

# Anno 2070

An RYG Analysis

**Platform:** PC (Windows 7 only)  
**DRM:** UPlay and Solidshield  
**Digital Distributor:** PHYSICAL COPY ONLY!

**Developers:** Ubisoft Blue Byte  
Related Designs  
**Publisher:** Ubisoft Entertainment

## RYG's VERDICT

**33%** **BARGAIN BIN MATERIAL**  
64% and below

### 1. Product Info

*See Also:* Minimum and recommended specs can be found through [PCGamingWiki](#).

*See Also:* More info on Uplay or Online Services Platform can be found through [Ubisoft's website](#).

*Note:* Users will be required to activate Anno 2070 at least on three or more separate occasions.

*Looking at how much information is provided on Anno 2070 on its website prior to release.*

- ✓ Anno 2070 released globally on 17.11.2011
- ✓ Minimum and recommended specs provided
- ✓ Demo provided via. [Anno's Official Website](#)
- ✓ Advised UPlay and Solidshield DRM was to be used for Anno 2070
- ✓ Manual and Readme provided with Anno 2070
  
- ✗ Available only on Windows
- ✗ No specific advice on how SolidShield and UPlay would activate Anno 2070
- ✗ EULA, Privacy Policy and TOS are located across several websites and in-game
- ✗ All game-related info on Anno 2070 is difficult to find and navigate

### 2. Privacy Policy

*Note:* 1,998 words found within Ubisoft's "Global" Privacy Policy.

*Note:* Safety & reliability of their data centres cited under "What Safeguards Does Ubisoft Use to Protect My Personal Information?"

*See Also:* [Ubisoft's Privacy Policy](#), retrieved 8 December 2012.

*Looking at Anno 2070's Privacy Policy found only through Ubisoft's official website.*

- ✓ Data centres are 100% safe and secure
- ✓ Users can access their Uplay / User account
- ✓ Users can modify their non-essential details within their Uplay account
  
- ✗ Privacy Policy only found through Ubisoft's website
- ✗ Policy only applies mainly to Ubisoft's websites rather than Anno specifically
- ✗ Difficult to read, understand and is inconsistently worded
- ✗ Users not visibly notified of any changes made to the Policy
- ✗ "Personally-identifiable" and "non-personally identifiable" info are intertwined
- ✗ Doesn't define what info is specifically collected before and during gameplay
- ✗ Not advised where the info is specifically stored
- ✗ Not specifically defined how info is used
- ✗ Third parties not identified
- ✗ Opt-out process provided via. email only.
- ✗ Users have limited control over the info they send to Ubisoft during gameplay

**Note:** Users can choose to opt-out of their Uplay account and/or services via. [Email](#).

## 3. EULA TOS

**Note:** 6,033 Words found within Anno 2070's EULA and Ubisoft's TOS.

**Note:** Ubisoft's TOS, found through the registration process, isn't formatted for legibility and readability.

**Note:** Replacement copies are conditional on the basis that users do not activate their copy of Anno 2070

**Note:** Limited warranties, waivers of liability and indemnity are commonly found within many software EULAs and TOSs

## 4. Setup / Install

**Note:** Uplay DRM will install within /Ubisoft/ folder alongside Anno 2070

- ✗ Users can't validate what they've provided
- ✗ User data is retained by Ubisoft for an extended period of time
- ✗ Can't review and query changes made to the Privacy Policy
- ✗ Users must accept ALL changes made to the Policy before playing Anno 2070

*Looking at Anno 2070's End User License Agreement and Terms of Service.*

- ✓ EULA / TOS covers Anno 2070, Uplay and Solidshield DRM
- ✓ Terms and conditions for Uplay DRM are clearly defined
- ✓ Users can initiate legal action if the arbitration process fails
- ✓ Users can criticise or provide criticism about the game without reprisals
  
