

smartphone<sup>Inc.</sup>

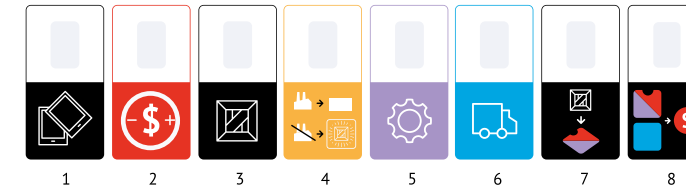
rulebook



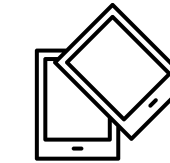
## ABOUT THE GAME

You are going to take charge of a smartphone manufacturing corporation and try to make it into the most powerful company in the world. Using business decisions, you will set prices for your smartphones, improve production, develop technologies, manufacture products, handle logistics and sales.

The game lasts 5 rounds. Each round is divided into 8 phases depicted as a scale on the playing field. You will use a special marker to point out the active phase.



The main feature of the game is the players' pads. You can place them onto each other closing certain possibilities, but opening other ones.



## GOAL

Your goal is to earn as much money as possible. To make it simple, let us refer to in-game money as «victory points» (VP). There are three ways to earn VP:

- Sell the goods.
- Control the regions on the playing field. This is where you have more goods in the region than other players.
- Patents. The first player to study a technology acquires a patent on this technology, which brings them VP at the end of the game.

If the number of players is less than 5, you can obtain VP through retailers occupying certain sales points on the playing field.

## GAME CONTENTS

### Players' components

#### PADS 10 pcs – two per player

Each player has a set of two pads. Each pad represents your resources: research and development departments, production shops, etc. Using the pads, the player determines what he is going to do in the current round, what he will develop or sacrifice.

The selected pad configuration is called a **“decision”**.



#### SCREENS 5 pcs – one per player

The screens protect you against industrial espionage by covering your decisions from prying eyes.

The screen shows the starting position of the player. It also has a special multiplication table to assist the player.



#### STARTING IMPROVEMENTS 5 pcs – one per player

Players receive these improvements at the beginning of the game. The improvement you receive is displayed on the player's screen and marked by the player's colour on the improvement.



#### ORGANIZERS 5 pcs – one per player

The organizer is designed for players' convenience. It helps you keep all components safe and in one place.



#### PROGRESS MARKERS 60 pcs – twelve per player

Use progress markers to indicate your progress in reaching some goal. You accumulate these in specified places until you have collected the required quantity.



#### OFFICE MARKERS 90 pcs – eighteen per player

Use office markers to indicate goals reached. Replace the progress markers gathered with the office markers.



#### GOODS MARKERS 100 pcs – twenty per player

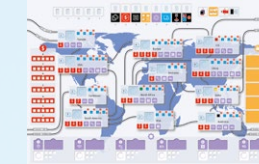
Goods markers symbolize cargo containers with smartphones for sale.



### Common components

#### PLAYING FIELD 1 pc

Playing field is a digital world map where you can observe how your decisions turn into reality in real time.



#### ROUND AND PHASE MARKERS 2 pcs

Use round and phase markers to indicate rounds and active phases in the game.



#### VP SCOREBOARD 1 pc

Use it to mark your success.



#### PATENTS 6 pcs

Patents go to a player who is the first to study a technology. They bring extra VP at the end of the game.



#### TECHNOLOGIES 6 pcs

Technologies bring bonuses to players who have studied them. Technology cards have two sides, which brings diversity to the game.



#### IMPROVEMENTS 27 pcs

Use improvements to upgrade your pad or produce some extra goods.



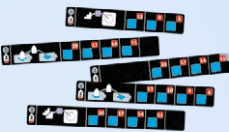
#### GOODS TOKENS 20 pcs

Goods tokens bring you one item of goods each round. The players get these automatically each time they do not use production improvements on their pads.



#### RETAILERS 7 pcs

Retailers are needed if the number of players is less than 5. They close regions on the playing field stimulating the players to be more competitive. There are three types of retailers of various sizes.

