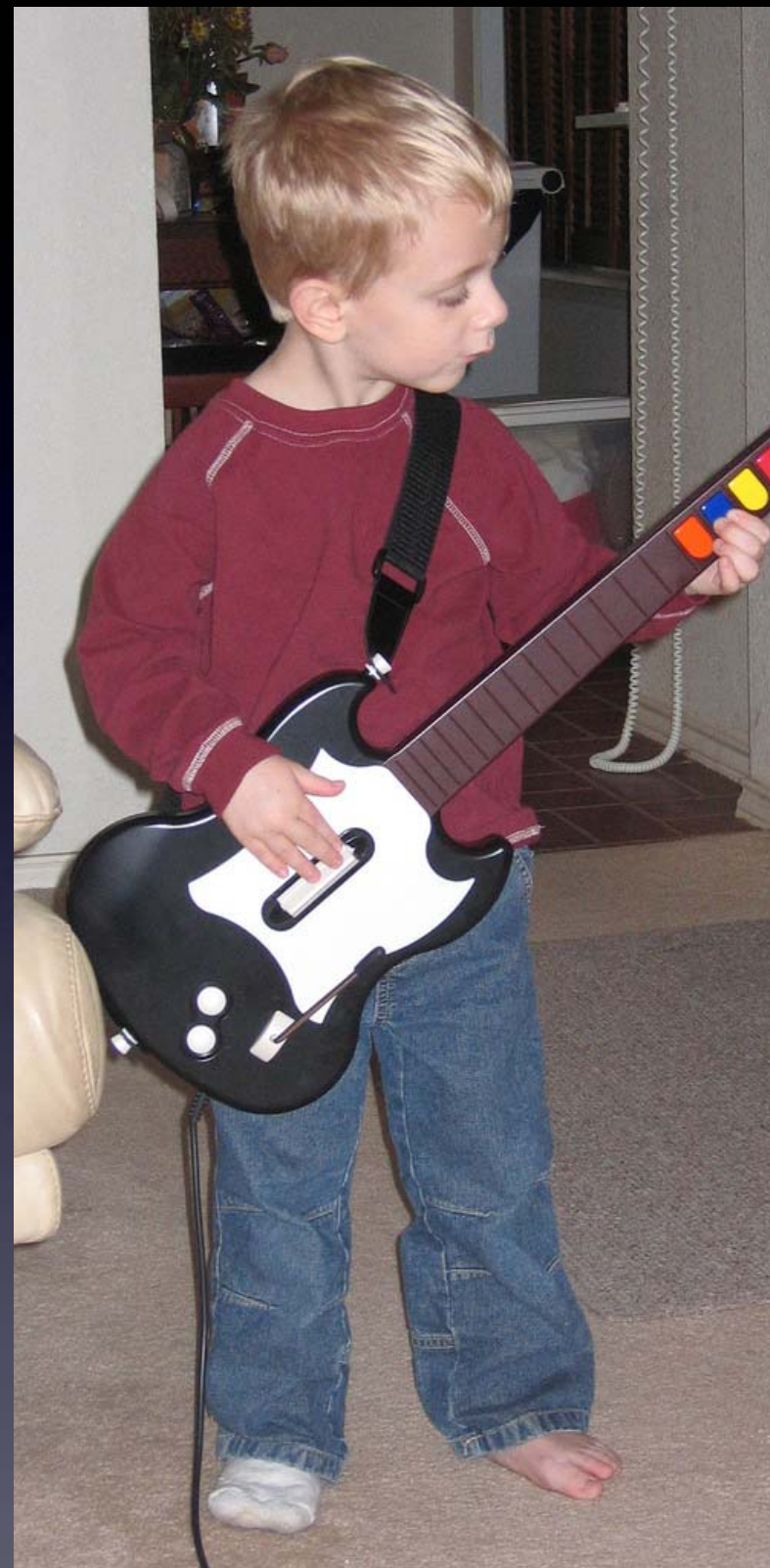


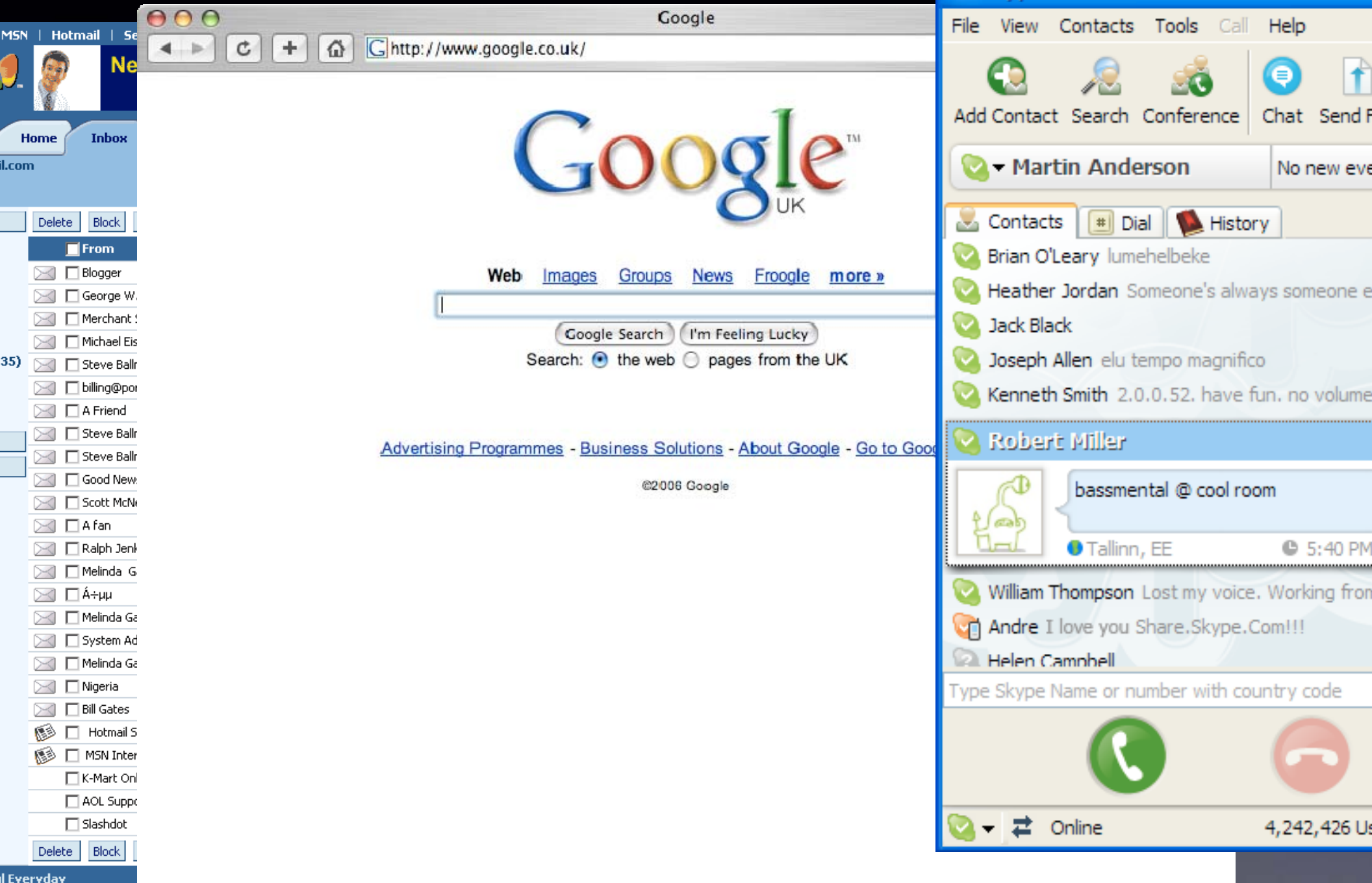
# The New Alternate Reality Games

Adrian Hon  
Mind Candy

Some of the best games use  
creative controllers

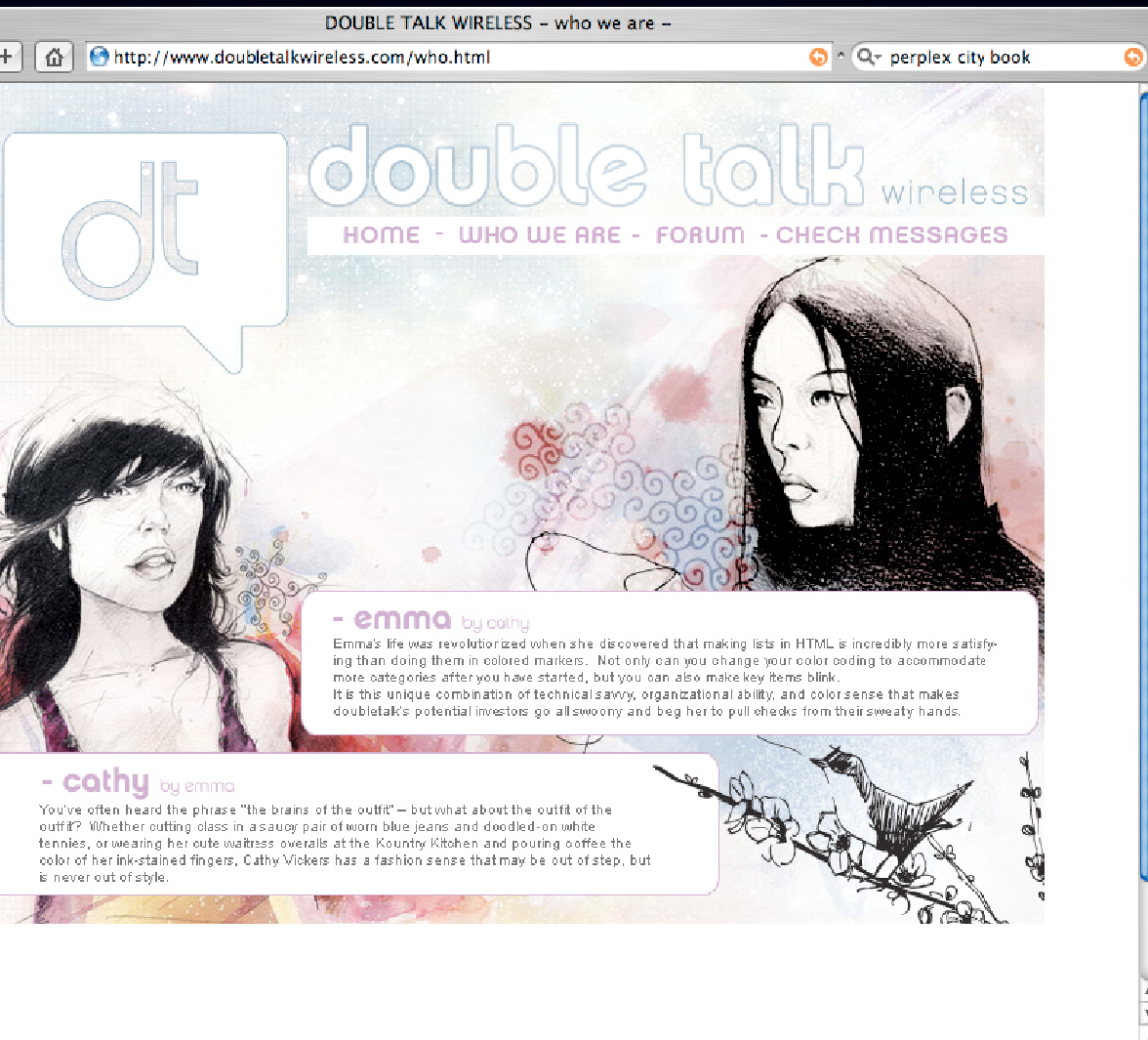


# Intuitive tools lead to intuitive gameplay





# Cathy's Book



Cathy's  
Book

IF found call (650) 266-8233



# Perplex City

Welcome to Perplex City

http://perplexcity.com/

**PERPLEXCITY**  
WWW.PERPLEXCITY.COM

STORE LOCATOR SIGN IN SIGN UP

GET STARTED | WALKTHROUGH | STORY SO FAR | LIVE EVENTS | COMMUNITY | LEADERBOARD | CARDS | HELP!

