solve real-world problems.

Core Areas

- Training Serious Games: Replacing dull courses with engaging interactive missions.
(Examples: HSE learning for Energy/Automotive sectors, Gran Sasso Videogame for nuclear physics education, winner of the PA Sostenibile Award)

- High-Performance Advergames: Bite-sized games (<1 min) to transform curiosity into leads and raise awareness.
(Automotive case study: +45% lead generation vs traditional ads)

- uConsole Platform: Live gamified experiences for events (fashion, automotive) with smartphone interaction, no app required.

- Accessible XR Experiences: Web-based virtual showrooms and AR filters for eco-education.
(Example: Ferraro showroom, reducing logistics costs by -30%)

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.

Games to teach

RECORD
Serious Game

RECORD is an ERASMUS+ KA2 project that aims to foster sustainable digital innovation within the tourism sector, specifically focusing on lesser-known traditional and cultural festivals in peripheral areas of Europe. This is achieved through the implementation of interactive digital innovations based on **Augmented Reality (AR)** technologies, enhancing the overall tourism and tourism-related service offerings in these regions.

#AR #promote #Erasmus+

More info

- Increase the awareness over cultural heritage.
- Promote sustainable and innovative tourism.
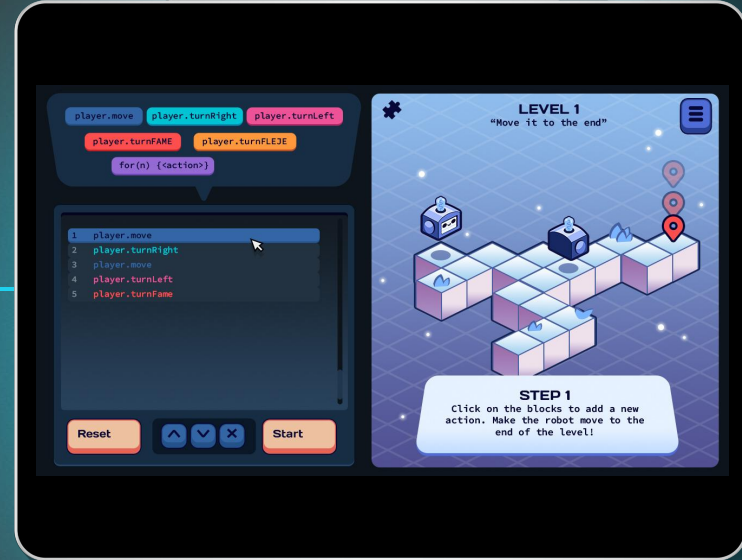- Educate your citizens through an AR experience.

RECORD

EMBED
Coding Game

EMBED it's an European project created to enhance the abilities of people with physical impairments in order to improve their employability in the IT sector.

For this, we have develop a Code-Maze aims to foster computational thinking and problem-solving skills in a fun, accessible and engaging way, without the barriers of traditional coding.

#codegame #html5 #learning

More info

- Accessible game to enhance programming abilities.
- Enhance employability of physically disabled people.
- Teach coding through an engaging experience.

player.move player.turnRight player.turnLeft
player.turnFAME player.turnFLEJE
for(n) {<action>}

```
1  player.move
2  player.turnRight
3  player.move
4  player.turnLeft
5  player.turnFame
```

Reset   Start

LEVEL 1
"Move it to the end"

