PCCD

February 19th 1999

The most anticipated football management game ever

Key Features

- **100% Accurate**

- **True-to-life representation**

- **Groom potential stars**

- **Full international simulation**

- **Powerful yet easy-to-use interface**

- **Realistic match simulation**

- **Multi-tasking design**

- **Transfer system**

- **Training schedules**

- **Vast amounts of statistics**

- **Up to 16 players**

Market Analysis

- **FA Premier League Manager '98 (EA)**

  +   Major License, 3D Engine

  -          Lack of Depth, Confusing Interface

             76% PC Gamer

- **Football World Manager (Ubisoft)**

  +   Large Database, Endorsement by   Ron Atkinson

  -          Confusing Interface, No Longevity

- **Premier Manager '99**

  +   Well Known Brand, Easy to Play

  -          Poor Match Engine, Little Football   Detail

Market Analysis

Strengths-Why CM3?

- **Pedigree**
- **Realism**
- **Brand new code**
- **Newly designed interface**
- **Fifteen concurrent leagues**
- **Improved tactical depth and expanded player profiles**

Weaknesses-What might be asked?

- **Why did it take so long?**
- **Is it going to be slow?**
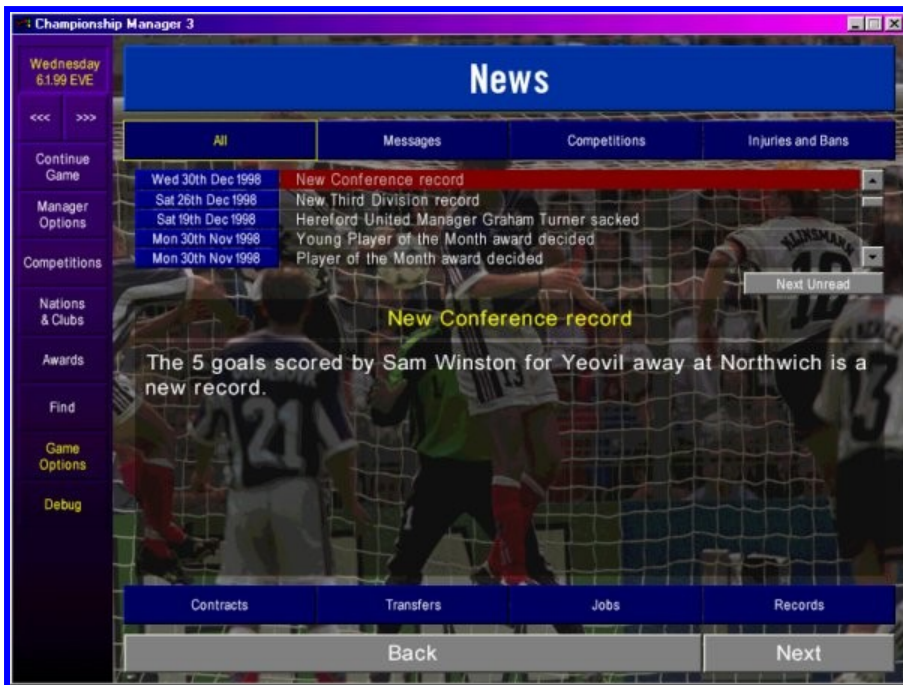- **Have the old bugs been fixed?**

Trade Marketing

Point of Sale

1/2 A1 Banners

Counter Standees

Cut-out logo

Stock in PDQ: NOW!

PR Quotes

"Will undoubtedly be the biggest football management sim *ever*"
PC ZONE CLASSIC AWARD - 93%

"We believe that CM3 is going to fly off the shelves"
PC Format Gold

"Wave goodbye to your social life, football fans, because Championship Manager 3 is coming and it's looking every bit as good as we have been expecting!"
Ultimate PC

"Championship Manager is already established as one of the best football management
games around, and this third game should prove to be the greatest so far."
C&VG

PCCD

February 19th 1999

The most anticipated football management game ever

Product Information

Title: BRAVEHEART

Formats: PC

Release Date: May / June

Content

Based on the Award winning motion picture featuring Mel Gibson, Braveheart

Real-time strategy with global management

The latest 3-D engine and state of the art motion capture technology.

