STEAM CONTROLLER

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AGENDA

Business Overview (5 Mins)
Steam Controller Support (5 Mins)
Integration (50 Mins)
Q & A – After Session
TIMELINE

DECEMBER 2015
- Touch Menu Mouse Region
- Mouse Joystick Update

FEBRUARY 2016
- Desktop Configuration Update

JUNE 2016
- Activator Update

MARCH 2016
- Action Set Update

AUGUST 2016
- Big Picture / Chord Configuration Update

SEPTEMBER 2016
- Controller Accessories Launch

OCTOBER 2016
- API Update to Support 3rd Party Input Devices

FUTURE
- Plans to Continue Updates to Software and Hardware

NOVEMBER 2016
- Steam Controllers Launch

JANUARY 2016
- Firmware Update

2015

2016
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
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
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
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

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