STEP 1
Click on the blocks to add a new action. Make the robot move to the end of the level!
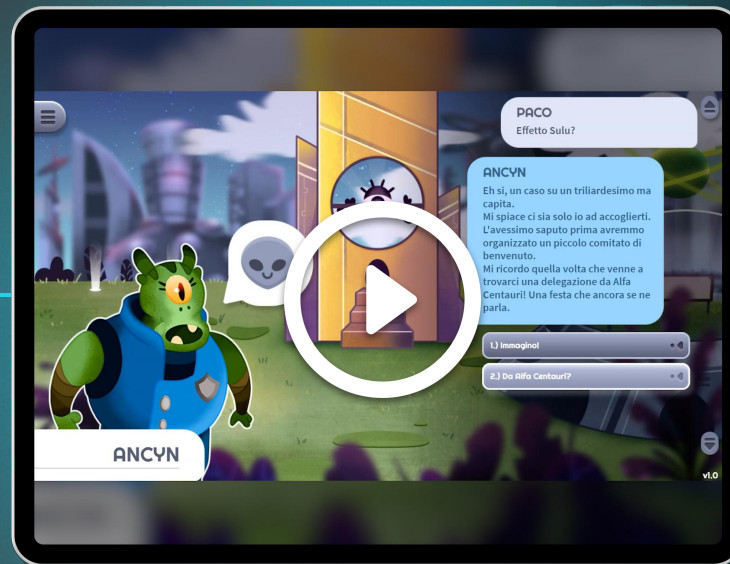
EMBED

Includivium
Serious Game

An energetic adventure set on a vibrant alien planet. Here, players will learn about **diversity and inclusivity** through a series of dialogues and minigames.

Includivium was developed in collaboration with a team of expert **psychologists**, with the objective of teaching about inclusivity in italian companies.

#visualnovel #inclusivity #measure

More info

- Show inclusivity values while playing and having fun.
- Colorful characters and syfy stories.
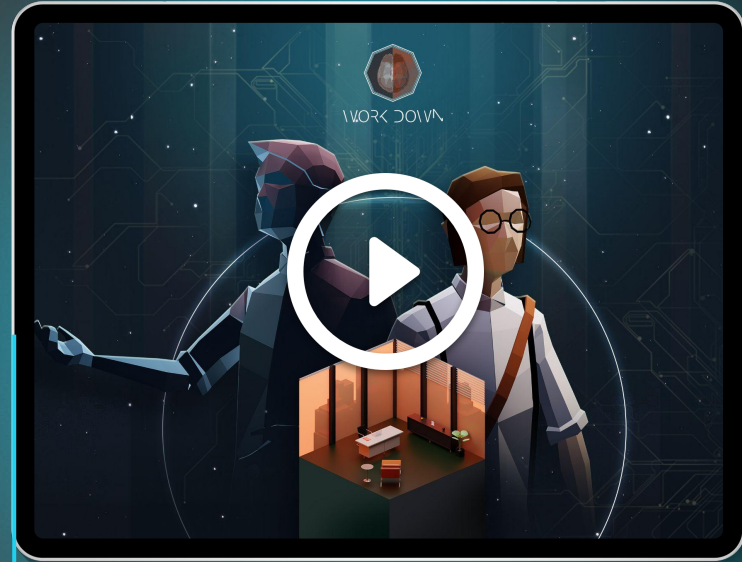- Teach about diversity.

game2value

Work Down
Serious Game

Game2Value video game that allows you to **monitor the level of psychological well-being in the company**, helping to avoid the **burnout** on the workers. Created with the scientific supervision of Mindwork.

A Sci-Fi adventure with minimalist atmospheres that transports those who play into a universe in which humanity has decided to renounce emotions to avoid distractions at work.

#visualnovel #burnout #measure

More info

- Mental health video game awareness.
- Training courses on psychological well-being topic.
- Individual Psychological Wellbeing Analysis.

