



Flu ∞

Companion Document



Presented by team $\log_2 n$

FluX

Name

Flux

Genre

Music Puzzle Strategy

Target Audience

Males and Females
ages 16 - 35

Target Platforms

PC, Nintendo DS,
Nintendo Wii, PDA

Introduction

Flux is a game where you charge and build a network of power nodes purely through the use of intuitive clickless gestures. As power increases in the network, so does the threat of the fluid like energy entity dispersing through the network, known as the Flux. You must direct the Flux, while growing the network. Watch Out! The pace of the Flux is based on songs selected from your personal music library. This means you will need to play your best when the song tempo is quickest and the volume is loudest.



Main Features

- ∞ Clickless Gesture Interface
- ∞ The Music of Flux
- ∞ Intuitive Experience
- ∞ Broad Gameplay Appeal

Bringing Flux to Market

- ∞ Target Market
- ∞ Target Platforms
- ∞ Distribution Possibilities
- ∞ Attractive Investment
- ∞ Team Log₂n

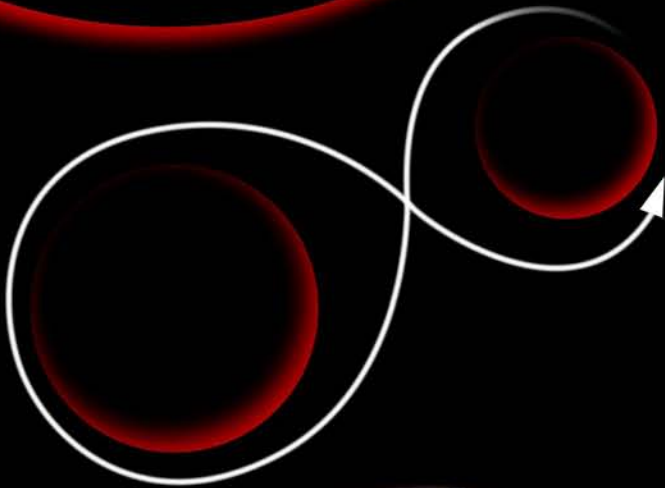
Clickless Gesture Interface

Using a mouse or stylus to complete smooth gesture-like actions is very natural and inviting, especially to new gamers.

Key reasons it accomplishes this are:

∞ Natural, Flowing Movements

∞ Simple Interaction



Our simple control scheme allows the player to focus on the task at hand. The less time the player spends learning the controls, the more time they can spend enjoying the game.



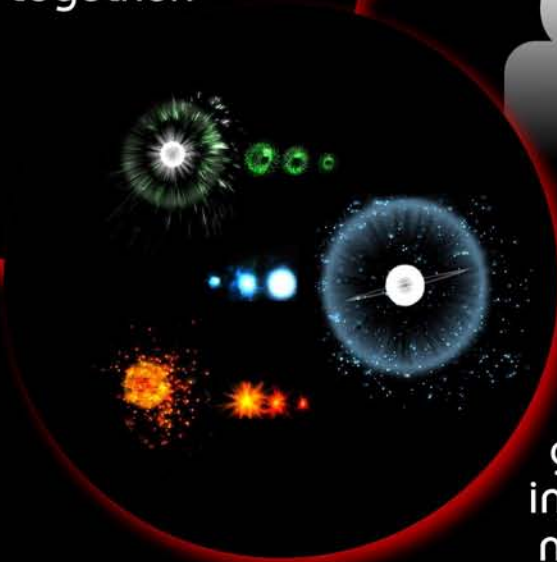
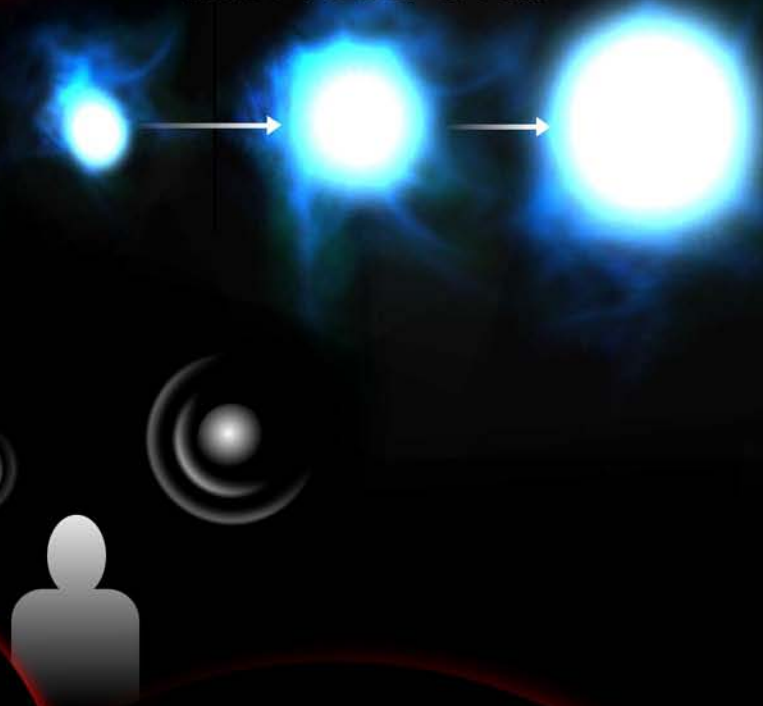
Intuitive Experience

Building on the gestures and musical involvement, Flux creates an experience that is very involving and intuitive. We use subtle (and not so subtle) cues to inform the player of important changes in the game world.