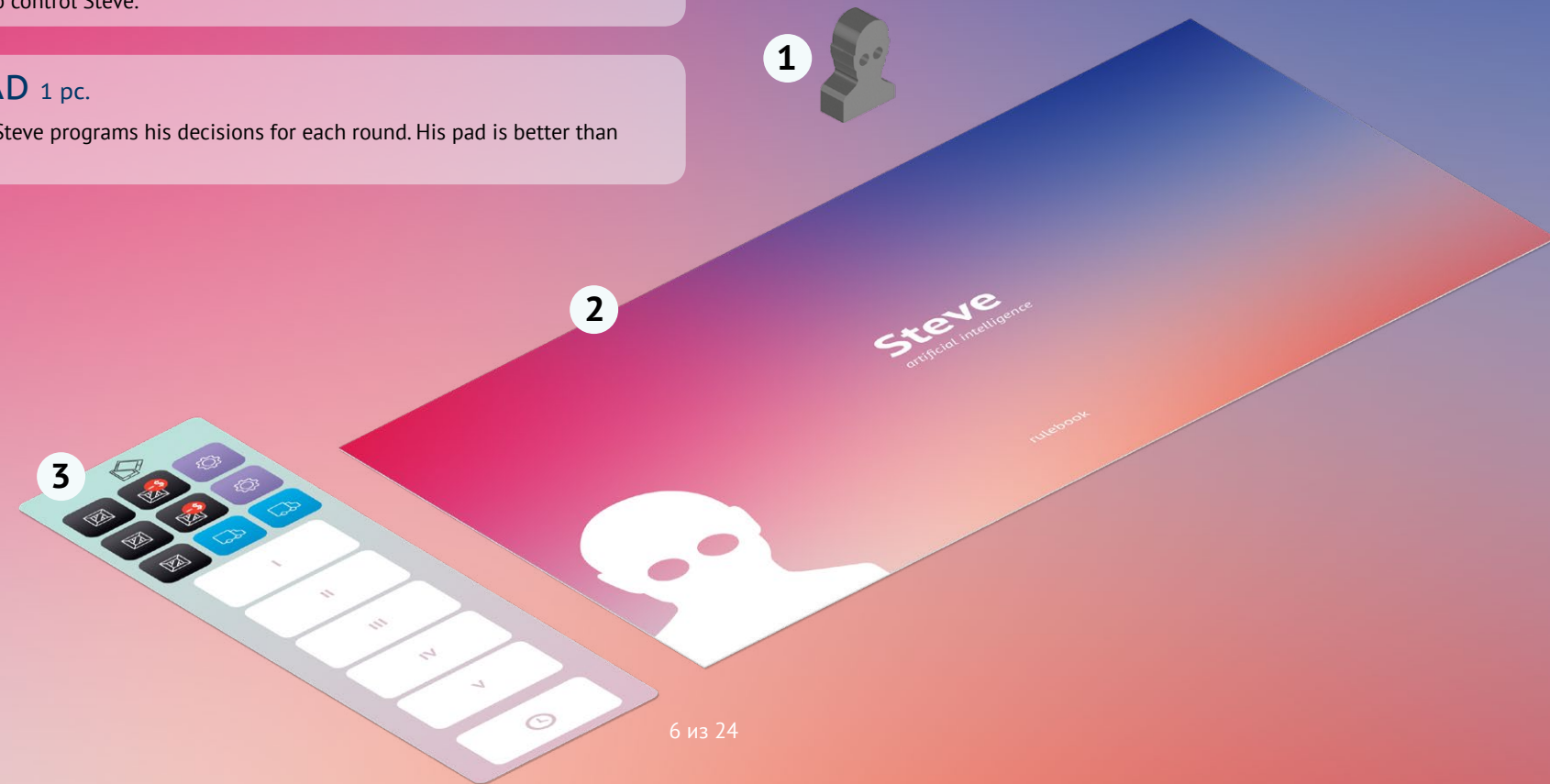


#### RULEBOOK 1 pc

You are holding it now.

## Steve's components

- STEVE'S MARKER** 1 pc.  
 Steve is an artificial intelligence you can play in a game of 1 to 4 players.
- STEVE'S RULEBOOK** 1 pc.  
 Rulebook on how to control Steve.
- STEVE'S PAD** 1 pc.  
 Thanks to the pad, Steve programs his decisions for each round. His pad is better than yours, by the way.



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## PREPARING FOR THE GAME

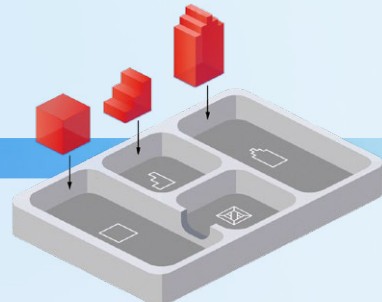
- Place the playing field in the centre of the table
- Place the phase marker on the first square of the "Phases" block.
- Place the round marker on "I".
- Place the VP scoreboard near the playing field.
- If the number of players is less than 5, close the regions with retailers. *See page 9 for details.*
- Place patents on their respective places. Use technology symbols on the field as a guide.
- Place the technologies to their respective sectors. If it is the first time you are playing the game, we recommend placing the technologies face up. Next time you can place them randomly (face up or down) or select the technologies for the game together with other players.
- Mix up the improvements and place 5 improvements face up in the "Production" block. Place the rest in a pile face down near the field.



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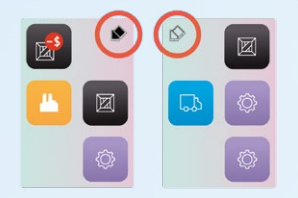
# PREPARATIONS OF PLAYERS

**1** The players must select the colour they want to play. Hand out all markers and chips of the selected colour to each player. These include:


- 12 progress markers.
- 18 office markers.
- 20 goods markers.



**2** Hand out two pads to each of the players. One pad must bear this symbol  and the other – this symbol .



**4** Each player receives a screen of the respective colour.



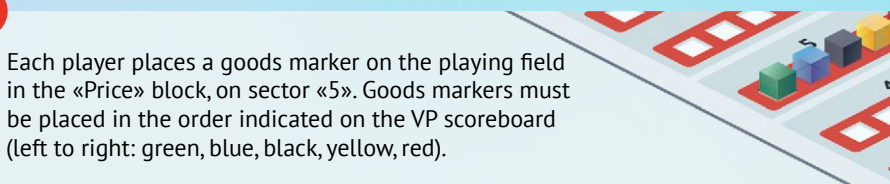
**5** Following the instructions on the screens, the players must:




- 1 Place an office marker on the first square of their region.
- 2 Place a goods marker on the VP scoreboard.
- 3 Receive an improvement of their respective colour.



**5** Each player places a goods marker on the playing field in the «Price» block, on sector «5». Goods markers must be placed in the order indicated on the VP scoreboard (left to right: green, blue, black, yellow, red).

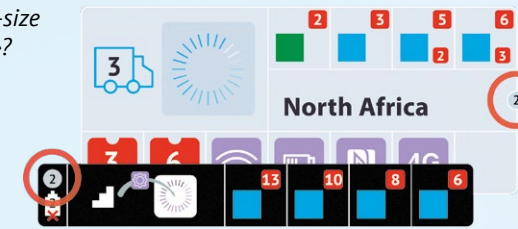


## Arrangement of retailers for 2–4 players

For the players to experience competition, use retailers to cover sales points (for example: ).

