



smartphone^{Inc.}

Update 1.1

rulebook

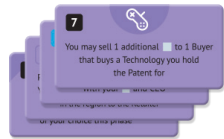
This expansion was created for experienced players. So, if you do not consider yourself one of those, we definitely recommend that you play the base game first (including using the 2–3 player board). After a few plays, you can return to these rules to further explore the modern world of the phone trade.

This expansion consists of 4 separate “modules”, each of which can be used separately or you can mix them together. You can find the rules for each module in this book.

Game Components



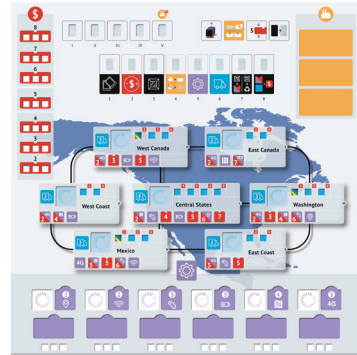
DIRECTIVES 24 pcs



NEW TECHNOLOGIES 5 pcs



MINI-UPGRADE TOKENS 5 pcs

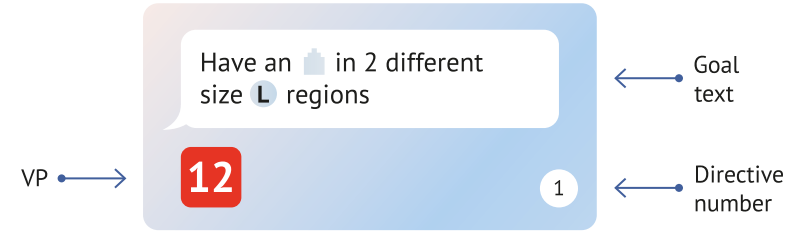


2–3 PLAYER BOARD 1 pc



CEO FIGURES 5 pcs

Directives Module



This module adds the Directives: common goals that all players can chase after, but that only one player can get. Each of them grants VP at the end of the game with a maximum of 5 Directives worth 60 VP.

Setup

Shuffle all of the Directives, randomly draw 5/6/7/8 for 2/3/4/5 players, and return the rest to the box. Read all drawn Directives out loud, making sure all players fully understand the meaning. Place the Directives near the VP scoreboard.

Fulfilling Directives

As soon as a player completes the goal stated on a Directive, they can take it unless they took one previously in this round. In a case of multiple players completing the goal at the same time, the current active player takes the Directive. If there is no active player, the one with the lowest price takes it.


A player may decide not to take a Directive they have fulfilled (perhaps to try for a different one later in the round). If they do, they can still take it in a later round if they met the requirements again.

Flipping Directives

At the end of each round, flip any Directive you collected face down to help you remember that you got it during a previous round.


2–3 Player Board Module


Setup

1. Place the board in the middle of the table. If you are playing with two players or solo, take 1 “S” and 1 “M” Retailer at random.
2. Randomly choose a first player. They pick a company and take all the components for that company. Then, going clockwise, the other players each take a company. Once everybody has a company, the last player chooses their starting region from the 3 “M” size regions on the board and places their  there. For a 2-player game, they then place the retailers in the “S” and “M” regions of their choice. Then the next player chooses their starting region, and so on. The rest of the setup continues in the usual way.

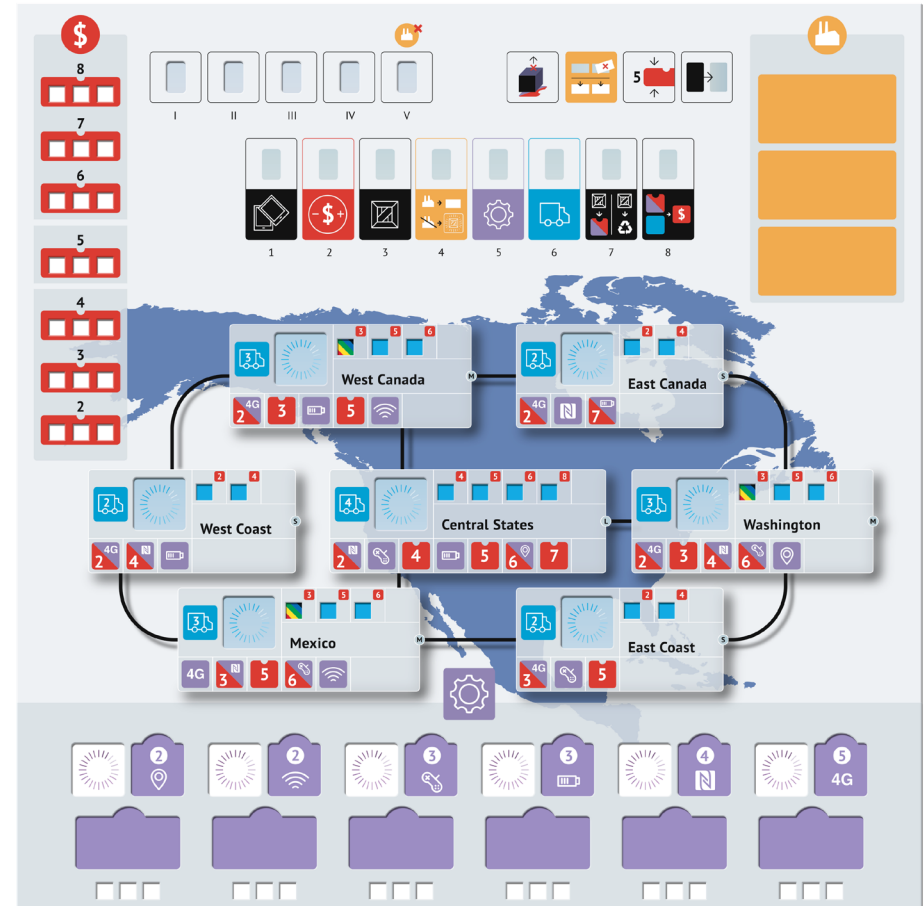
You may notice that the 2–3 player board has only 3 spaces in the Improvement Block, so only 3 Improvements are available each round. You can use this rule playing on the big board also.