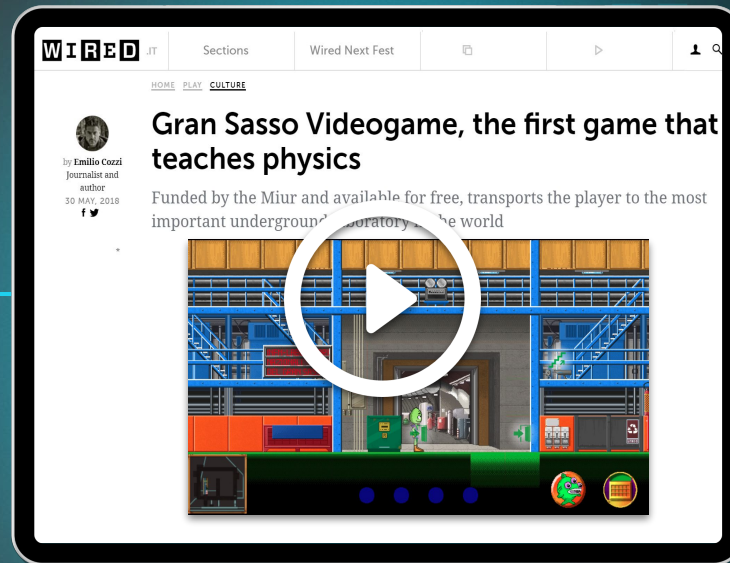game2value

Gran Sasso Videojuego
Science and adventures

Solve the mysteries of the biggest underground laboratory in the world.

Developed for the National Laboratory of the Gran Sasso nominee at italian video game awards as best applied game and winner of the "**Premio PA sostenibile 100 progetti per raggiungere gli obiettivi dell'Agenda 2030**" prize.

#kids #teach #science

More info

WIRED.IT   Sections   Wired Next Fest

HOME PLAY **CULTURE**

Gran Sasso Videogame, the first game that teaches physics

by **Emilio Cozzi**
Journalist and author
30 MAY, 2018

Funded by the Miur and available for free, transports the player to the most important underground laboratory in the world

- Mix science with adventures to have fun.
- Customized for kids.
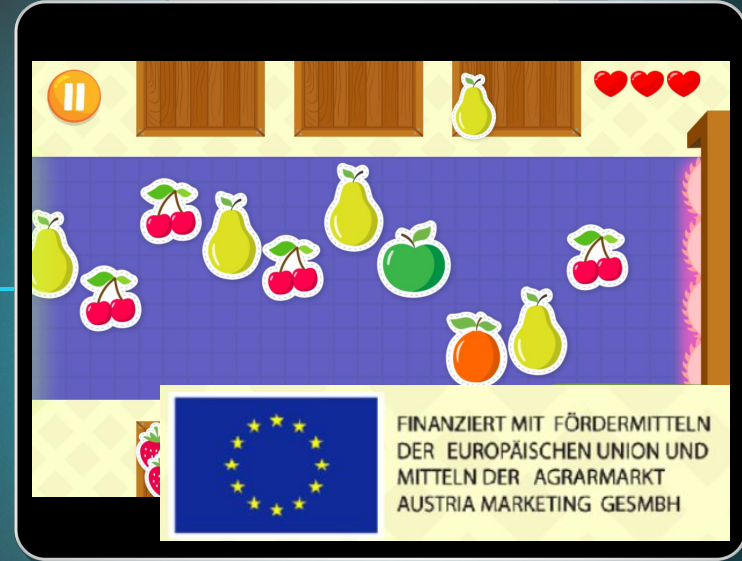- Pixel art an retro art style.

INFN

Fruit Sorter
Food and place

A video game that promotes a nutritious and healthy diet through simple and fun gameplay.

Players have to rapidly store the fruits in the correct boxes before they get destroyed. Developed for BlockHaus thanks to EU funding.

#alimentation #healthcare #promote

More info

FINANZIERT MIT FÖRDERMITTELN DER EUROPÄISCHEN UNION UND MITTELN DER AGRARMARKT AUSTRIA MARKETING GESMBH

- Interactive and colorful experience.
- Promote the well-being and good alimentation.
- Enable students to learn through fun activities.

AMA

Ishlagua
Serious Games

Ishlagua is a game to teach about environmental cycles, made for **ADAPTares**, a public Canarian company with more than **25 years of experience** focused on science and technologies as essential pieces in the socio-economic process, transformation and sustainable development in Canary Islands released in Spanish and Portuguese.

#climate #SeriousGame #environment

More info

- Climate change and water cycle.
- Adaptation to Climate change.
- Recycle and reuse.

ADAPTaRES

Games to teach

Museum Games
ÜConsole game

Ocean Keepers and *Forest Keepers* is a set of two games, the centerpiece of the exposition about **climate change** of the **Elder Museum** of Las Palmas de Gran Canaria. Both games are designed to offer an educational and fun experience for families and visiting classes.