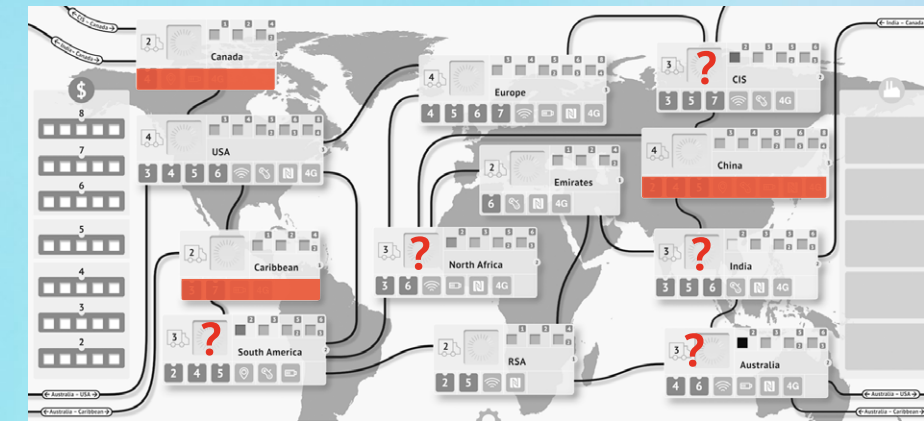
Retailers correspond to the regions on the playing field. They come in three variations, just as the regions: **1** small, **2** medium and **3** large. The figures on the regions and retailers stand for sizes.

For example, **North Africa** is a medium-size region. Have you noticed the figure «2»? It means you can place a retailer with the same number «2» on it.

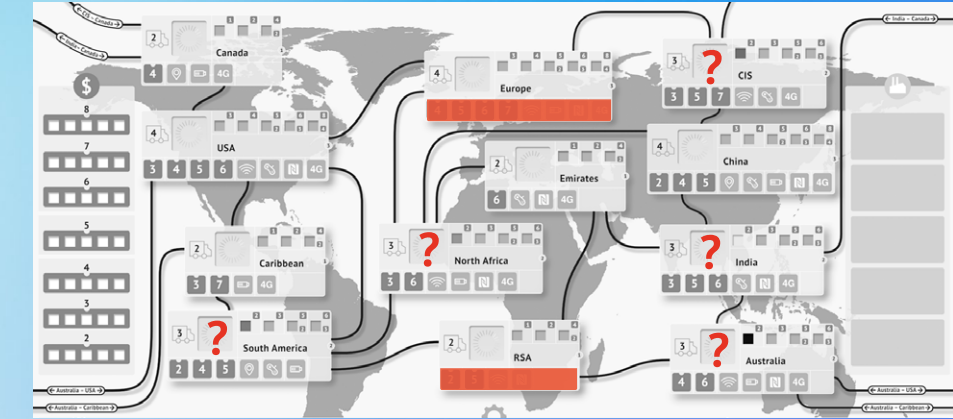


Mix up the retailers and place them random side up onto the regions.

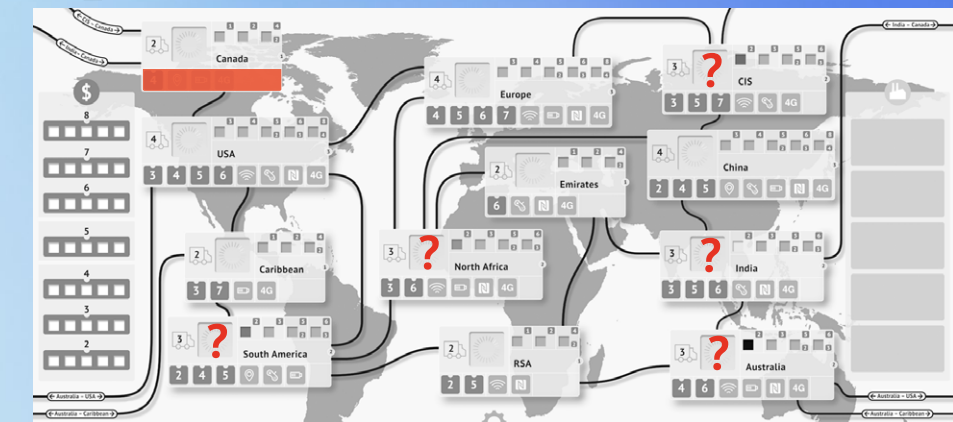
**For 2 players:** use retailers to cover China, Canada and Caribbean regions, as well as all medium regions not occupied by the players' office markers ( ).



**For 3 players:** use retailers to cover Europe and RSA regions, as well as all medium regions **not occupied** by the players'.



**For 4 players:** use retailers to cover Canada region, as well as one medium region **not occupied** by a .

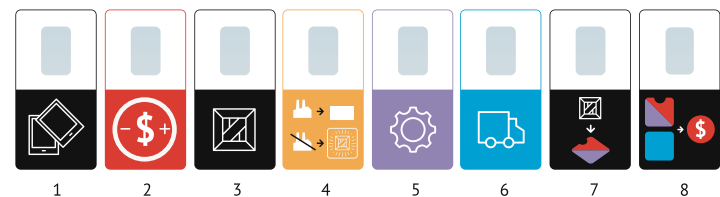
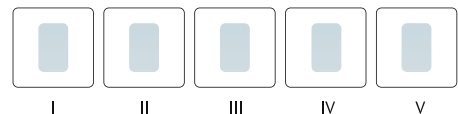


**For 5 players:** do not use retailers. Remove all unused retailers into the box.

For detailed description of retailers, see page 20.