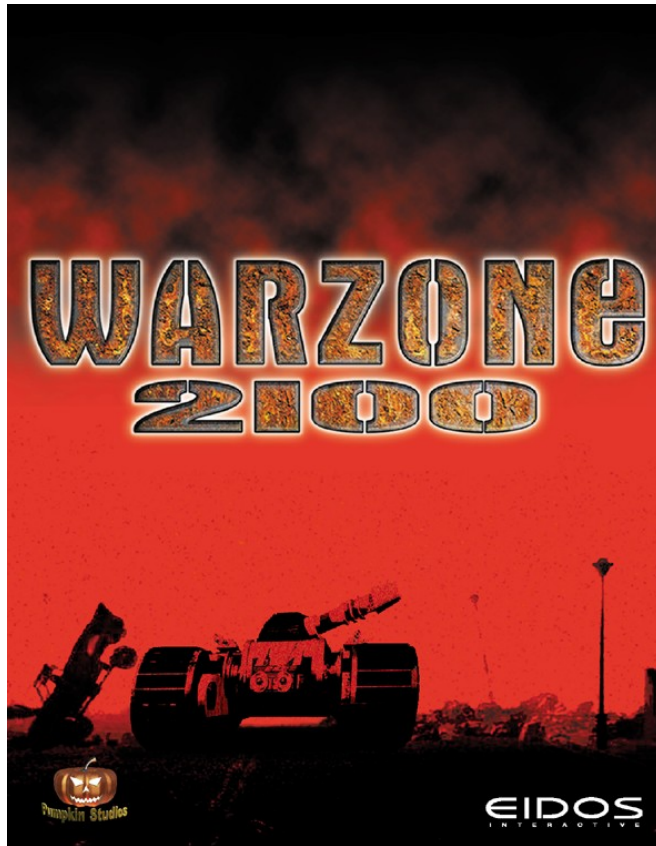Control complex political scenarios, plot battles, or form allies.

Key Features

- Mix of Real-time Strategy and 3-D   Combat

- Optional strategic control & resource management

- Features footage, dialogue and soundtracks from movie
- Motion capture and satellite-mapped terrain

- 166 MHz Pentium Processor, 16 MB RAM 4 x CD Drive

Coming Soon

Warzone:2100

Product Information

Title: Warzone:2100

Developer: Pumpkin Studios

Formats: Playstation
PCCD

Release Date: March / April

Genre: Action / Strategy

ELSPA / VSC Rating: 11+

INTEL REPORT : Droid Lost!

Warzone : Nuclear Winter – Pumpkin Studios

Key Features

- True 3D environment

- Sophisticated AI

- Transparency effects

- Gouraud shaded landscape

- Custom build sophisticated units
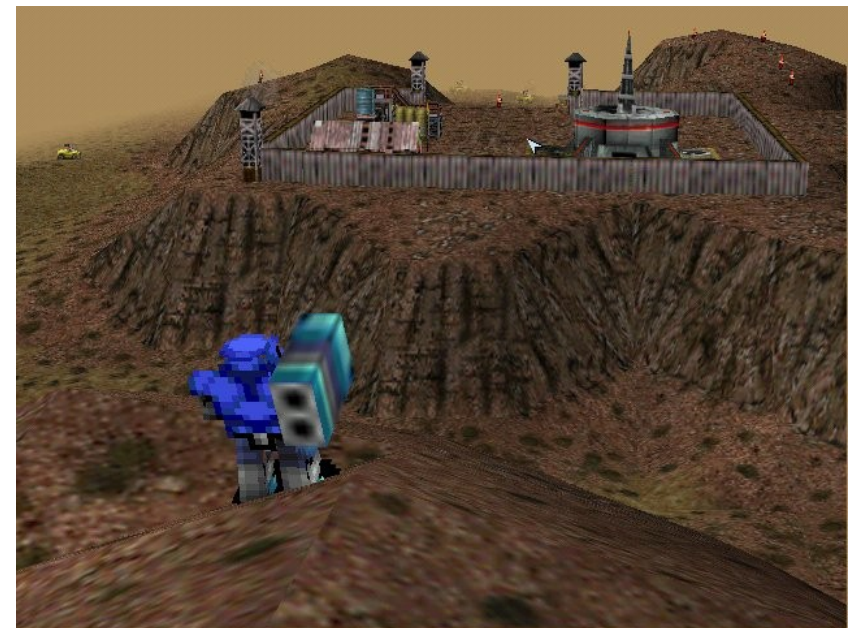
- 3 campaigns

Target Market

95% of all Playstation owners play Action / Strategy games.
MORI

Primary: 15-34 Male 'Action Strategy'. Hardcore C&C fans.

