

Kingdom of Auspiex Online

Concept Document

By Michael Kozlowski

Download the game today at:

<http://hosted.filefront.com/kozmonaut/>



Kingdom of Auspiex Online is a two dimensional massive multi-player role playing game developed on the portable computer. It is set in the fictional world of Auspiex in which players from all over the world login and adventure together. The project currently is in its Alpha stage of testing with over twelve hours of playable content already available for the public.

Kingdom of Auspiex Online features currently over three hundred non player characters and fifteen quests to contribute towards a long lasting player experience.

The demo we currently offer allows the player to select from eight starting professions with an average of fourteen selectable avatars to enter the world with.

The core activity of the game play is basking in a fantastic multi user environment where you can adventure, converse and form various player driven and controlled societies.

Individual players are encouraged to explore a wide expansive land, carving out their own private identity.

Our product is in essence an online persistent world that dynamically changes according to the action of players. This empowers the end user because for the first time they have the freedom to do virtually anything they want in the game. Such as setting Bank Interest rates for privately held money lending services which directly influence a Kingdoms overall Economy rating. The heavy emphasis on this game is letting the player determine their own experiences and direction of game play.

Key Features

- The ability to choose between eight initial player classes
- Non combat specialists Cook, Armor smith, Dancer, Crafter and Creature Tamer
- Player driven politics between cities, villages and kingdoms
- Choosing between twelve different epic professions
- Over seventy five starting skills and eight four magic spells
- Fully animated two dimensional real time battle system
- World Transportation for players including Horses, Sea vessels and Airships
- Extensive Player vs. Player system
- Player Ranking system featuring Alignment, Honor and Guild Ranks
- Day and night system
- Wide range of Sounds and Effects
- Multi-class and class specialization system
- Epic level zones for large groups and guilds
- Justice is Towns that respond to Players Actions and protects new players
- In game Art Editor for Crafters to make one of a kind items

The Game Experience

The game experience centers primarily around the concept that a player is free to customize their view and control of the game world, battle systems and character development. The game itself plays like no other existing two dimensional massive multiplayer online role playing game or MMORPG for short.

The elements that provide the game experiences are multi faceted. The game provides a player driven guild system, player grouping system, interaction based on proximity, player killing, forming guilds, pursuing quests, exploring the land, crafting unique weapons and armor, forming player cities and kingdoms, and more!

The ultimate goal of the game is to interact and customize your characters experience in the world anyway that you feel possible; become a mayor of a city, a king of the land, or a tyrant of an evil guild; all in an online environment. The ultimate goal of the game fluctuates with any given player actively investing their time and money with the game. These objectives may be simple or complex. Having a solid Player and Guild Ranking system allows people to play for the long term to better their standings in the player community or become known as famous adventurers. One of the end game ultimate goals is for the players to have a stake in the community and being able to do things that no game allows them to do. Features such as players having access to their own in game art and tile map editor allows the player to customize their own player character, their own house, shared homes or even strive to be known as producing the best looking Equipment or Weapons for other players to purchase. In a dynamic online world such as this one, players have virtually unlimited potential to craft their own play experience.

The intermediate goal is the goal that most players will realize in the first few months of playing. The intermediate goal is to gain experience, find new friends and form player associations and to explore many of the games features. The games features are really set apart this title from any of the others on the market today. Most standard 2D RPGS feature lackluster graphics, heavily restricted player interaction with the environment and linear game play.

The constant goal is to survive, make friends and to explore. Kingdom of Auspiex Online is a wide expansive game that will allow the user months of playtime before they explore everything and interactive with all of the non-player characters that populate the land.

What can a player do?

Players in the Kingdom of Auspiex have more control over their own interface, camera system and interaction with other players and monsters of the land than any MMORPG currently on the market today. Most online games suffer from the syndrome, that only has one camera system, one battle system, (either turn based or action) or one manner of perspective.

