

The Zombie Lane ® Evolution

***Robert Unsworth,
VP Global Sales,
Digital Chocolate***

It All Starts With



Feb, '10 Zombie Idea



Tuesday February 9th, 2010
"Zombie Nation"

- concept from HL dev team
- idea to combine 1G game with some casual action gameplay
- Next generation game + hot gamer theme
- Is there a market for any action gameplay in FB?

May, '10 Zombie Concept



May 21st, 2010

"Zombie Nation"

- Casual WOW (World of Warcraft)
- Mission/Quest based game flow e.g. Go to point B etc.
- Click control mechanic for movement & shooting
- Story driven
- Episode based

Jun, '10 Zombie Prototype

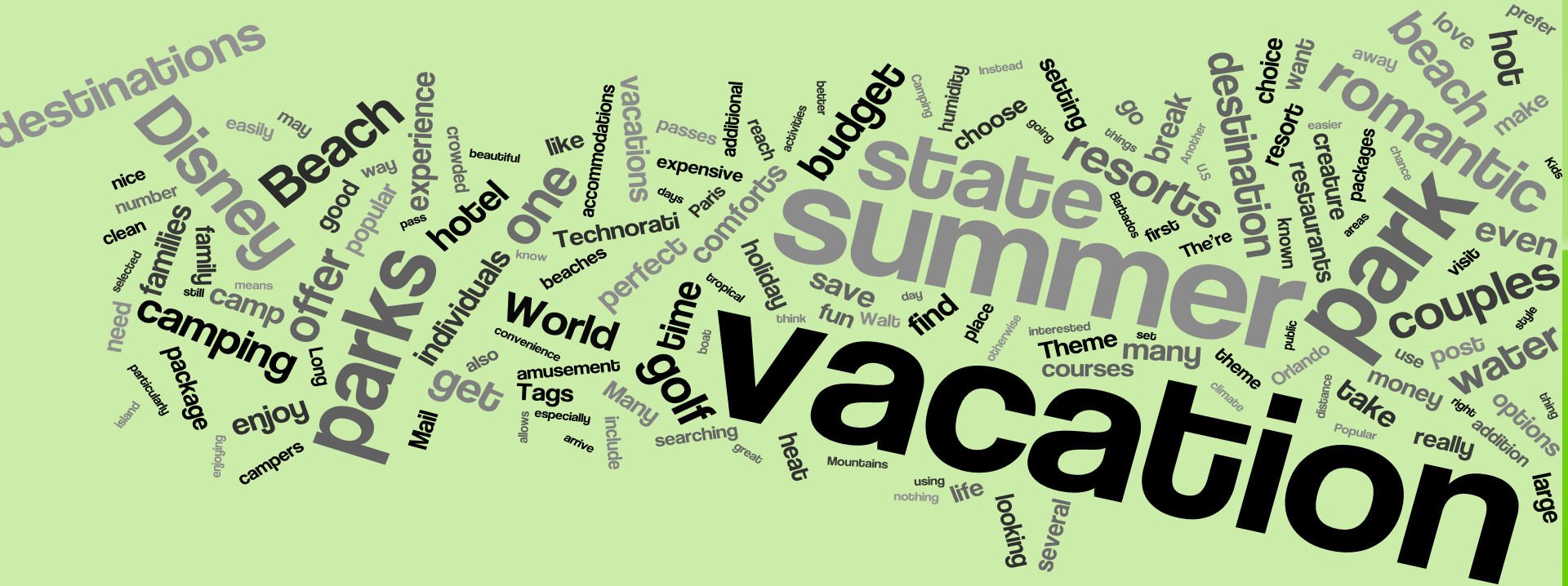


June 16th, 2010
 "Zombie Nation"

- Challenge your opponents to fight over the scarce resources in the world that has been conquered by zombies
- Develop your team
 - Get new weapons, improve the character attributes and maximize the benefit from Nanos
- Fight
 - Fight your friends and other players
- Co-op
 - Team-up with your friend
- Level up to unlock new content

Going Too Hardcore





Aug, '10 – Re-Design



Aug, '10 New Mock-up



Aug 27th, '10 – New Playable Demo



Complete missions

Cook food
for energy

Build your
home base

Energy recharging
with time

Gather collection
for crafting

Hire friends
to help

Rescue NPC
characters

Collect daily
loots

Sep 11th, '10 Vision

FEELING OF PROGRESS:
Mission and a light story structure.

CREATE SOMETHING OF VALUE OVERTIME:
Home base building and customization.
(buy parts or ask from friends)

TIMED RE-ENGAGEMENT:
Collect daily Rewards.

COLLECTIONS & CRAFTING:
Collect loot items for further use.



ENERGY BASED SYSTEM:
Actions require energy.
Refills with time (or with a purchase).

DESIRE TO INCLUDE FRIENDS:
Require friends to complete missions.
"Co-op/help" & "visit a friend" benefits.

Sep 24th, '10 1st Playable



Oct 29th, '10 –Pre-Alpha

Zombie survival methods

#1: Cardio



Sometimes Zombies might get **ALERTED** and start following you. Run away and **ALERTED** Zombies will soon lose their interest in you.

Continue

Share

#5: Team work

#6: Bribery

1/9

A Lot of User Tests...



You Know You've Got It, when it's LOL

- When....
- People don't stop playing at the end of the test
- Despite the fact that they don't get paid anymore to test it
- People are spontaneously laughing out loud
- They get into the flow of clicking and run with it
- So you rinse and repeat your game until you get there

Dec 1st, '10 Alpha



Jan 12th, '11 Sell Sheet – Internal Beta



*Fight the Zombie outbreak
and build your own safe haven*

Zombies took over the neighborhood: Zombies might have won the first round, but now it's time for revenge. Let's start restoring the neighborhood.

Reunite your family: Where did they all go? How can I do it without my beloved pet.... oh, and my spouse? Progress in the game to save your family.

Get equipped: Shovel works just fine but blasting a zombie with a homemade flamethrower definitely has more style. Try our selection of factory issued firearms or craft your own from the zombie collection items.

Join the forces: The corner stone of survival is to help your fellow man. It's not fun getting outnumbered so invite your friends to join the action!

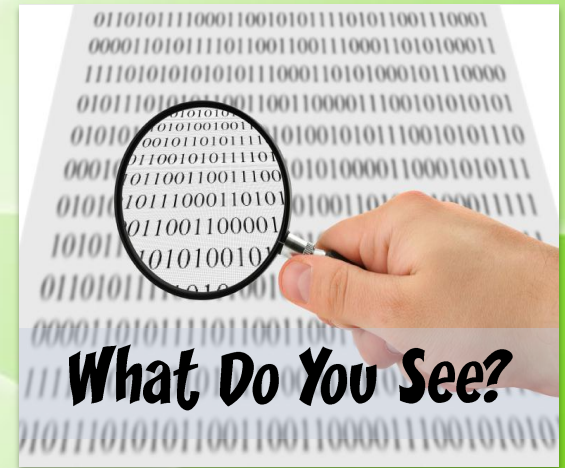


March 2nd, '11 Launch



The logo for Digital Chocolate, featuring the word "DIGITAL" in large, colorful, blocky letters (blue, green, yellow, orange, red) and "CHOCOLATE" in smaller, white, blocky letters below it, all set against a black background with a green border. A green Wi-Fi symbol is visible in the top right corner.

Balance Creativity And Data Driven Design



**But
Most Important
Is
That
The
Game
Is
Fun**

Success – Balancing Data & Fun



Thank You! Questions?