Secondary: 15-34 Male 'Strategy and War'

Tertiary: 15-34, male, general computer-game players

Warzone 2100 - Pumpkin Studios - E3 (b3)

Competitor Analysis

Feature	Warzone:2100	Force Commander	Tyberium Sun	Total Annihilation 2
No. Units	2000+	100+	15+	40+
Bases Develop from mission to mission	Yes	No	No	No
No. Mission	40+	50+	?	?
Full 3D	Yes	?	No	No
Game Views	Rotate/Pan & Zoom/Tilt	Rotate/Pan & Zoom/Tilt	Zoom	Zoom
Chase Cameras	Yes	?	No	No
Terrain Effects	Real Fog Elevation Effects Weather Night/Day	Real Fog Elevation Effects	Earthquakes Elevation Effect	Weather
Research	Yes	No	No	No
Unit Design	Yes	No	No	No
True Indirect Fire Weapons	Yes	No	No	No
TCP/IP Multiplay	8 players	4 players	4 players	?

Technical Specification

PC CD ROM

Minimum

P166

16 MB Ram

50 MB Hard disk

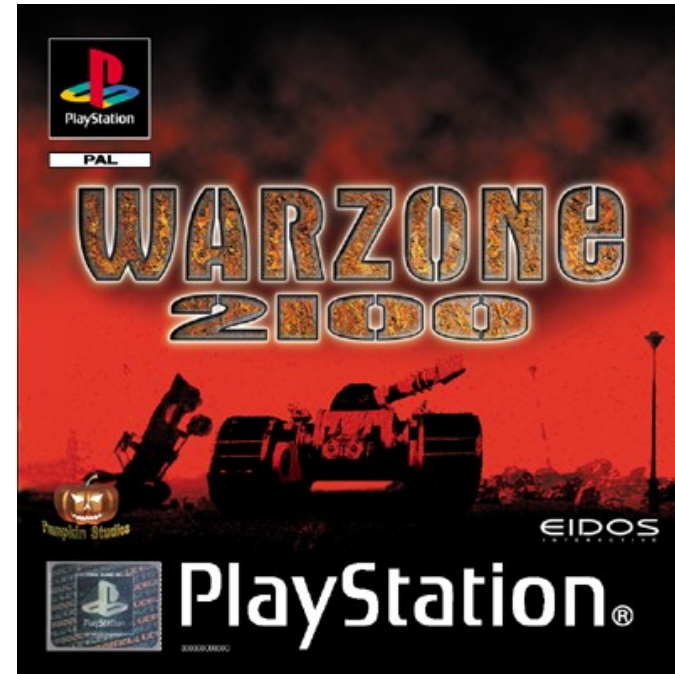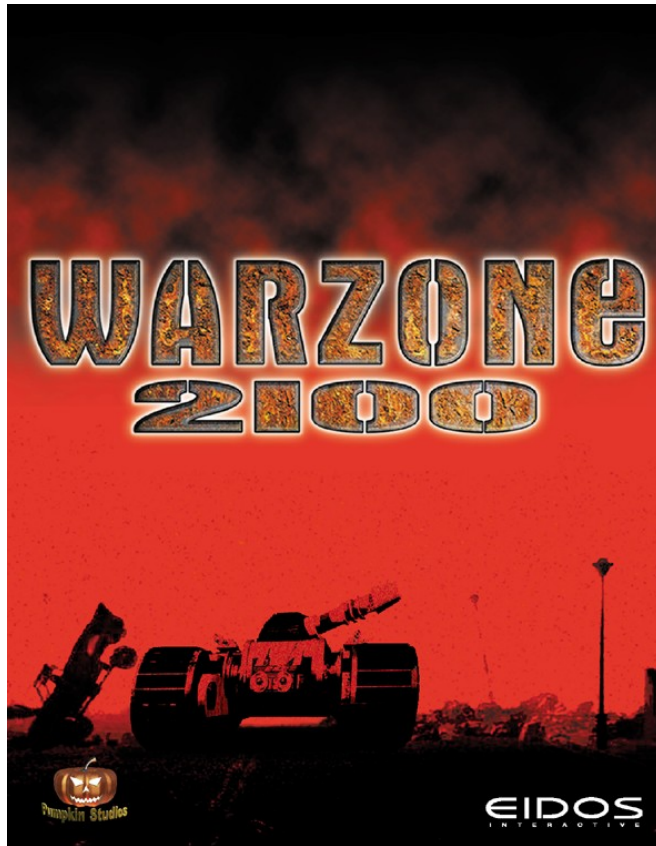### Recommended