# GAMEPLAY

The game consists of 5 rounds. Each round has 8 phases. All phases are depicted with symbols in the upper part of the playing field.



## Phase 1. Planning

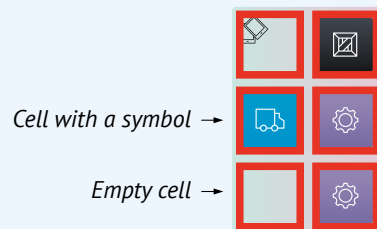
Using two pads, all players simultaneously make their decisions for the current round in secret, behind the screens. A decision is players' pads placed onto each other. They may be arranged as you like, any side up, provided that the following rules are observed:

- 1 The pads must be parallel or perpendicular to each other.

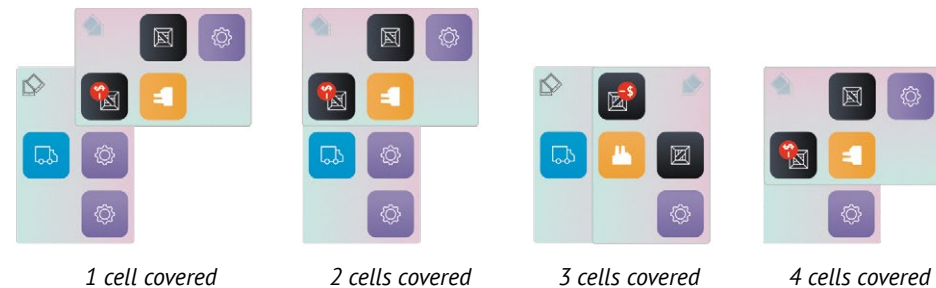


- 2 One pad must cover 1 to 4 cells of the other pad.

Each pad contains 6 cells on each side. Some cells may have symbols.



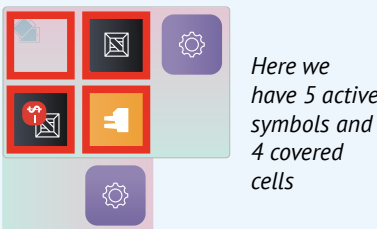
Have a look at some possible pad arrangement options below with some cells covered. Covered cells may have symbols.



What do you need to consider when making decisions? We will talk about it while explaining the rules. It is important to remember that your decisions will affect all future phases of the current round.

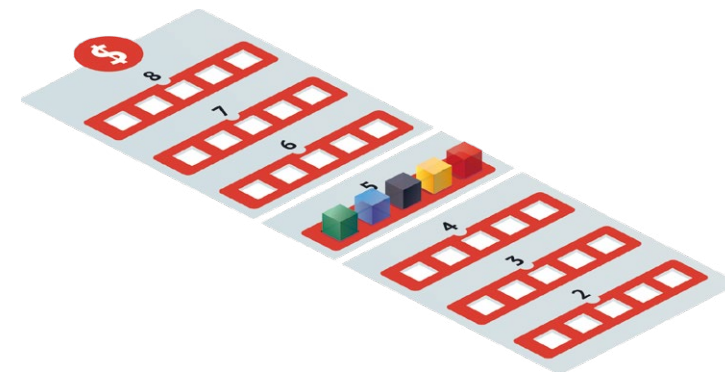
At the end of phase 1, all players put away the screens and show their decisions to everybody.

**Please remember:** all visible symbols on your pads are called "active", and any covered symbols are referred to as "inactive". Cells without symbols are called covered or open.



## Phase 2. Pricing

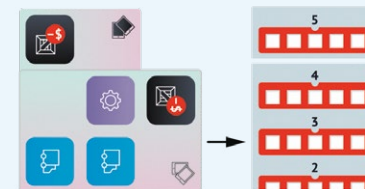
At this phase, players set up prices for their goods yet to be manufactured (■). Pricing takes place in the "Price" block of the playing field.



At the beginning of each round, your ■ stands on price «5». All active price symbols on the pads adjust this value.

- Each symbol -\$ reduces the price by 1.
- Each symbol +\$ increases the price by 1.

For example, with this pad arrangement, the price on the goods is "3", because we have 2 active symbols -\$ reducing the price by 2 points.

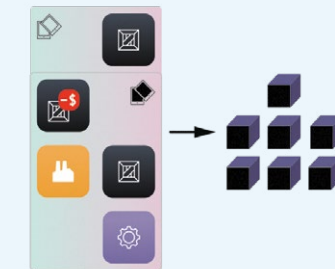


Price is an element of utmost importance in the game. Starting with phase 4 ("Production improvement", p. 12), the price determines the turn order inside the phase, which can be essential to win the game.

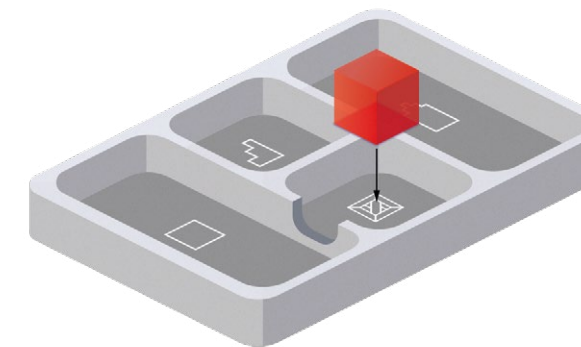
## Phase 3: Production

- You can produce ■ in several ways:
1. Each active symbol ■ on the pads brings you 1 ■.
  2. Each covered cell on the pad also brings you 1 ■.

