



the 7th Guest
PART III

THE COLLECTOR

EXECUTIVE SUMMARY

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The 7th Guest Part III: The Collector is the long awaited sequel to *The 7th Guest* and *The 11th Hour*, two of the most successful PC games ever produced. Together these games sold more than 2 million copies and generated over \$100 million in revenue at a time when the PC market was a fraction of what it is today.

The Collector is a completely new generation game, produced and designed by Rob Landeros and David Wheeler, creators of *The 7th Guest* and *The 11th Hour*. But unlike its predecessors, *The Collector* will offer a first person experience in real time with state-of -the-art technology and a look and feel never before seen.

With the worldwide built-in fan base for *The 7th Guest* franchise, *The Collector* is a sleeping power brand ready to be reawakened, primed and positioned to carry on the lineage and success of the original products.

Geared to appeal to a wide demographic, *The Collector* is accessible and appealing to the casual gamer as well as to the hardcore gaming enthusiast. It occupies the unique position of being both state of the art and retro, able to leverage its pedigree and existing network of fans while tapping into the latest in technology and game design.

THE LEGACY

The 7th Guest is one of the all-time best sellers in the history of games for the PC and one of the founding supports of the modern videogame industry. The first sequel, *The 11th Hour* (although released as a DOS game in a Windows 95 world) returned approximately \$24 million (net) on a total investment of \$2.4 million to the publisher, Virgin Interactive Entertainment. Together *The 7th Guest* and *The 11th Hour* yielded worldwide sales of over \$100 million.

In books, magazines, and fan sites on the Internet, gamers young and old continue to acknowledge the strides made in terms of story, technology, and gameplay by *The 7th Guest* series. From middle America to Moscow, *The 7th Guest* is still a hot topic of conversation in gaming communities. *7th Guest* and *11th Hour* game designer/art director Rob Landeros says that close to a decade since the release of the original title, he continually receives fan mail with questions or kudos about the well-loved games.

In conventional marketing terms this constitutes a strong 'mental blueprint' - an established set of meanings already in place for the product and the brand. That there are self-maintained communities of loyal fans out there, keeping *The 7th Guest* buzz alive, adds up to a pre-qualified demand for more product.

THE GAME DESIGNERS

Rob Landeros and David Wheeler

What the press say:

"... the creative geniuses who fathered two of the most popular games in computer history."
- *justadventure.com*

"...two of the most recognized creative forces in the multimedia industry."
- *DVD International*

"...the visionaries behind the award-winning *7th Guest* and *11th Hour*."
- *Digital Leisure.com*

In the history of electronic games there are a handful of people regarded as true innovators and pioneers. Rob Landeros and David Wheeler are two of them.

Landeros and Wheeler constitute a strong brand that signifies the redefinition of entertainment through the astute use of technology. Landeros' skills as an artist, designer, and craftsman fused with Wheeler's strengths as a writer and director make for a robust combination of narrative, interactivity, and aesthetics.

In *Computer Gaming Worlds'* list of the greatest computer games of all time, Landeros was involved in the creation of seven of them." His early use of elaborate 3D visuals, full-motion video and psychologically complex story lines led Bill Gates to proclaim the Landeros-designed *The 7th Guest* "the future of multimedia" in 1993. It went on to become one of the best-selling games of all time, with over 2 million copies sold, in turn popularizing the use of CD-ROM drives for games and raising the quality bar significantly for the gaming and multimedia industries.

David Wheeler, an Emmy award-winning director, crossed paths with Landeros in the early 1990s, and together they created *The 11th Hour*, the highly successful follow-up to *The 7th Guest*. They have working together ever since, most recently pushing the boundaries of DVD technology in the area of

interactive feature length drama, an effort for which they have been hailed internationally with awards from the European DVD Summit, the Interactive Digital Media Association, the DVD Pro Conference, and the Milia d'Or 2000.

The Landeros/Wheeler team is known for creating category-defining products with fresh perspectives that occupy a leading position in the next generation of interactive entertainment. *The Collector* is poised to deliver on this promise.

THE GAME

Worlds within worlds, games within games. Henry Stauf has moved on from the old haunted mansion to a completely new environment. *The Collector* takes place in a magical, mysterious museum of unnatural history, filled with galleries inhabited by fine objects and artifacts which are gateways to worlds within worlds containing a smorgasbord of games within games: strategy games, first person shooter games, sim games, exquisite puzzles, all designed to engage, entertain and sometimes terrify with endless replay-ability.

The Collector uses the highest frame-rates available, not for speed of movement but for the rendering of the finest resolution, highest polygon environments and objects ever seen in an interactive product. The product is unique, unlike anything available in the game market today.

TECHNOLOGY

With *The Collector*, we will combine *Renderware Studio's* state of the art real-time 3D rendering engine with our award-winning technological designs. Many of the games within games and puzzles are designed to work with the *Karma* physics engine included with the *Studio*.

PLATFORM

PC and Xbox. Because of its technological capabilities, Xbox is the most appropriate of the gaming consoles for this title but *The Collector* is designed to reach beyond hardcore gamers to the widest possible audience, which is found only on the PC. Therefore, both PC and Xbox are the target platforms.

THE COLLECTOR ONLINE

The final gallery in the museum will lead the player through a passageway and connection to an online world of *The Collector*, a new experience of massive multiplayer game play.

EXPANDABILITY

The potential for expandability and further sequels to *The Collector* is obvious: new galleries, new worlds within worlds, new games within games, new museums, new online worlds. The game is based on the entire legacy of the human race; its constructs, wars, civilizations and acts of heroism and terror. The possibilities are endless.

CONTACT INFORMATION

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