
ALEXANDER



Ship Date:
November 2004

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THE GAME

Description:

- **Movie License:** Experience moments of magic from Oliver Stone's blockbuster movie opening Nov 5, 2004.
- **Become a Hero:** Control Alexander the Great and record-breaking numbers of detailed units to conquer huge opposing forces.
- **Prove Your Strategic Mastery:** Succeed in epic strategic and tactical battle challenges.

 **Target Audience:** Males, 18-40; Fans of the movie; RTS gamers

 **Genre:** Historical RTS

 **Platforms:** PC only

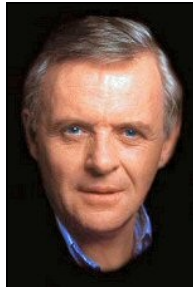
 **Rating:** Pending



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THE MOVIE BRAND

- ❧ Launching in conjunction with the blockbuster movie starring Colin Farrell, Angelina Jolie, Val Kilmer, and Anthony Hopkins.
- ❧ Warner spending many millions of dollars to promote the film; first trailer launched in theaters on May 28.
- ❧ Game will include movie footage used as cut-scenes, excerpts from the movie soundtrack, and sound effects, voice dubs, and 3D objects rendered to match the look of the movie.







PC
CD-ROM
SOFTWARE


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FEATURES AND BENEFITS

-  Breathtaking scale with 64,000 units on the field and 8,000 on-screen at one time – a category leader.
-  In addition to Alexander, command other legendary heroes such as India's famed King Poros, Alexander's heroic rival Darius, and the cunning Egyptian Pharaoh Nectanebo.
-  Use an accessible and user-friendly interface to build exotic armies containing forces such as peltasts, battleships, and war elephants.
-  Cultivate your tactical prowess using a deep campaign, random maps, online multiplayer, and a helpful tutorial mode.

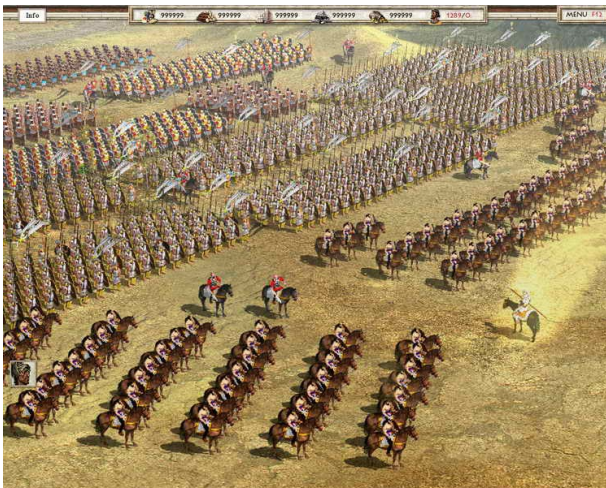


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RETAILER “WHY BUY”

- 🐎 Blockbuster movie license with millions of dollars in co-marketing support.
- 🐎 Historical RTS and movie-licensed genre titles are very popular with large consumer base.
- 🐎 Alexander features exclusive movie footage, actor involvement, and musical score – allowing for blockbuster atmosphere with epic scale.



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