

GDDC
Europe

Indies' Got PR Talent

Deejay
Backend Web Chap, IndieCity
12:40pm Monday 15th August 2011

IndieCity
PLAYING A DIFFERENT GAME





PR INDIES' GOT T★LENT



INDIE'S GOT PR TALENT

- Overview
- Panellists
- Press Releases
- Screenshots
- Videos
- Key Advice and Wrap-up
- Questions, Pitches



PANELLISTS

- Christian Nutt – Features Director, Gamasutra
@ferricide
- Mike Rose – Editor-in-Chief, IndieGames.com
@raveofravendale
- Dave Voyles – Managing Editor, Armless Octopus
@DaveVoyles
- Alexander Sliwinski– Contributing Editor, Joystiq
@XanderSliwinski



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RELEASES – SOLDIERS ARE DREAMERS

PRESS RELEASES – SOLDIERS ARE DREAMERS



I'm Peter Willington and I'm the founder of InRetroSpectPodcast.com, as well as host of one of its shows - Pause:Continue. As part of the current series of podcasts, I've been making a game themed around the idea of war, tangentially inspired by Siegfried Sassoon's poem "Dreamers", from which the title derives its name. The game is now ready to be played and will be released soon to the public as a free download, but I wanted to give you the opportunity to go hands on with it first.

[...]

Myself having had no prior experience in games development and creating the title from scratch as an experimental games criticism project - in an attempt to better understand some of the processes of games design - it should make for a left-field story about a unique output from a podcast label that prides itself on putting a different spin on games and games culture. It would be really great to grab some coverage on your site, either through a review or interview, please don't hesitate to get in touch if you can help spread the news of the release or have any questions about Soldiers Are Dreamers.



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RELEASES – AUDIOFLOW

PRESS RELEASES – AUDIOFLOW



Groundbreaking interactive music authoring tool released by Audioflow is a ground breaking audio authoring tool for interactive productions that integrates into the game engine. Audioflow gives sound designers creative freedom to make non linear sequencing in an efficient and intuitive way saving time and money.

Programming-free music pipeline

Audioflow is game engine middleware that alleviates the need for a programmer dedicated to the implementation of interactive music. It also eases the communication between composer, sound designer, and programmers, thus decreasing iterations and workflows when creating a game soundtrack.



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RELEASES – DARK SHADOW

PRESS RELEASES – DARK SHADOW



Dark Shadow, one of the premiere independent PC games developers, launches Dark Shadow- a suspense game which will get the gamers captured

After having played games which required you to fight aliens and other almost impregnable creatures, it is time you let your senses get pleased with some scary action and thrill with Dark Shadow, developed by Shadow Gaming Company. A smooth game play is clubbed with a highly interesting storyline which persuades one to feel responsibly enthusiastic towards accomplishing the task at hand.

STORYLINE

Imagine yourself being in a remote town of Pitara out there to find out the reason for a current adverse situation that has unfolded in the locality. While the search is going to be difficult, the fact that you have nothing except a letter screaming out- “Dark Shadow” found in the hands of a dead body is going to make your mission even trickier to accomplish.



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RELEASES – DEADLY SIN 2



PRESS RELEASES – DEADLY SIN 2

Watch the Cinematic Trailer! <http://www.youtube.com/watch?v=EFGST7PFLrw>

Watch the Gameplay Trailer featuring commentary from me.

<http://www.youtube.com/watch?v=XcrcDgTX9dU>

<http://i820.photobucket.com/albums/zz121/harmonic4242/wrapperbg.jpg>

Immerse yourself into a world of conflict, as several opposing factions clash for dominance over the Archaelus Empire and its people. Take up the mighty blade of Carrion Iblis as he and his friends tear through a massive web of manipulation. Theirs is a journey that will crack open the doors of destiny, setting the stage for a truly epic struggle for the fate of the world.

In this adventure, Carrion must clash against enemies from within and without... he will face down his own countrymen, repel an undead invasion, conquer his personal demons, find love, and challenge the power of the heavens.



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RELEASES – THE BACONING

PRESS RELEASES - DEATHSPANK: THE BACONING



Bob from Marketing discusses DeathSpank's arsenal

This Release's Tags: Action RPG, Mac, Macintosh, PC, PC gaming, Video Games, adventure games

Ladies and Gentlemen, my name is Bob from Marketing, DeathSpank's new co-op character in Hothead Games' next action RPG, *The Baconing*, and I've come all the way from Spanktopia to impart a marketing message or two about my good friend's almighty armaments – The Weapons of Justice.

Of course, these are no ordinary weapons – they are fueled by justice itself! When DeathSpank fills his Justice Meter, the weapons are capable of unleashing destruction like none the world has ever seen. You will not be disappointed as the game's battle component improvements and all the expected USPs will deliver the added value as per the creator's blue-sky vision!