**THE CUBE**  
REWARD  
100,000  
200,000  
PERPLEXCITY.COM

A WORLD OF PUZZLES,  
MYSTERY AND INTRIGUE

CLICK HERE TO GET STARTED...

LINES Perplex City Products now available from Gamestop! - 7th September 2006

**WE4 OUT NOW**

**FREE**  
VIRTUAL  
PUZZLE  
CARDS

RANK	NAME	POINTS	COUNTRY
1st	Tally	15600	United Kingdom
2nd	oliverkeepers13	15560	United States
2nd	UKver2.0	15560	United Kingdom
4th	Guin	15425	United States
5th	doublecross	15420	United States
5th	rlp6028	15420	United States
7th	badbarry	15415	United Kingdom
7th	Ringtail	15415	United Kingdom
9th	crovax1234	15410	United States

45176 registered players  
681947 cards solved

GO TO LEADERBOARD >>

**RIIY CARDS**

**PERPLEXCITY**

**THE WORLD OF  
PUZZLES  
MYSTERY AND  
INTRIGUE**

THIS PACK CONTAINS 7 ENIGMATIC PUZZLE CARDS. JOIN  
THE PERPLEX CITY COMMUNITY AT PERPLEXCITY.COM,  
SOLVE PUZZLES AND WIN PRIZES.

# Old and busted

Online-only

Advertising

Single run

Strictly live and real time

Abandon IP

Really cool, but difficult to play (niche)

# New hotness

Physical products

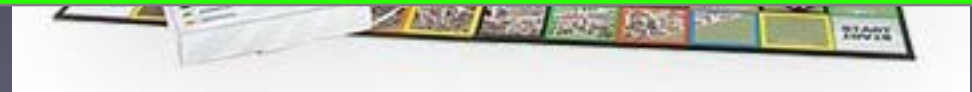
Additional revenue sources

Replayable

Play at your own pace

Continue IP (episodic?)