P200

3D Accelerator Card

- Glide

- D3D

Playstation

Dual Shock

Mouse Supported

Warzone : Nuclear Winter - Pumpkin Studios

Warzone:2100

Product Information

Product Information
PC CD Q1

Key Features

- **Epic story-line – constantly evolving plot**

- **Interaction with over 50 characters**

- **3D Action combat – 4 Combat modes + magic**

- **Intelligent adversary AI**

- **Stunning hand-drawn animations**

- **Numerous lighting effects**

- **30-40 hours gameplay**

Market Analysis

Diablo II

+ Established Product in Genre, Attractive Graphics

- Lack of diversity

Strengths-Why Revenant?

- **Progressive plot line**
- **Innovative combination of detailed 3D combat and RPG element.**
- **Beautifully detailed**
- **Extensive Gameplay - 30-40 hours**

Weaknesses-What might be asked?

- **Is it as good as Diablo?**

- **What about all the other RPG's on the market?**

Trade Marketing

Point of Sale

Available: **Posters**

Concept art: **11/1/99**

Prototype: **18/1/99**

Stock in PDQ: **8/2/99**

Product Information

PC CD Q1

PRODUCT SUMMARY

Title:-   Commandos:Beyond the Call of Duty

Category :-   Real time tactical, action packed
  strategy

Format :-   PC

Target Release Date :-   March 1999

Developer :-   Pyro Studios

ELSPA Rating :-   To be awarded

PRODUCT ENHANCEMENTS

NEW FEATURES !

- **8 New Missions**

- New scenarios

- New buildings

- Substantially bigger maps.

- Improved quality graphics.

NEW WEAPONS !

- Long-range single-shot rifle.

- Other new weapons under development – more info to be revealed.

…..A HOST OF NEW SKILLS !

MARKETING ACTIVITY

INTERNET OPPORTUNITIES

- Banner advertising campaign

DEMO ACTIVITY

- Covermount for the specialist press

- On the website for download

- Consumer give-away via the retail outlets

- Direct mail

COMMANDOS
Beyond the Call of Duty

PCCD and PSX
April 1999

Key Features

- Official UEFA Champions League product.
- Includes all past winners.
- Multiple game modes.
- Fully skinned and motioned captured models.
- Intelligent player AI.
- 21 Official UEFA Champions League Stadiums.
- Commentary in each language.
- Current statistics.

Market Analysis

- FIFA '99 (EA)
  + Major Franchise
  - Lack of Depth

- ISS Pro (Konami)
  + Good market status
  - Poor long term appeal

- UEFA Soccer (Infogrames)
  + Graphically Appealing
  - Poor AI

Market Analysis

Strengths - Why UEFA CL?

- Official Product.
- Unique game modes.
- High quality graphics
- Realism.

Weaknesses- What might be asked?

- Can only choose a limited number of players.

Trade Marketing

Point of Sale

TBC

UEFA CL Ribbon Banding

Counter Standees

Posters

Stock in PDQ: TBC

PCCD and PSX
April 1999

AKUJI: THE HEARTLESS - PSX

Release Date:- 19th February 1999
Genre:- 3D Action Adventure

KEY FEATURES

✶ Advanced technology

 Advanced enemy AI

 14 highly detailed 3D environments

 Highly detailed main character

 Extensive magic system

 Brutal hand-to-hand combat

 Full motion animation & voice-over

Target Market

Core: Male 15-24 years
Aim is to convert Tomb Raider fans with a hankering for a darker story.

Secondary: Male 18-34 years
Aim is to entice new PlayStation owners to purchase the title.