#climate #museum #forkids

More info

- Interact and learn complex topics through fun.
- Accessible: Scan a screen and play with your phone.
- Available for big groups of peoples.

elder_
MUSEO DE LA CIENCIA
Y LA TECNOLOGÍA

Climate Choices
ÜConsole game

Swipe cards left or right to make decisions. But be careful, every action has consequences. Game will collect the data that can be used for reports and further analytics about ESG topics.

The stage screen will show a dynamic infographic of all session. How's our virtual planet doing? You are a decision maker who rules over a state. Work together and achieve a brighter future!

#climate #SeriousGame #environment

More info

Climate Choices

Scan the QR code or enter in
www.uconsole.space to join!

- Enhance teamwork of players to reach objectives.
- Numerous variables to create a realistic narrative.
- Develop team building and in your company.

RISING PIXEL

StellAR
Augmented Reality

In this R&D project, we're merging AI and AR to bring something new in the gaming experience.

Our innovative pipeline can turn any scenario from escape rooms to treasure hunts into immersive adventures, thanks to the integration of advanced technologies and gamification elements. Sounds, music, text and graphics comes from different AI.

#AR #Space #AI #Inmersive

More info

- AI-generated 360° immersive environment.
- Compatible with Android, iOS, and PC platforms.
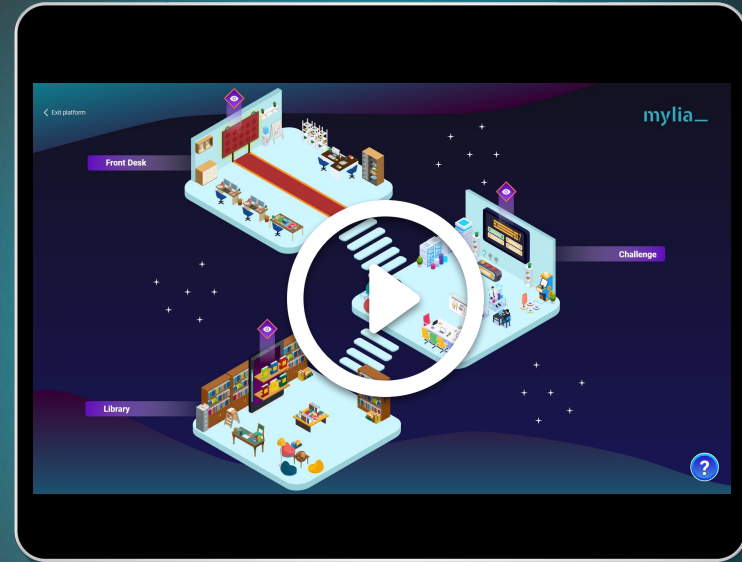- Gyroscope sensors for a genuinely immersive feel.

RISING PIXEL

Virtualia
Quiz and Learn

Experience the power of knowledge combined with the excitement of a game through our innovative educational platform. Each zone of this **microverse** offers a unique learning experience filled with information and interactive challenges.

Our primary key performance indicator (KPI) has been to **maintain user engagement and motivation on the platform for extended periods**, providing undeniable evidence of its effectiveness. With resounding success, we have accomplished our set KPI and surpassed expectations.

#climate #SeriousGame #environment

- Maintain user attention for extended periods.
- Educate players through fun gameplay.
- Effective and result oriented engaging experience.

ANOTHEREALITY

Scariten
Training and Learning

In collaboration with Snam, we've developed an innovative gamification experience aimed at enhancing the training process for on-site excavation teams. Scariten offers a unique blend of storytelling, decision-making, and real-world scenarios. The project is designed to be more than just a "user manual", focusing on key aspects like communication, wear and tear issues, and unexpected event management.

#VisualNovel #SeriousGame #teaching

More info

- For PC and mobile devices without any downloads.
- Average completion time of just 20 minutes.
- Cartoonish characters to match the experience.

Do you want to know more?

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