Still cool, but much easier (mass)

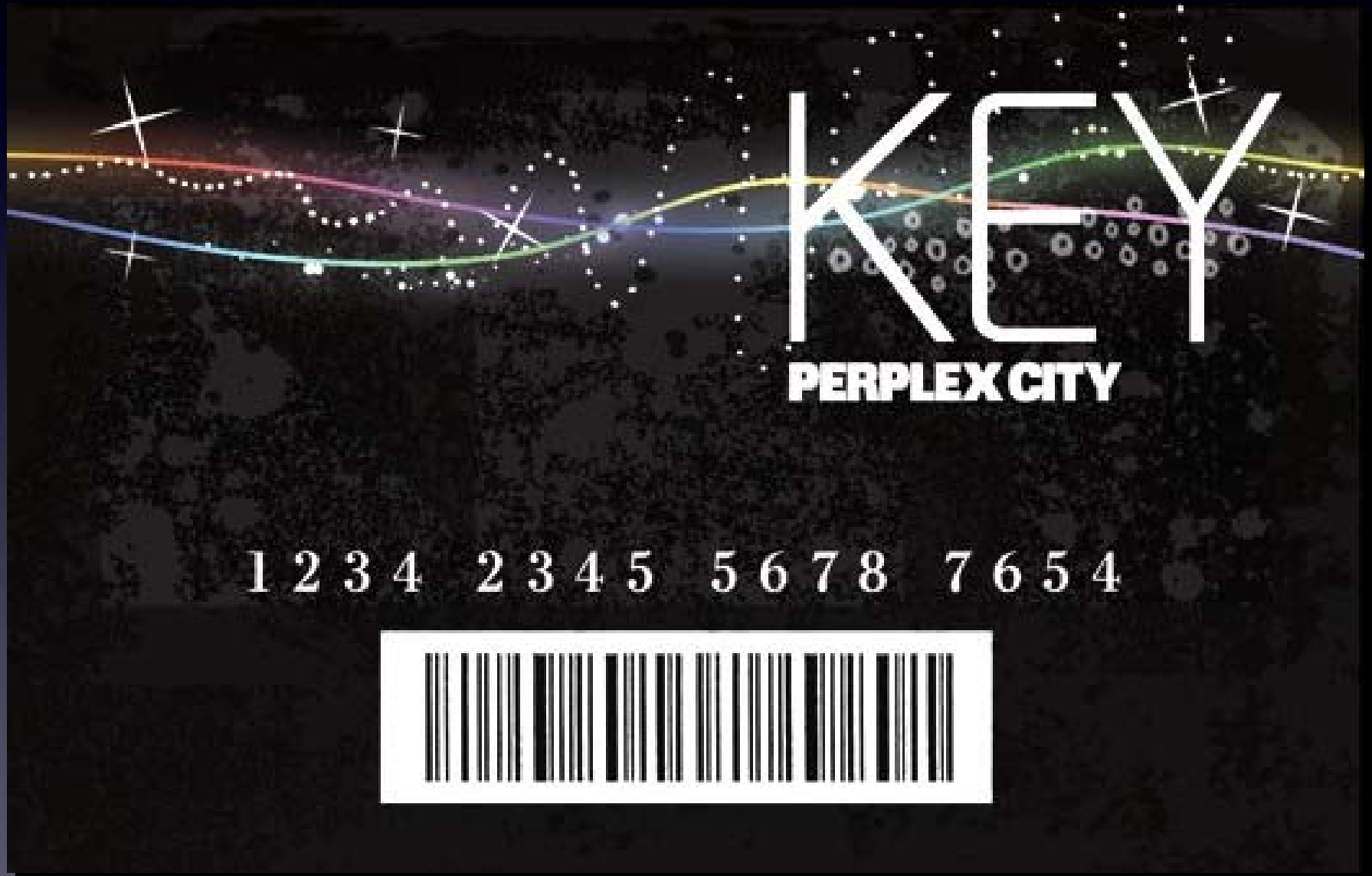


# ‘ARG 2.0’

- Easier and more fun *to play*
- Episodic
  - Shorter, more focused, more flexibility
- Replayable
  - Play at your own pace, always something to do, no wasted content
- Personalised

# Perplex City Season 1

## 2





# Resources

- [www.argn.com](http://www.argn.com)
- [www.unfiction.com](http://www.unfiction.com)
- [www.perplexcitystories.com](http://www.perplexcitystories.com)
- [www.mindcandydesign.com](http://www.mindcandydesign.com)
- [edrian@mindcandydesign.com](mailto:edrian@mindcandydesign.com)