For example, this pad arrangement will bring 7 ■ to the owner, as 4 cells of the pad are covered and 3 symbols ■ are active.



Place ■ produced into a special organizer section.



Besides producing ■ as above, ■ can be produced through technologies studied (see p. 18), by retailers (see p. 20), and via improvements and goods tokens (see p. 12).



## Phase 4. Production improvement

Starting with phase 4, the price set by players in phase 2 becomes relevant. The person with the lowest price is the first to play this phase. If several players share the same minimum price, the first one to play this phase is the player with the lowest VP on the scoreboard. This is called the **Priority Rule**.

The first player and the next players can take one of the two actions below, depending on whether symbol on the pad is active or not:

- 1 If symbol is **active** on the player's pad, the player takes any improvement from the "Production" block at their own choice.



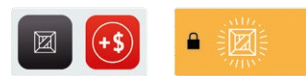
- 2 If production symbol is not active, the player takes a goods token ().

You can use the improvements and received in the next round only.

## Improvements

From the beginning, you have one starting improvement, and you can use it. To do this, place the improvement on the pad(s) at phase 1.

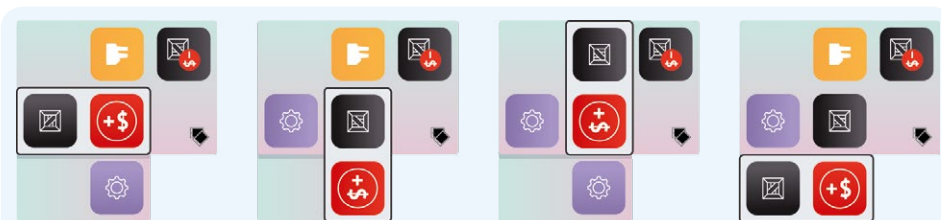
- 1 You can place improvements on the pad as you like, while observing the following rules: An improvement can only lie face up on the pad.



Face

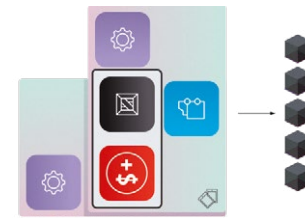
Back

- 2 An improvement must cover 2 cells of the pad; it cannot protrude beyond the pad edges (exception: 4G technology, when studied, can partially ignore this rule).



Improvement placement examples

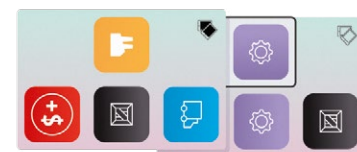
When counting produced, improvements do not bring extra even though they cover some cells. They also make the symbols they cover inactive.



Improvements can overlap each other. You cannot fully cover one improvement by another.



A part of an improvement can be covered by a pad.



All unused improvements must lie before the players face down. Every such improvement brings 1 extra to the player at phase 3.

Symbol on the improvement means it cannot be placed face down on the pad.

You cannot place this token on the pad at all, which is indicated by symbol on both sides of the token. Each time phase 3 is played, will bring +1 .



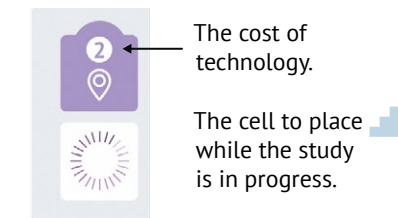
## Phase 5. Studying technologies

At this phase, players go in accordance with the Priority Rule (p. 12).

You need technologies to boost sales and obtain special helpful bonuses. Studying of technologies happens at the bottom of the playing field.



- To study a technology, you will need progress markers (.
- For each active technology symbol on your pad, you receive 1 .
- Following the **Priority Rule**, the players may spend all to study technologies. You may keep some , but they will disappear at the end of your turn.
- The number of required to study a technology is stated on the technology card.



The cost of technology.

The cell to place while the study is in progress.

- Place in the cell near the technology you are going to study. You can distribute among the cells of various technologies, if you have several .
- Once the cell accumulates the number of equal to the technology cost, this technology will become studied.
- After the technology has been studied, all will return back to the player, and the player's office marker will be placed near this technology (.

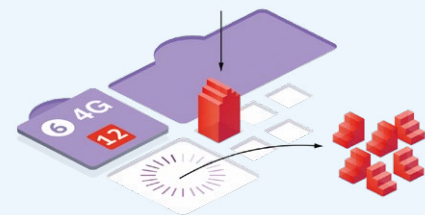
For example, you have the following decision on the pads:



Total 3 symbols are active, you receive 3 VP. You wish to study 4G technology, which costs 6 VP.

To study it, you need to earn 3 more VP. You decide to start studying the technology and place 3 VP in the cell near 4G technology, planning to study it the next round.

If you study the technology in the next round, you will take 3 VP and place your office in the cell near the technology.



Each technology studied brings a bonus as indicated on the technology card. Bonus work during certain phases, as stated on the technology card. For description of all bonuses, see page 18.