- ✗ EULA / TOS is only found within Anno 2070
- ✗ Difficult to read, understand and is inconsistently worded
- ✗ Drafted to only abide by the laws of USA
- ✗ Users not visibly notified of any changes made to the EULA / TOS
- ✗ Can't review and query changes made to the EULA / TOS
- ✗ License to play the game only provided
- ✗ No refunds or exchanges for purchased games
- ✗ Replacement copies provided for a fee & within 30 days of purchase
- ✗ Circumvention of Uplay and Solidshield DRM prohibited
- ✗ Physical back-ups aren't permitted
- ✗ Anno 2070's source code isn't to be modified or reverse-engineered
- ✗ Not permitted to create "mods"
- ✗ AV and/or firewall software may require modification before gameplay
- ✗ Warranties waived (excluding physical merchantability warranties)
- ✗ Cover waived against any unforeseeable damages or disruptions of service
- ✗ Termination process dictated by Ubisoft

*Looking at how Anno 2070 is installed on Windows PCs only.*

- ✓ Custom installation options are provided
- ✓ All files are installed within folders designated by users
- ✓ Background services and software won't interfere with installation
- ✓ Error-free installation
  
- ✗ Installation completed beyond 1 Hour (includes minutes spent on patches)
- ✗ No Anno 2070 installation logs of files and registry keys
- ✗ Uplay DRM files found in /Ubisoft/Ubisoft Game Launcher/
- ✗ Solidshield DRM files found in /Program Data/

## 5. Updates / Patching

**Note:** First-time installation and update of Anno 2070, Uplay and Solidshield DRM will require 820Mb.

**Note:** Uplay DRM will perform multiple updates for first-time users.

**Note:** Anno 2070 patch will remove a hardware-binding component in Solidshield DRM.

**Note:** Uplay DRM and its services form a part of Ubisoft's DRM, distribution and PC gameplay policy.

*Looking at how Anno 2070 is patched prior to gameplay.*

- ✓ No other DRM files or registry keys are installed
- ✓ Users advised of any changes to the EULA/TOS before an update
  
- ✗ Automatic updates are mandatory
- ✗ Day-one patch required before gameplay
- ✗ Requires ALL patches to play Anno 2070
- ✗ Patches only installed via. automatic updates
- ✗ Uplay and Solidshield DRM updates required
- ✗ Details of patches not provided prior to installation
- ✗ Notifications not provided prior to automatic updates
- ✗ No installation logs of files and registry keys
- ✗ Rollback option not provided
- ✗ No plans to sunset Uplay and Solidshield DRM
- ✗ Uplay and Solidshield DRM remains after patches

## 6. DRM & Activation

**Note:** Unlimited activations to any one PC, **BUT** gameplay is limited to one active PC.

**See Also:** More info on Uplay or Online Services Platform can be found through [Ubisoft's website](#).

**Note:** Users will need to activate Anno 2070 3x through Solidshield, Uplay and Anno servers.

**Note:** User account creation can be done prior to activating Anno 2070 or through Ubisoft's website.

**Note:** Activating Anno 2070 "offline" for Solidshield will cause issues in the auto-patching process.

*Looking at Uplay and Solidshield DRM in relation to Anno 2070 and its effects on Windows PCs only.*

- ✓ Unlimited online activations to any one PC
- ✓ Can play single-player game offline
- ✓ Unlimited hardware activations to any one PC
  
- ✗ Solidshield and Uplay DRM are implemented
- ✗ No instructions provided on the activation process
- ✗ Firewall & AV settings may require modification prior to activation & gameplay
- ✗ Cannot verify the safety and reliability of the activation process
- ✗ Activation pathway isn't properly explained
- ✗ Offline activation option is provided in respect to Solidshield DRM only.
- ✗ A non-transferrable user account is required
- ✗ Username, password, email, DOB and first + last names are required
- ✗ Game is locked to specific Uplay account after activation
- ✗ Solidshield DRM will limited installations to multiple PCs
- ✗ No support or troubleshooting process
- ✗ Activating the game either online or offline isn't simple and hassle-free

## 7. Gameplay Experience

**Note:** Downloadable copies provided after activating Anno 2070 through Uplay.

**Note:** Savegames can be found in /AppData/Roaming/Ubisoft/Anno 2070/Cache/.../Default/Cache/ folder.

*Looking at the gameplay aspects of Anno 2070 and how it interacts with PC Windows.*

- ✓ Can play on minimum specs
- ✓ Can play an online backup copy of the game
- ✓ Disc not required for gameplay
- ✓ Suitable options to modify video settings
- ✓ Can play in windowed mode
- ✓ Can play offline (with little access to online DLCs)
- ✓ Can play without connectivity issues on an ADSL connection