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KEY ADVICE – PRESS RELEASES



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SCREENS - CYBER

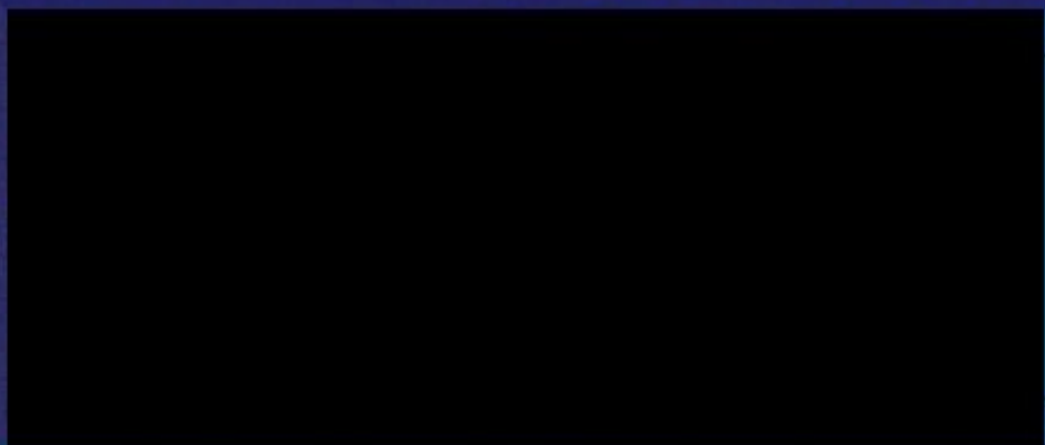
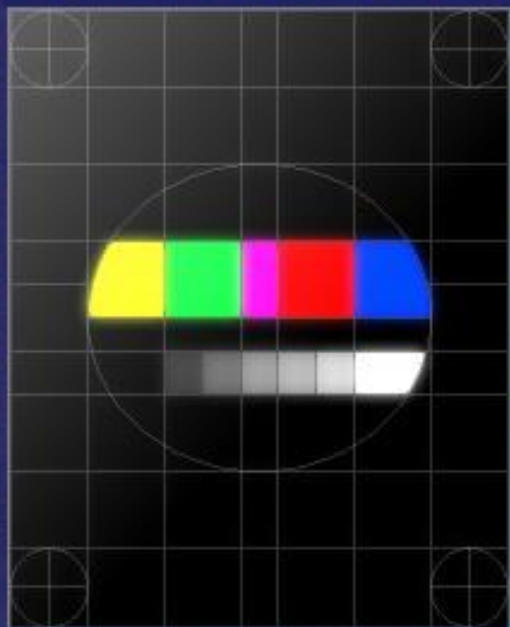
New game

Save

Load

Info

Quit



New game

Save

Load

Info

Quit



The door was open...and Jake is not here...
What a mess! His apartment has been searched deeply...

Jake's never been very tidy...but this mess is too much also for him!

The memory unit's been removed from the computer...now it's totally useless...



New game

Save

Load

Info

Quit



talked a bit to him...but at closing time, being too tired, instead of giving her telephone number, she has given him the Diner's one.

You ask Meryl if Jake told her something unusual... According to what she says, Jake continually stuttered that he would have become rich once he sold the news to the mass media... But he was too drunk to understand what he was talking about.



Globeer





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SCREENS - CYBER



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SCREENS – DUST DEVILS







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SCREENS – DUST DEVILS



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SCREENS – ETERNITY'S CHILD







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SCREENS – ETERNITY'S CHILD



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SCREENS – SWINDLE







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SCREENS – SWINDLE



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SCREENS – MAIDS WITH BALLOONS



LIVES: 2

SCORE: 80



LIVES: 3

SCORE: 40



LIVES: 3

SCORE: 0



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SCREENS – MAIDS WITH BALLOONS



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KEY ADVICE – SCREENSHOTS



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VIDEOS – COMBAT TANKS II



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VIDEOS – COMBAT TANKS II



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VIDEOS – LYLIAN



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VIDEOS – LYLIAN



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VIDEOS – GOD WON'T BLESS AMERICA



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VIDEOS – GOD WON'T BLESS AMERICA



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VIDEOS – TRAILER PARK KING



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VIDEOS – TRAILER PARK KING



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KEY ADVICE – VIDEO



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KEY ADVICE - OVERALL



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QUESTIONS AND PITCHES

THANKS!



- Christian Nutt @ferricide
- Mike Rose @raveofravendale
- Dave Voyles @DaveVoyles
- Alexander Sliwinski @XanderSliwinski
- DeeJay @BinaryTweedDeej