

DEUS EX

Format: PC-CD ROM

**Genre: Action/
RPG**

Age Rating: 15+

**Release Date: August
4th 2000**

DEUS EX

Key Features

A richly simulated world of unparalleled interactivity, engineered to react to your every action.

A globe-hopping, epic adventure. Span the world from New York to Paris to Hong Kong exploring locations recreated from actual maps, blueprints and photographs.

Total character interaction. Your relationship with scores of other characters affects the outcome of the game.

The ability to create a compelling alter ego. Select and develop your own unique set of skills and nanotech augmentations; determine which weapons and objects you need to survive and solve problems



DEUS EX

Competitor Analysis



Will get compared to:

Half-Life/Quake.

Superior Features:

Blend of Genres - not just a shooter but a very deep RPG.

Extremely detailed storyline - based on real conspiracies.

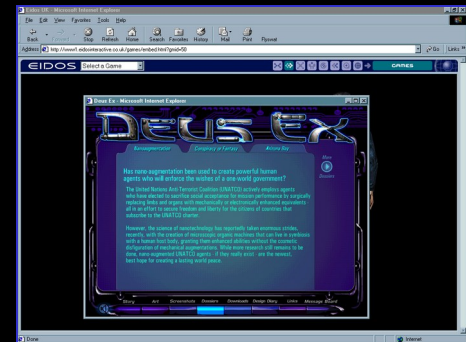
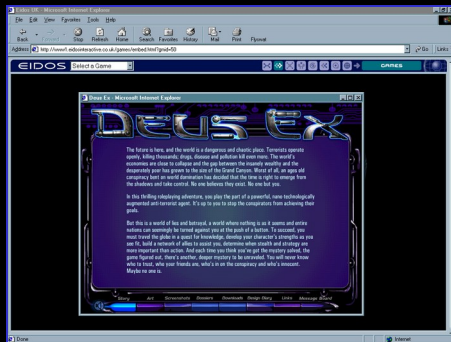
Understandable game world with real locations.

Designed by Warren Spector - extremely respected.



Marketing Highlights

Specific Internet Advertising and PR - Based around the innovative www.deusex.com site, incorporating design diaries, playable demo, game trailers and other downloads. Plus, targeted advertising and PR on selected game sites to support release.



www.deusex.com

DEUS EX

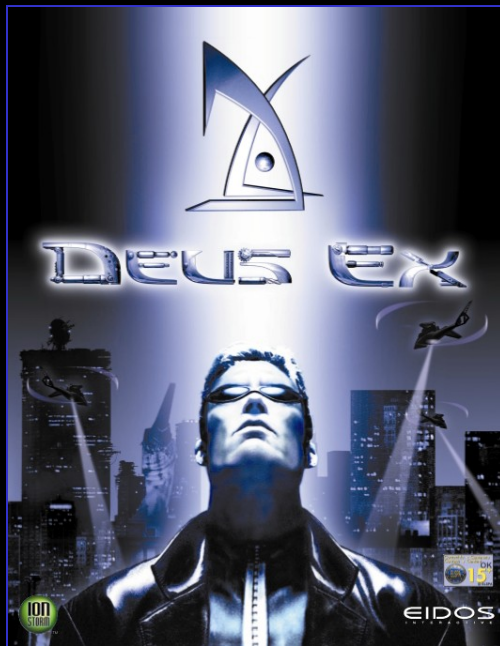
Marketing Highlights

Focussed Specialist Press Advertising - Tease and Reveal ads based around the conspiracy theory and government agency aspects of the game. Print advertising supports internet strategy, including competition incentives. Potential audience of over 1million people.

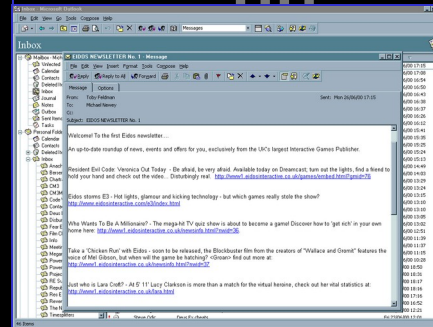


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Marketing Highlights

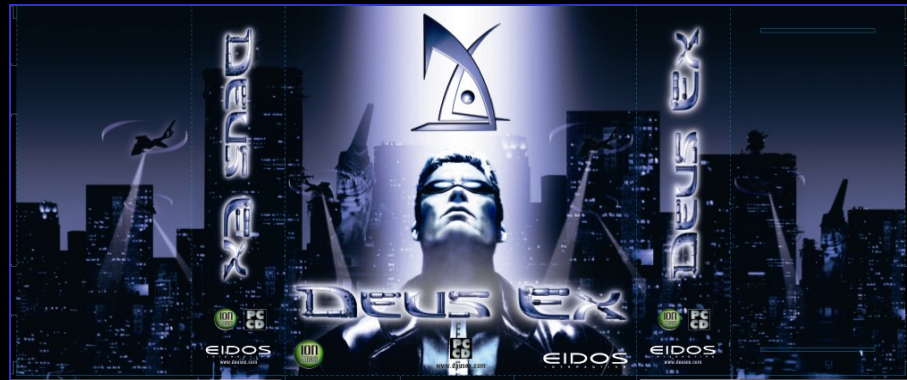
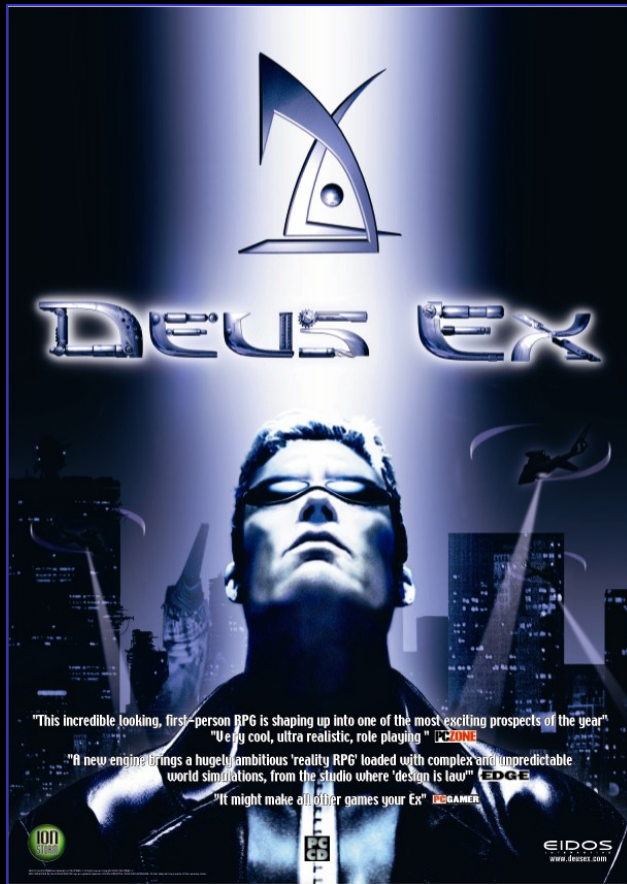


Direct Email/Print Mailing - incorporating URL links and call to action. Potential audience of over 20,000 people. Targeted Mainstream press PR - including exclusive



DEUS EX

Point Of Sale



POS Pack Containing:

- Counter Standee
- A2 Poster
- Oversize Box
- Sales Sheet
- Demo

DEUS EX

Press Coverage

“A compelling, twisting storyline and honest-to-god unique character generation make this a game to watch for in 2000”



“Deus Ex will be to PC gaming what *GoldenEye* was to the N64”



“One of the most original and exciting games we’ve seen for a while”