New Buyers

 The 2–3 player board introduces a new type of Buyer with mixed demands. You can sell to them if you meet either of their requirements (or both of them).

You still cannot sell more than 1  to each Buyer, even if you meet both of their requirements.

As usual, you must sell to Buyers from left to right and you are not allowed to skip them if you can meet their demands (in the case of mixed Buyers—either of them).



New Technologies Module



There are 10 new Technologies in 5 groups of 2. You can mix them as you want or play with one of our recommended sets.



CEO Technologies



2 of new Technologies introduce the CEO figure, which gives you the ability to apply a special power in the region your CEO is in. If you are using a Technology that says “CEO” on it, each player must place their CEOs in their starting region during setup.



Moving Your CEO

You can spend 1  during the Logistics Phase to move your CEO to any region. However, they will only be useful if you are able to sell in this region via your  or other Technologies.

6




At the end of your turn this phase, you may sell  in 1 region with your  and CEO




From now on, you can sell  in the region your CEO is in during Phase 6. You must sell or choose not to sell immediately after you spend all of your .

This is a permanent bonus.

7



You may ignore the requirements and sell to any Buyers in a region with your  and CEO

From now on, you can sell to all Buyers in a region with your  and your CEO, regardless of their requirements. This Technology only lets you sell to Buyers who did not already buy  from another player this round. You must still place your  from left to right.


This is a permanent bonus.




Patent Benefit Technologies

2 of the new Technologies give your patents extra benefits during the course of the game. Keep in mind that these Technologies can make the game much more competitive in the early stages.

7




You may sell 1 additional  to 1 Buyer that buys a Technology you hold the Patent for



Using this Technology, you can sell 2  to each Buyer who wants a Technology you have the Patent for (not only this Technology). Place the second  on top of the first one you sold. You may choose not to use this ability, if you wish. The second  counts towards controlling the region as normal.

This is a permanent bonus.

3



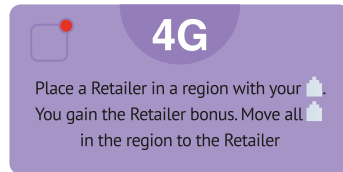
Produce 2  for each Patent you hold

When you gain this Technology, you immediately produce 2  for each Patent tile you have. You also produce 2  during Phase 2 each round for each Patent tile you have. This Technology is not recommended for use with the 2–3 player board unless you want a very cutthroat game.

This is a permanent bonus.

World Changing Technologies





2 of the Technologies let players make changes to the game board.



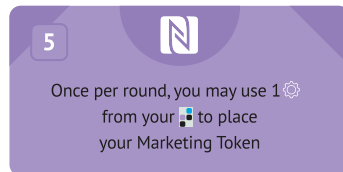
4G

Place a Retailer in a region with your .
You gain the Retailer bonus. Move all  in the region to the Retailer.



As soon as you gain this Technology, you **must** place one of the unused Retailers on the board.




You may only place it in a region with your  that does not already have a Retailer. First, choose the region you want to place the Retailer in. Then, choose one of the Retailers and pick a side to use. Place the Retailer in the region and move all of the  there onto the Retailer spaces (If there are any second  here, they return to their owners and other  move to the left to fill any gaps). After all this, you get the Retailer's bonus.

This is a one-time bonus.



5


Once per round, you may use 1  from your  to place your Marketing Token.

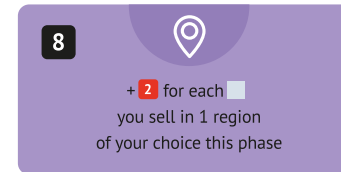
During Phase 5, you may spend 1  to place a Marketing Token on the board. You can only add it to a region where you have an  and you don't already have a Marketing Token. Place your Marketing Token on top of a Buyer in the region — it must be the rightmost or leftmost empty Buyer in the region. From now on, only you can sell  to this Buyer, regardless of your price and Technologies. (Exception — a CEO Technology that lets you sell to all Buyers).