A player in the Kingdom of Auspiex can customize their entire experience from the size of text when they interact with player characters, to customizing their own camera system. If a player wishes to customize their battle system they can choose between five different perspectives based on the style that suits them the most, giving little advantages and disadvantages through the views.

Players in Kingdom of Auspiex Online have more freedom to pursue their actions that directly affect the game world. Most online games do not allow players to directly affect their playing environment. Sure boxes can explore, only to re-spawn again a few minutes later or hit a barrel. The essence of this game is to allow players in a broad fashion to design their own dungeons or towns within the game. We are in the stages of developing an in game art system that will allow the players to do just this. It is important in online games that players feel like they can further enhance the game experience not only for themselves but for other players as well. Most games allow extremely limited player input into the game world. Titles such as Star Wars Galaxies and World of Warcraft allow players to develop items in game from preset lists that do not have any creative control for the players to utilize. Players statistically speaking have been prone to investing five to ten year loyalty to any given game if they feel that they have constructive input to the further development of the game. Putting the ability for players to dictate their own surroundings will increase a loyal player base and further enhance the games profitability.

Innovation

This original IP is tremendously innovative because it cornerstones a market that is severely underdeveloped on the internet today. We have decided to walk down the two dimensional path for a myriad of reasons. Firstly because our game does not abide by conventional textures and polygons we can make our screen resources as colorful and detailed as possible because are not held under the same constraints. Two dimensional games such as Zelda, Mario Brothers and Final Fantasy attracted Millions of customers that first became interested in their respective franchises because of the original 2D platform. This loyal following enhanced their parent company's ability to become world famous and in many cases are the company's sole identity. We also recognize the fact that many people do not have amazing computers. The average computer user has a unit that is between six and one year old. These computers for the most part without custom upgrades do not allow their user to play many of the current generation three dimensional MMORPGS. It is necessary for most people to invest in more hardware in order to play the game effectively. We seek to be able to immediately harness everyone's interest by providing a game that anyone with a computer can pick up and play the game while still maintaining high quality art without sacrificing anything. Both Dimensions of games have their drawbacks and virtues. A 2D game is easier to manage on the long term and is able to put more control in the hands of the players. As discussed above with a two dimensional game the major emphasis is on the story, playability, long-term viewpoint and the impact on the player's actions in the game world. A 3D game only allows players to temporarily change their environment for a limited period of time due to many software and hardware constraints.

PRODUCTION TEAM

Our core production team has a wellspring of experience from an educational point of view and studio experience. Michael Kozlowski the Chief Producer of the project has three years of educational experience from the Art Institute of Vancouver graduating with a 3.8 GPA in Game Art and Design. He has also worked at local video game studios such as Backbone Entertainment – A division of Foundation 9. There he worked on Next Gen titles for the Nintendo Wii, Nintendo DS and Xbox 360. Currently he teaches video game Level Design at the Pacific Institute of Audio and Visual Arts. The rest of our team is all graduates of the Art Institute of Vancouver and Vancouver Film School. All of our team has industry experience working for such companies as Electronic Arts and Relic.

The History of our company is solely reliant on Kingdom of Auspiex Online. It has been in development for over three years. Currently our game is in the late stages of Alpha Testing and has a publicly available client for anyone in the world to currently login and play.

MARKETING

The world of online gaming is a very financially viable market in 2004, has grossed over 2.4 billion dollars, and by 2007 is expected to gross 5.7 billion dollars, which is much more fruitful than the entire Hollywood movie industry.

The world of online gaming is in its infancy at the moment and is set for a paradigm shift in the next few years with various hardware and software upgrades that will allow for near mirror images of the real world to be produced.

Statistically 60% of males playing MMORPG's are over 26 years of age, and 20% and rising are the current female demographics.

The female market is an emerging presence in the online gaming world, as females are more likely to play games that allow them to interact with other people in real time, and not just playing against AI and computer simulated players.