**Note:** Anno 2070's ini file found in /AppData/Roaming/Ubisoft/Anno 2070/Config/ folder.

**Note:** Anno 2070 will connect to the following servers before and during gameplay: Ubisoft, BlueByte, Amazon Web Services, Verisign, AOL, Trust Centre, DHL, Limelight, SolidShield, Softlayer, and Google

## 8. PC Checkup

- ✓ Won't interfere with services and background software in offline mode
- ✓ Will resume at the last checkpoint
- ✓ Can modify Anno 2070's ini file
  
- ✗ Only playable on mouse and keyboard
- ✗ Requires constant and tethered internet connection to access DLC
- ✗ Will "phone home"
- ✗ Will encounter *minor* gameplay and connection errors
- ✗ Firewall and/or AV software needs to be fully disabled before play
- ✗ Can only play on one PC at a time per game / account
- ✗ DRM and monitoring services will operate during and after gameplay

*Looking at whether Anno 2070 will modify certain PC settings without users permission / consent.*

- ✓ PC clean after scanning for viruses
- ✓ PC clean after scanning for malware and spyware
- ✓ PC clean after scanning for rootkits
- ✓ HOSTS wasn't modified
- ✓ Played Anno 2070 *without major* errors
- ✓ Start-up settings remain unaltered
- ✓ No DRM / monitoring services running in the background after shutting down
- ✓ System configuration files remain unaltered

## 9. Removal Uninstall

**Note:** Registry keys relating to Anno 2070 and "uplaypc" will remain.

*Looking at how clean, efficient and effective the removal process is for Anno 2070 (How much legacy material is there after the removal of Anno 2070?)*

- ✓ Backup savegames prompt provided
  
- ✗ Will need to uninstall Anno 2070 via. Control Panel (or equivalent program)
- ✗ Notifications on deactivating the game not provided
- ✗ Uplay and Anno 2070 registry keys will remain
- ✗ Solidshield DRM files will remain

## 10. Customer Support

**Note:** Solving the connectivity issues just prior to gameplay was solved without the assistance of Ubisoft and their minimal FAQ page.

**Note:** Tone and language is written to ensure non-response from customers. This enables the support teams to "close" customer-initiated within company-directed timelines.

*Looking at the customer support side of Anno 2070 through Ubisoft's Support Services.*

- ✓ Customer service / support found in one place at [cs.ubi.com](https://cs.ubi.com)
  
- ✗ Ubisoft's support service is difficult to use
- ✗ Searching on Anno 2070 is difficult to find
- ✗ Info is hard to read and understand
- ✗ Customer service takes more than 24 hours to respond
- ✗ Customer service will not attempt to resolve issues
- ✗ Tone and language used is distant, robotic and impersonal
- ✗ No option provided for giving feedback on the service and quality of support

## RYG's VERDICT

# 33%

## BARGAIN BIN MATERIAL

64% and below

## SHOWS PROMISE & POTENTIAL

Between 65% and 84%

## WORTH SUPPORTING

85% and above

*The biggest pain in playing Anno 2070 was their DRM activation and auto-patching process, which involved three serial-key online verifications (two from Solidshield and one from Uplay DRM) and the complete shutdown of any AV or Firewall protection running in the background. Finally, you have their vaguely-written privacy policies & EULAs, as well as their abysmal customer support, which brings Anno 2070 to its "Bargain Bin" Rating.*



### Colophon

This analysis of Anno 2070 was compiled by Lisa and Martin Pham. Typeface used is ITC Stone Sans. RYG thanks Anna Henriksson, [Josh Bush](#), [Ethan Lee](#), [Adam Ames](#) and [David Hatch](#) for their insights and suggestions in the design of this analysis. Anno 2070 was bought with RYG funds through EB Games.

### Disclaimer

These analyses are only a guide and represent RYG's perspective into Anno 2070 as a product. We believe everyone should perform their own research and reach their own conclusions. This is one view of many, we hope. Again, we thank you for taking the time to read our analysis of Anno 2070 and hope you continue to support our work.

RYG is a user research and design studio for video game developers and publishers. Our focus is planning and designing games with a gamers'-first mentality through user and product research. RYG is led by a husband-and-wife team of Lisa and Martin Pham. RYG is operated in the heart of Sydney.

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