You can use  as Marketing Tokens.


This is a permanent bonus.



Spatial Benefit Technologies

These Technologies give you additional benefits for cleverly distributing your .

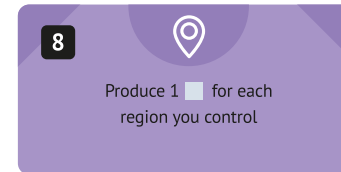


8


+2 for each  you sell in 1 region of your choice this phase.




During Phase 8, you can choose one region: You get +2 VP for every  you sold in this region that round, including any bonus  from a Patent Technology.

This is a permanent bonus.



8

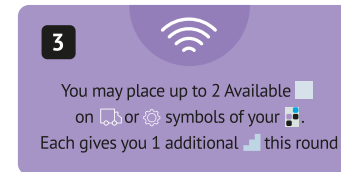
Produce 1  for each region you control.

During Phase 8, you produce 1  for each region you control. You keep these  for the next round, to use in the Selling Goods Phase. You don't produce these  if you are in second place for control—only if you are the first.






This is a permanent bonus.





Blitz Technologies

These 2 Technologies let you sacrifice your early scoring to develop your company faster.

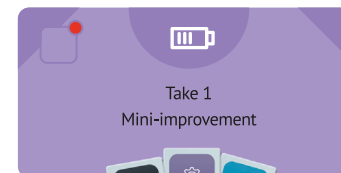


3

You may place up to 2 Available  on  or  symbols of your . Each gives you 1 additional  this round.

In Phase 3, after you produce , you may place up to 2 of them on  and/or  on your pad (1 per symbol). In the corresponding phases, you use these cubes as .

This is a permanent bonus.



Take 1 Mini-improvement


As soon as you gain this technology, take 1 of the remaining Mini-upgrade tokens. You can use it in the Planning Phase like a normal Improvement. But, if you decide not to use it, it does not provide any other benefit.

This is a one-time bonus.



Recommended Technology Sets

First Add-on Game

<p>3</p>  <p>for each  </p>	<p>6</p>  <p>At the end of your turn this phase, you may sell  in 1 region with your  and CEO</p>	<p>7</p>  <p>You may sell 1 additional  to 1 Buyer that buys a Technology you hold the Patent for</p>	<p></p> <p>Take 1 Mini-improvement</p>	<p>2</p>  <p>+1  now and in later rounds</p>	<p>7 4G</p> <p>May sell up to 1  in regions without your </p>
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This set lets you experience all the joys of the new Technologies in peace and quiet.

Overproduction

<p>8</p>  <p>Produce 1  for each region you control</p>	<p></p> <p>All unsold  transfer to next round</p>	<p>7</p>  <p>You may ignore the requirements and sell to any Buyers in a region with your  and CEO</p>	<p>3</p>  <p>Produce 2  for each Patent you hold</p>	<p>5</p>  <p>Once per round, you may use 1  from your  to place your Marketing Token</p>	<p>1 4G</p> <p>1 part of  can be outside of  </p>
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This set lets you to fill the regions up to the limit. A very in-your-face set.

I Want Some Space

<p>8</p>  <p>+2 for each  you sell in 1 region of your choice this phase</p>	<p>3</p>  <p>You may place up to 2 Available  on  or  symbols of your . Each gives you 1 additional  this round</p>	<p></p> <p>Place  in a S region now</p>	<p>6</p>  <p>+1  for each </p>	<p>6</p>  <p>May sell up to 3  without placing in a region</p>	<p> 4G</p> <p>Place a Retailer in a region with your . You gain the Retailer bonus. Move all  in the region to the Retailer</p>
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This set will give you new logistical puzzles.

Hardcore Mode Rules

For those of you who like to count a little bit more during economic games – we offer Hardcore Mode. Now you must pay for all your actions, immediately getting all the money you earn but paying interest on your debts. This may look like an insignificant change, but the game balance changes dramatically.

Setup and most of the phases work just like in the basic game, but some phases now have additional steps:


Phase 2. Set Prices

After all players reveal their decisions—starting with the player who has the lowest price—everybody must pay the bank for each icon they have on their decision, excluding  (🔒) and inactive  (🚫). The VP you pay is shown below:



For each  or  you have, you get a discount of 2 on this payment, to a minimum of 0.

Phase 3. Production

You must pay 1 for each  you produce.



Phase 5. Research Technologies

If you claim a patent, you get the VP for it immediately. You don't get them at the end of the game.

After you place all of your , you get or pay interest:

- If you have less than 0 VP: you must pay 1 for every -10 VP you have, rounding up.
- If you have more than 0 VP: you get 1 for every 20 VP you have, rounding up.

Phase 6. Logistics

If you are playing with Retailers, you get all the VP from them as soon as you place your . If you later move your , you lose these VP.

End of the round

If you are playing with Directives, you get the VP for any Directive you completed this round after flipping it over.

At the end of the game, **do not** count VP for Patents and Retailers (they were already counted). The player with the highest score wins