The female market for the MMORPG market is what Kingdom of Auspiex online seeks to capitalize on, but offering female gamers multiple strong female role models, and female only benefits that allow them. Unlike other MMORPG's such as Sony's Starwars Galaxies and World of Warcraft have many of the female players restricted to running around in scantily clad attire that has negative implications on the role of females in video games. We intend on allowing the female player to determine the look and feel of her character without restricting them to any sort of clothing attire.

The popularity of MMORPGS in Asian Pacific Rim countries are being heralded as a breakthrough and sales in Japan and China are set to double in the next year.

Government constraints in a lot of the Asian markets are considerations to weigh carefully, as government regulations allow only a certain number of hours per week invested in any given game.

Our major competition is from 2D MMORPG Named TIBIA. Tibia is by far the most popular online RPG on the free market today. They have a basic combat system, guild system and linear player development. They offer a free client with the option for players to purchase their account to gain access to more benefits. They have an active user base of fifty thousand users with an average of twenty thousand users on at any given time. I believe our game is far superior to this game in Player Development, Graphics, Animations and the key game features that we offer.

Our current market strategies are for online downloadable distribution. We have arrangements with major websites such as MMORPG.com to give us free promotion. The essence of our market strategy is to charge people for the

initial download of the product. Then charge them for the upgrade packages we release twice a year with additional content. We also make money from the end users by integrating into the game their custom artwork.

BUSINESS PLAN AND FEASIBILITY STUDY

Our project has to been self financed up until this point with money coming directly out of the pockets of the producers and administrators of the project. We are in need of funding to be able to continue development and see the project through to completion.

Our business model is set in an online environment. Online MMORPG's are one of the most financially viable products in the current market climate today on the Portable Computing platform. Our project when released will disallow users to gain illegal access because in order to play the game they have to officially register with our company in order to enter the game world. Online RPG's traditionally charge users monthly access fees in order to continue playing the game. In the last year new models have been established where companies charge users for their initial download of the game client, then the users can play for how many hours they want at no charge. Our model mirrors this new and emerging trend because most computing users do not have the necessary capital to pay thirty dollars a month in order to play. They are very attracted to games that offer a onetime fee that allows them to play the game. A new direction that we are taking the market is allowing users to create their own custom content for the game and submit it to the developments to implement into the next public release. End users who want more creative control must pay for it. Also when we release expansion packs, which include new areas, new quests, new monsters and new player characters; users will have the option to pay for this to gain access to all the new content. This business plan is a great way to gain additional revenue because the core players who love the game will find it in their own best interest to gain access to all the content they can. Meanwhile the casual gamers who might log in once or twice pay initially for the game client and puts revenue into the companies coffers.

The feasibility for this endeavor looks great. The only other game to offer an initial investment for the game client and free monthly access is GUILDWARS. This game was developed by Art Institute of Seattle students two years ago. Since they publically released it, they put out three expansion packs and have grossed profit over two million dollars. They also have deals with Wal-Mart, Best buy, Future shop and Target. It is very feasible for us to offer our client up for paid download from the most popular gaming websites to initially promote our product. This is the route that GUILDWARS took and they are very successful.

Currently in order to hire additional programmers, artists, scripter's and level designers we are solely dependent on Telefilm to finance our business. In order to see this product through to full public release we need an investment of \$200,000 to finance our office, staff and technology to be competitive in today's global game market.

CANADIAN CONTENT

All of our current employees and people who work on the project on a full or part time basis are all Canadian Citizens. Most of us all are located in Vancouver, British Columbia Canada. The major emphasis on our game is cultural understanding and diversity. In our game we have characters representing all denominations of races and

creed. Our game fundamentally is an accurate representation of the Canadian mentality. We offer anyone from anywhere in the world a place where they might carve out a better life for themselves through their own hard work and effort. What you put into it is directly attributed to what you get out of it. Our game follows the game guidelines.