POS

- A1 Posters
- Oversize Dummy Boxes
- Shelf Wobblers

PR QUOTES

"THIS GAME IS WICKED"
OFFICIAL PLAYSTATION

"THIS COULD WELL BE AN ESSENTIAL PURCHASE"
PLAYSTATION PLUS

"AKUJI LOOKS SET TO OFFER A MOST MARVELLOUS MORSEL OF MAGICAL MYSTICAL MAYHEM FOR THE VOODOO HUNGRY PLAYSTATION MOGUL"
TOTAL PLAYSTATION - 85%

"GREAT LOOKS, A GREAT CHALLENGE AND BIZARRE ATMOSPHERE"
STATION - 87%

"ONE OF THE SCARIEST GAMES EVER TO GRACE THE PLAYSTATION"
EXTREME PLAYSTATION - 90%

AKUJI: THE HEARTLESS - PSX

Release Date:- 19th February 1999
Genre:- 3D Action Adventure

Presentation – January 1999

ESSENTIAL

Developer:-   Crystal Dynamics

Platform:-   Playstation

Release Date:- March 1999

Category:-   3D Action Adventure

ELSPA:-   All Ages

KEY PRODUCT FEATURES

All New Graphics

New Simple, More Intuitive Camera System

Unique, bizarre worlds

Over 25 New Character Disguises

All New Worlds including:
- Pirates of The Caribbean
- Twisted North Pole
- Clint Eastwood Western Movies

COMPETITIVE PRODUCTS

Spyro The Dragon - PSX

OddWorld2: Abe's Exoddus -PSX

Earthworm Jim 3D - PSX

Crash Bandicoot3: Warped - PSX

Rayman 2 - PSX/PC

CROC2 - PSX

KEY TECH FEATURES

1 PLAYER ONLY

ONE MEMORY CARD
(Recommended)

