



LOST EMBER

mooneye

Mooneye Studios is an indie game studio based in Hamburg, Germany. In 2016 they achieved international recognition by creating Germany's second most successful games crowdfunding campaign with their Kickstarter for Lost Ember.

Led by CEO Tobias Graff, the team comprises five key members, all with experience at other games developers, who decided that they wanted to make games that they would love to play themselves. The result is Lost Ember which is due to be published in the fall of 2018 and has already been the subject of much critical acclaim from media, gamers and backers.

More information can be found at mooneyestudios.com



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Producer



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Programming



„Explore the remains of a fallen world
from fascinating perspectives!“



THE GAME

Explore the remains of a fallen world from fascinating perspectives! Slip into the role of different animals to uncover the fate of an ancient world. Dive into deep waters, fly at lofty heights, dig underground as a mole or even climb steep cliffs with a mountain goat, there are lots of ways of getting around.

Lost Ember is a storydriven 3rd person exploration adventure for PC and consoles. With a wolf as your main character and a determined companion on your side, you will unveil a story of loyalty, despair



and betrayal that led to the fall of a whole world. On your journey you are guided by a companion that used to be part of the old Inrahsi culture and witnessed the fall of his world. For thousands of years he was seeking and finally found you. Through his memories you will see what happened to the old world, what he has to do with it, and why he now needs your help. Your ability to possess every animal in the world enables you to explore the world in a lot of different perspectives to find hidden secrets and places that played a role in the fall of the Inrahsi and hold important memories.



POSITIONING STATEMENT

Become a noble wolf and embark on a moving quest of mythological proportions, inhabiting beasts of the land, ground, sea and air to reveal an epic landscape and solve an age old mystery that resonates through every living element in the world.



BECOME A NOBLE WOLF

The 'play as animals' is the most immediately striking element of the game and the wolf avatar is a fantastic lead – agile and fast yet not too ferocious or evil, but distinctly animalistic.



MYTHOLOGICAL QUEST

The storytelling in the game is truly epic and engrossing with echoes of religious fables and folklore.



REVEAL

By allowing you to inhabit creatures of the land, ground, sea and air, the game reveals itself in spectacular and beautiful ways.



EVERY LIVING ELEMENT

The game world looks and feels uniquely 'organic' from the animation and behaviour of the creatures to the way the wind swishes the grass back and forth as you wonder through the plains.

FEATURE SUMMARY

FEATURES

- Play as a noble wolf with the magical abilities to inhabit a menagerie of creatures and explore the land, sea, earth and skies of this ancient world
- The wolf can possess all manner of animals from soaring as a eagle, to digging as a mole, climbing like a mountain goat to swimming like a fish, plus plenty more from hummingbirds to ducks, many with their own unique abilities
- Reveal an epic plot that weaves folklore, myth and legend to tell the story of a once mighty empire now lost to the ravages of time
- Explore every nook and cranny to discover delightful Easter Eggs and surprises along the way
- Experience a truly organic world from densely wooded forests to barren deserts, gargantuan canyon valleys to lush rainforest canopies, archaic temples to colourful coral reefs
- About Five hours of adventuring gameplay to become engrossed in
- A wonderfully evocative soundtrack by Solid Audioworks, the team that created the GTA series' soundtrack

WHAT MAKES IT FUN?

- Leaping into another creature and suddenly seeing the world through their eyes, exploring it from a completely new point of view, feeling like a completely different beast - taking flight with a whole flock of parrots, for example, feels magical
- Suddenly reaching a clearing and seeing a huge valley open up in front of you feels humbling, like you are seeing a natural wonder in real life
- Cinematic plot reveal moments that uncover unexpected plot twists and turns as ancient memories crystallise
- Taking a moment to stop and admire the world around you, the breeze swirling grass, flocks of birds flying in formation, herds of buffalo down in a valley
- Magical elements that open the world up even more such as a bridge of light that is summoned out of thin air

KEY FACTS / CONSUMER PROFILE

Genre:	3D (Exploration-)Adventure, 3rd person
Platforms:	PS4, Xbox One, PC
Playtime:	~5 hours plus optional content
Distribution:	Digital
Release:	Fall 2018
Target Audience:	Age: 22-44, Mid-Core Players
Technology:	Unreal Engine 4
Developer:	Mooneye Studios
Publisher:	Mooneye Studios
Model:	Premium download
Localisation:	English, German, Chinese (Simplified), French, Japanese, Portuguese (Brazil), Russian, Spanish
Ratings:	PEGI 3 (Provisional) ESRB E for everyone

Adventure Enthusiasts

This segment is populated by those who love adventure games as a genre. They will play a variety of games within the genre but are the least influenced by media or friend recommendations. They will know all about Lost Ember as they are game fanatics but they will decide whether it is for them or not.

Storytellers

This group love nothing more than to immerse themselves in games, they love stories and value narrative over all other elements in a game. They know and respect games as an art form and will devote many hours to exploring new worlds or living as a character they find compelling. They seek emotional connection in games through an intriguing plot, or characters that are very relatable. They enjoy plunging themselves into these worlds and the escape from reality that this provides.

Demographically this segment is 64% male, and typically 22 – 44 single floundering-nesters.



MARKET POTENTIAL

As a reference for possible sales figures we researched some sales data of similar titles of the past couple of years.

FIREWATCH



1 year after release: **500k**
1M in 2 years

ABZÛ



1 year after release: **600k**

JOURNEY



fastest selling US PSN game

SHELTER



4 years after release: **280k**

WHAT REMAINS OF EDITH FINCH



4 month after release: **70k**

THE VANISHING OF ETHAN CARTER



3 years after release: **600k**