## Patents

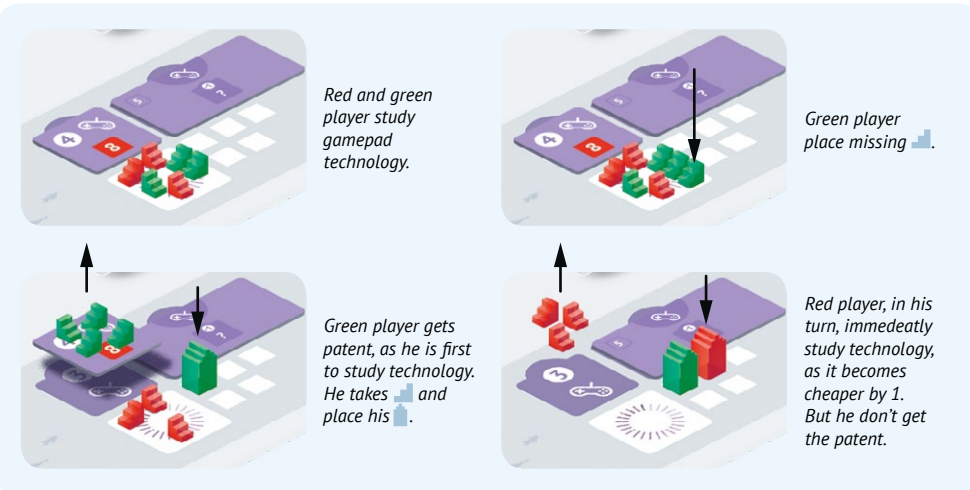
Patents are an additional source of VP. However, until the technology with the patent is studied, it costs 1 point more.

Once the technology is studied, the first player to do this will receive a patent. The patent brings VP as stated on it at the end of the game (for example, 6 VP).



The patent for a technology costs 1 extra point, so for the other players this technology will be 1 point cheaper, because you take the patent for yourself. No other player can take this patent now.

Two or more players can be studying the same technology at phase 5. This results in one player taking the patent, which makes the technology cheaper; now, other players can study it at once. They must wait for their turn and study the technology immediately, but only in their turn!

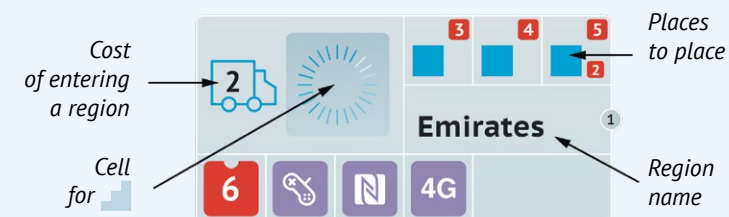


## Phase 6. Logistics

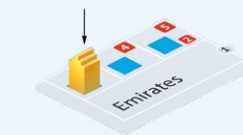
At this phase, players go in accordance with the **Priority Rule** (p. 12).

At the beginning of the game, you have only one office in one region, but you need to expand to other regions to increase sales. This is where the logistics comes to help.

- In order to get to another region, you will need 2 VP.
- For each active symbol on your player pads, you receive 1 VP.
- All VP, according to the **Priority Rule**, starting with the first player and further on, are distributed between the regions to the cells of a region where each player wants them.
- All VP not used by the player in their turn will disappear.
- When the quantity of VP becomes equal to the cost of entering a region, the player places their office into that region, removing VP from the cell back to their stock.



Office goes into an empty cell on the left. If there are no empty cells, you cannot place your office.



You cannot put another office into the region. An exception may be technology bonuses and retailers.

The bigger the region, the more difficult it is to put your office there, but it also opens up more opportunities for the player.

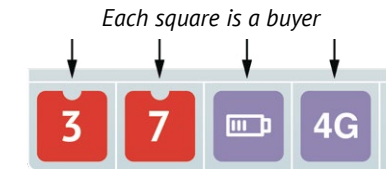


## Phase 7. Sale

According to the Priority Rule (p. 12), each player sells their produced goods.

Goods can be sold if all of the following 3 conditions are met:

- The player has an office in that region.
- There are no retailers in the region.
- There are free buyers in the region, who are ready to buy your goods.



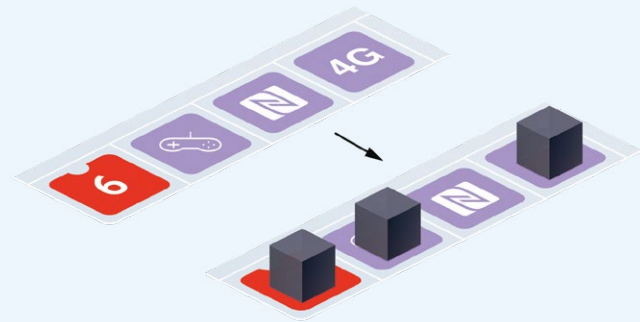
In order to sell goods, you need to place it onto a buyer. But not everyone is ready to buy your goods, so let us take a closer look at what kinds of buyers there are.

- A buyer in a red square is ready to pay for your goods **not more** than the price shown on the square. But if you give a lower price, this buyer will buy at your price. In other words, the price shown on the buyer indicates the buyer's willingness to pay it, but they will be happy to pay less.
- A purple buyer (without price) is ready to pay **any price** for your goods, but not higher than the one you set, and only if you have studied the technology required by the buyer. The technology required by the buyer is shown on the buyer.

Only one good can be sold to each buyer.

**Important:** the goods are always placed on buyers in a region from left to right. You cannot place goods on purple buyers, while ignoring red buyers, if the price of your goods is right for them.

For example, you have produced 4 and you are present only in one region. The price of your is "3". You have studied the technologies Gamepad and 4G. As a result, you can only sell 3 in this region, since you do not have the NFC technology. You cannot sell 1 , and it will disappear at the end of this phase.



If you have missed a place where you could put and other players did not help you see that, then it is considered that you failed to sell . You can try negotiating with other players to obtain their permission for selling out of your turn. The game developers strongly recommend other players not to yield to your persuasion.



## Phase 8. Receiving VP

At this phase, all players receive VP that are given for sold and control of regions. The order in which players are awarded VP is not important.

### Sold goods

Count how many of your are there on the playing field and multiply that amount by the price you set. To facilitate the counting, there is a dedicated multiplication table provided on your screen.