NO PSX MOUSE REQUIRED

POS

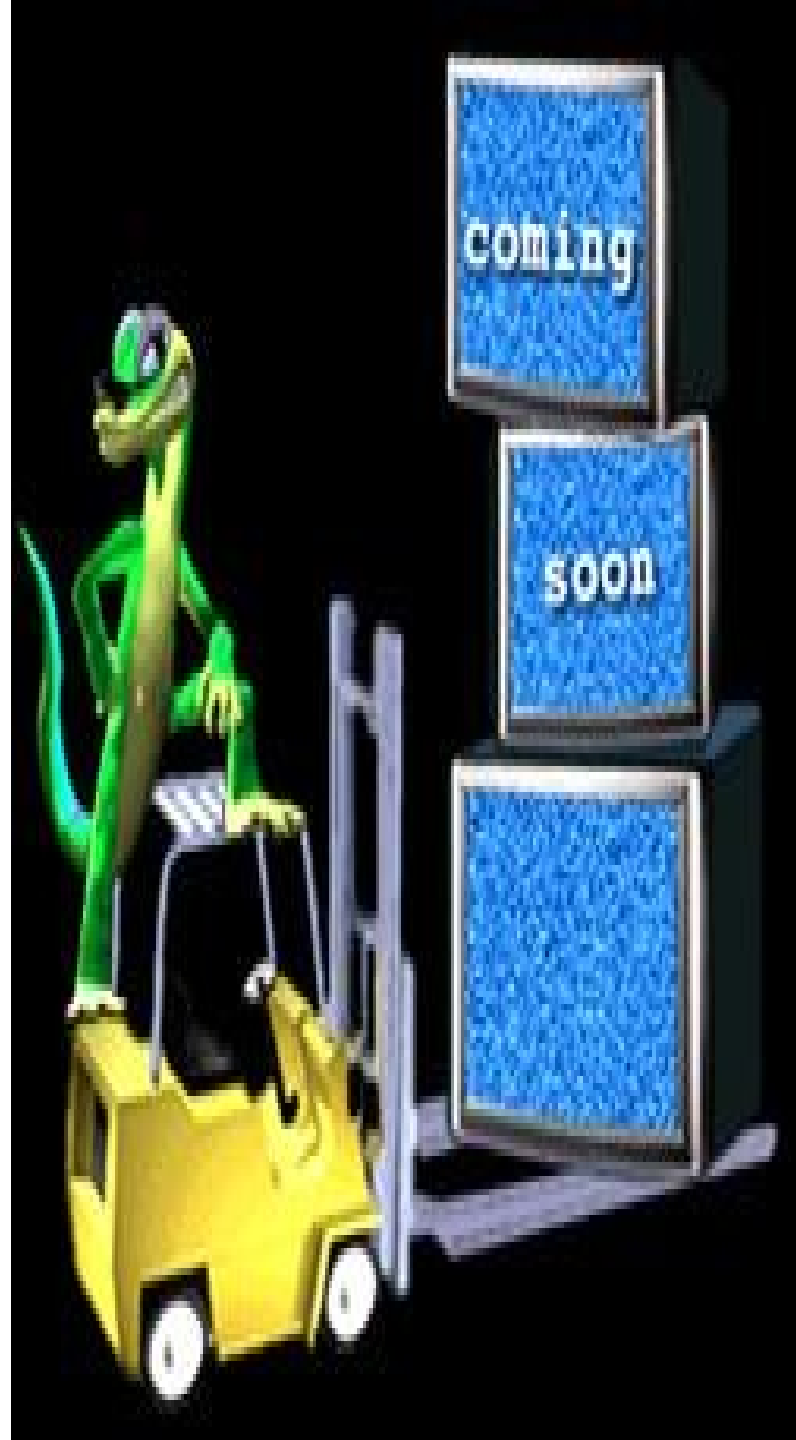## A2 Posters

Shelf Wobbler

Dummy Boxes

SALES SUPPORT

Finished Pack Shot -*Available Soon*

Screen Shots - *Available Now*

Logos - *Available Now*

Copyright Restrictions - *Available Now*

Demos - TBC

Presentation – January 1999

LEGACY of KAIN™

SOUL REAVER

Product Information

Formats: PC, PlayStation

Release Date: April

Key Features

✤ Real-time Morphing

✤ Different enemies in both worlds

✤ Seamless movement around huge environments

✤ Hand-to-hand combat, exploration and puzzle solving within a grim gothic story-line

✤ Incredible high-resolution graphics

✤ 16 Worlds

✤ 20 Different enemies

✤ 11 End-of-level bosses

Competitor Analysis

Tenchu: Stealth Assassins	PSX	Activision
ODT	PSX & PCCD ROM	Psygnosis
Croc/Croc	PSX & PCCD ROM	Fox Interactive
Nightmare Creatures	PSX & PCCD ROM	Krisalis
Castlevania 64	PSX & PCCD ROM	Konami

Technical Specification

PC - 166 MHz Pentium Processor
16 MB RAM
4x CD Drive

SWOT Analysis

Weaknesses

✘ Competitive Genre

✘ RPG content can be a turn-off to wider market

✘ Follows hot on the heels of Tomb Raider and may clash with MGS.

Strengths

✔ Incredible Graphics: Hi-Res. on PlayStation

✔ Seamless movement - no load times

✔ Scary content with lots of gore!

✔ Sophisticated AI

Sales Support

- Finished Packshots - all formats 25.11.98
- Screenshots 25.11.98
- Copyright and restrictions 25.11.98
- Logos 25.11.98
- Demos TBC

LEGACY of KAIN™
SOUL REAVER

Product Information

Formats: PC, PlayStation

Release Date: April

Formula 1

Name to be confirmed

Sales Presentation - January 1999

PRODUCT SUMMARY

Title: TBC

Category: F1 Racing

Format: PC

Release: March 1999

Developer: Lankhor

ELSPA: All Ages

No. of Players: Up to 12 multiplayer

KEY FEATURES

* Supported by the Official FIA License.

* Super graphics.

* All 22 cars and 16 circuits

* 3D card and Force feedback support.

*Arcade and Simulation modes.

* 20+ camera angles.

* Helicopter fly over for each circuit.

* Weather conditions.

* 12 player, multiplayer support.

* 3 difficulty settings.

TARGET MARKET

Very wide age range - Broadly males aged 10 - 45

PRIMARY	**15 - 30 `HARD CORE' GAMERS**
SECONDARY	**10 - 45 GENERAL RACING GAME PLAYERS**
TERTIARY	**15 - 30 GENERAL PC OWNERS**

THE COMPETITION

	F1	MONACO GP RACING	JONNYHERBERT'S GRAND PRIX
PUBLISHER	Eidos	Ubisoft	Midas I.e.
OFFICIAL LICENCE	Yes	No	No
NUMBER OF TRACKS	16	17	17
MULTIPLAYER	12 Player	8 Player	8 Player
FEATURES	Force feedback	Force feedback	Split screen
	Customizable camera	Retro Mode	Customizable cars
	Interactive replay	22 Camera views	Johnny Herbert
	Arcade & simulation modes	Scenario mode	
	3 difficulty settings	Split screen	

TRADE MARKETING

POINT OF SALE

* **Teaser A2 Poster**

* **A2 Poster**

* **A1 Poster**

* **Standee**

* **Flags (TBC)**

* **Playable Demo**