

Product Information Sheet

Deus Ex

Title:	Deus Ex	Platform:	PC
Release Date:	May 2000 (TBC)	Category:	Action/RPG
No. Of Players:	1	Developer:	Ion Storm

Product Positioning: Deus Ex is a first person 3D action/role-playing game. The game is a projection of technology, politics and society 50 years from now. It is the cutting edge of modern sci-fi action/RPG's.

Game Synopsis: It is the new millenium. Terrorists operate openly. The world's economies are close to collapse and the gap between the insanely wealthy and the desperately poor grows ever wider. Worst of all, an ages old, conspiracy bent on world domination has decided that the time is right to emerge from the shadows and take control. No one believes they exist. No one but you.

Key Features:

- Real role-playing from an immersive 3D, first-person perspective. The game includes action, character interaction and problem solving.
- Realistic, recognizable locations. Many of the locations are built from actual blueprints of real places set in a near future scenario.
- Rich character development systems: Skills, augmentations, weapon and item selections and multiple solutions to problems ensure that no two players will end the game with similar characters.
- Multiple solutions to problems and character development choices ensure a varied game experience. Talk, fight or use skills to get past obstacles as the game adapts itself to your style of play.
- Strong storyline: Built on "real" conspiracy theories, current events and expected advancements in technology. If it's in the game, someone, somewhere believes it.

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

Press:

"A new engine brings a hugely ambitious 'reality RPG' loaded with complex and unpredictable world simulations, from the studio where 'design is law'"

Edge

"Very cool, ultra realistic, role-playing"

PC Zone