### Control of regions

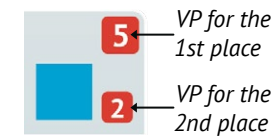
You are awarded additional VP for the regions with your . The number of VP to be received is indicated at the top of places for and is determined by the rightmost .

For example, the Blue Player controls the region, since he has more than the Yellow Player. The Blue Player gets 4 VP according to the number shown above the rightmost , despite the fact that this office does not belong to the Blue Player.



If the number of among 2 or more players is equal, then VP are awarded to the player whose is located further to the left, i.e. was placed in the region earlier, providing there is no second place.

If the rightmost office has a second place, then the winner for the region control in the second place is determined by the same rules as described above. VP are not awarded for the regions without your , even if there is your .

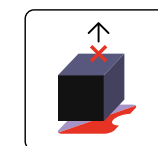


As an example, let us consider the following situation. The Blue Player receives the first place. Although the Blue Player has the same amount of as the Green and Red Player, the Blue Player's is located further to the left. The Blue Player receives 6 VP for the region control. The second place for the region control is given to the Green Player (3 VP), since when compared to the Red Player, who has the same amount of , the Green Player's are located further to the left.

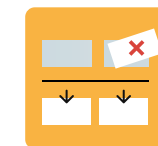
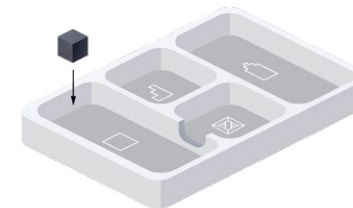


Score the VP received on the VP scoreboard.

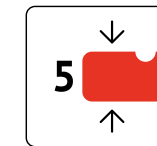
## Preparation for the next round



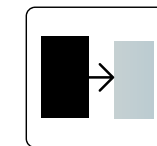
Take all your off the playing field and put them in the organizer.



Remove all remaining improvements from the playing field and put them in the box. Put new improvements from the pile face up into the "Production" block.



Return all in the «Price» block to the start value of 5.



Move the round marker to the next round.

Start the new round with phase 1.

## End of the game and determining the winner

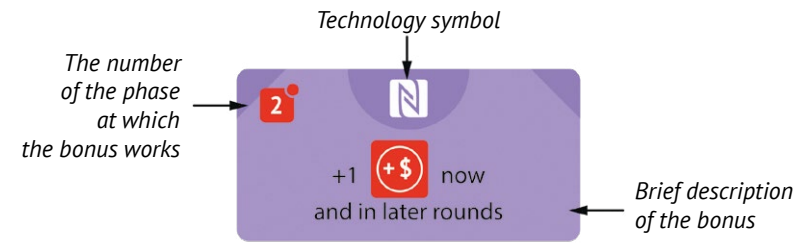
The game lasts exactly 5 rounds and ends right after phase 8 of the fifth round.

- 1 Count the VP received during the entire game.
- 2 Add VP for the patents.
- 3 Add VP for the retailers.

The player with the largest number of VP wins the game. In case of a draw, the contender with the greatest number of technologies studied wins. If it is a draw as well, then the player with the greatest number of patents wins. If you managed to get a draw here too, then all the players with the equal number or VP share the victory.

## Technologies

A studied technology gives an immediate bonus, which the player must use if they can. Some technologies give a one-time bonus, and some – a permanent bonus. Each bonus influences you during certain phases in the way specified on the technology itself.



### Explanations for symbols on the technologies



A coloured symbol with a digit indicates the number of the phase at which this bonus is activated.



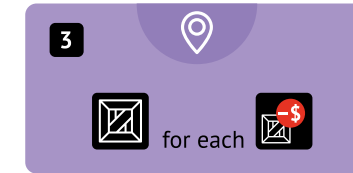
If there is no digit, then there is no phase at which the bonus could be activated; see a more detailed description of such a bonus below.



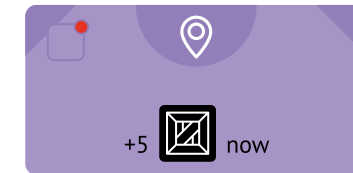
If there is a red notification dot, it means that you receive the bonus immediately and later on each round during the specified phase. If there is no phase number, the bonus is a one-off.

## More about technologies

### GPS

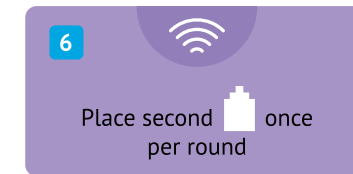


Now the symbol on your player pad gives you 2 instead of one during phase 3. This is a permanent bonus.

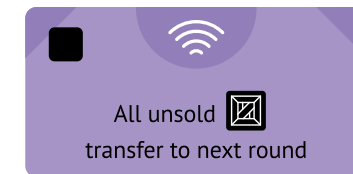


Get 5 produced immediately. Put in the cell of produced in the organizer. This is a one-time bonus.

### WI-FI

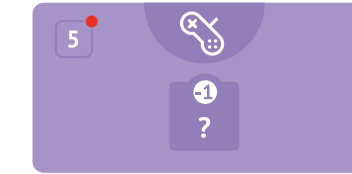


During phase 6, put your in any region that already accommodates your . You cannot place a third in the same way. You cannot place a second on a retailer. This is a permanent bonus.

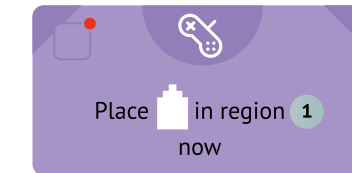


All produced that you failed to sell at phase 7 remain for the next round. This is a permanent bonus.

### GAMEPAD

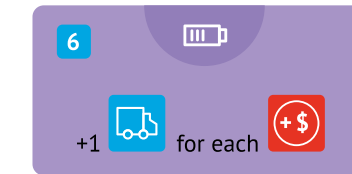


All technologies immediately become cheaper by 1. This is a permanent bonus.

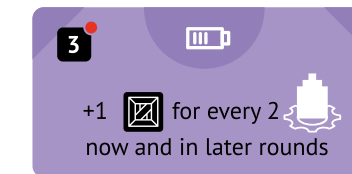


Place your in any small region that still does not have your . If there is a retailer in the region, get the retailer's bonus. This is a one-time bonus.

### LI-ION



Now symbol on your player pads and improvements is also considered as symbol . In other words, at phase 6 count symbols the same way as symbols . This is a permanent bonus.

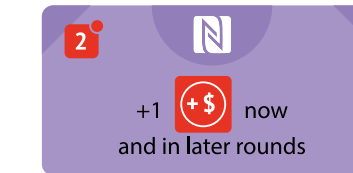


Immediately and every time in phase 3 receive 1 produced for each studied technology. This is a permanent bonus.

### NFC

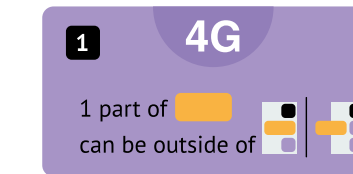


On your turn during phase 6, you can sell from 0 to 3 produced at the price set by you. You do not have to place these in the region. Immediately score your victory points on the VP scoreboard. This is a permanent bonus.



Immediately increase your price by 1. Increase your price by 1 each time in phase 2. This is a permanent bonus.

### 4G





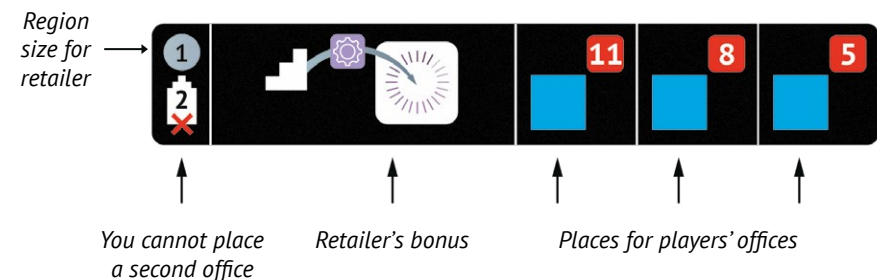
One of the two improvements that you place on the player pads in phase 1 can protrude beyond the player pads. This is a permanent bonus.







In phase 7, you can sell one produced in each region where you have no . Place these on the buyers, if you are allowed to according to the rules of sale on page 15.

## Retailers

Retailers do not allow selling goods in the region where they are present. But using logistics you can still put your  in that region.  is not placed on a cell in the region, but on blue cells on the retailer.

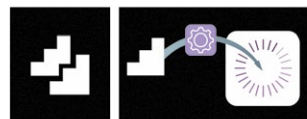





The digit on the red square next to the blue one is the number of VP you will receive at the end of the game, provided that your  is placed there.  are placed from left to right, therefore the first player that places  will receive more VP than all subsequent players.

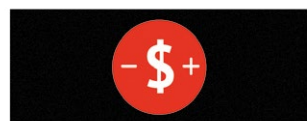
As soon as you placed  on the retailer, use the bonus effect. **You cannot turn down the bonus.** There are retailers without bonuses in the game.


**Please remember:** there cannot be two  of the same colour on a retailer.

## Retailers' bonuses









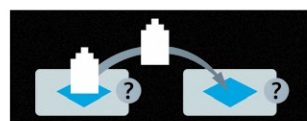
Take 1 or 2  of your colour. Place them  in the organizer's cell of produced .






Increase or decrease by 1 the price of your  in the "Price" block.



Place a second  into your region where you already have 1 . You cannot place a third  or put  where you have no . Thus, you cannot place your  on a retailer.



Move any your  from one region to another. You can move  between other retailers. If, as a result of such a shift, there is still a free place in the region or on the retailer, then move all other  placed there to the left. You cannot receive a retailer's bonus after such a shift.

## FREQUENTLY ASKED QUESTIONS

### Can retailers be placed randomly at the beginning of the game?

No. This will upset the game balance.

### What do symbols (/) on player pads mean?

They are only needed for you to be able to easily tell apart the two types of player pads at the beginning of the game. Later in the game, these symbols are not used.

### Can I change the position of player pads during the round after phase 1?

No. The game creators do not allow changing the pads' position, even if the player claims to have made a critical mistake.

### What do we do if the players still remain equal under the Priority Rule?

In case of equal price and VP, the first player to play the phase is the one with the least produced goods in the previous phase. If some players are equal on that, then the player with the greatest number of technologies studied starts the phase. If some players are equal on that, then the player with the greatest number of patents starts the phase. If some players are equal on that, too, then the dispute is settled by flipping a coin.

### Can I put an improvement under the player pads so that it disappears from sight?

Yes, you can. Both cells of an improvement shall be on one or two player pads. An improvement can be placed with its two cells onto one player pad and then be completely covered with the second pad. It does not make much sense, but it is not against the rules.

### Can the player pads be completely covered by each other or just placed next to each other during phase 1?

No. One pad must cover 1 to 4 cells of the other pad. Otherwise, you would not be able to observe that rule.

### I produce more goods in phase 3 than I need. Can I suspend the production of a certain amount of goods and reduce this amount?

No. You must produce exactly the same amount of goods you are able to.

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