Each node type is designed to display its attributes through colour, shape, sound and behaviour. Changes in these areas draw the player's attention to where it is needed most.

Positional audio also alerts the player as to where they need to focus their attention, as well as helping draw the game and the music together.

Node Power Levels



This combination of elements, including gestures, music, and an intuitive information system, eliminates the need for any significant heads up display. No numbers to track, no maps or graphs to decipher, just pure interaction between the player and the game world.

Broad Gameplay Appeal

Flux has the potential to appeal to many types of people, as well as many types of gamers.

The gameplay is easy to learn and quick to get into, attracting casual gamers looking for a quick thrill.

Complex underlying node characteristics allow for the development of strategies and challenge hardcore gamers looking to grab that illusive high score.

Each player's experience is as unique as their music library. By integrating with media players, Flux will be among the first interactive music visualizations.



Song Name	Time	Artist	Flux Score	Genre	My Rating
1. Lola Stars And Stripes	3:50	The Stills	1.45 x 10 ⁵	Indie Rock	★★★★★
2. Don't Lets Start	2:36	They Might Be Giants	2.65 x 10 ⁵	Pop / Duda	★★★★★
3. Good People	3:28	Jack Johnson	3.01 x 10 ⁵	Rock / Folk	★★★★★
4. Big Poppa	4:13	Notorious B.I.G.	7.00 x 10 ⁵	Hip-Hop	★★★★★
5. Feel Good Inc (Single Edit)	3:41	Gorillaz	4.45 x 10 ⁵	Rock	★★★★★
6. Gonna Make You Love Me	2:37	Ryan Adams	6.21 x 10 ⁵	Rock	★★★★★
7. The Way We Get By	2:40	Spoon	5.91 x 10 ⁵	Rock	★★★★★
8. Living In Jungles	2:27	Bedouin Sounddash	8.50 x 10 ⁴	World / African	★★★★★
9. One Angry Dwarf And 200 Solemn	3:52	Ben Folds Five			
10. Center of the Universe	2:39	Built to Spill			
11. April 29, 1992 (Miami)	3:50	The Stills	1.45 x 10 ⁵	Indie Rock	
12. Since U Been Gone	2:36	They Might Be Giants	2.65 x 10 ⁵	Pop / Duda	
13. Spirit Voices	3:28	Jack Johnson	3.01 x 10 ⁵	Rock / Folk	
14. Bad Day	4:13	Notorious B.I.G.	7.00 x 10 ⁵	Hip-Hop	
15. Wrong Way	3:41	Gorillaz	4.45 x 10 ⁵	Rock	
16. Feelin' Good (Joe Claussell remix)	3:41	Gorillaz	4.45 x 10 ⁵	Rock	
17. Alone Again Or	2:37	Ryan Adams	6.21 x 10 ⁵	Rock	
18. When The Levee Breaks	2:37	Ryan Adams	6.21 x 10 ⁵	Rock	
19. Stormy Monday	2:40	Spoon	5.91 x 10 ⁵	Rock	
20. Carey	2:27	Bedouin Sounddash	8.50 x 10 ⁴	World / African	
21. Run Run Run	3:52	Ben Folds Five			
22. Bananza (Belly Dancer) [12" Version]	3:58	Ben Folds Five			
23. Back to the Matter	2:36	Built to Spill			
24. One, Two Step	3:23	Clay Aiken			
25. Staple It Together	3:16	Jack Johnson			
26. Follow the Light	4:24	Dungeon Party			
27. Neon	4:22	John Mayer			
28. My My Metrocard	2:53	Le Tigre			
29. Diamonds on the Souls of her Sho...	5:48	Paul Simon	5.91 x 10 ⁴	World / African	
30. Story Of My Life	5:46	Social Distortion	8.50 x 10 ⁴	Rock	

30 songs, 1.9 hours, 123.9 MB

Target Platforms

PC

With mouse and tablet options, as well as housing most people's musical library, PC is a perfect platform for Flux.



Wii

The Wiimote allows for an additional level of freedom and involvement for the player.



PDA

PDA's can hold large music libraries, and are touch screen equipped, for bringing Flux anywhere.



DS

The Gesture based gameplay of Flux is right at home on Nintendo's immensely popular, stylus equipped handheld.



Target Market

BBC

GAMERS IN THE UK

Digital play, digital lifestyles.

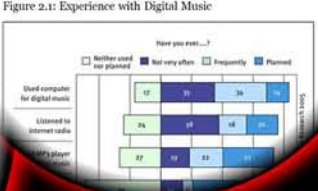
Commissioned by:
Alicia Taylor & Dr Adrian Woolard:
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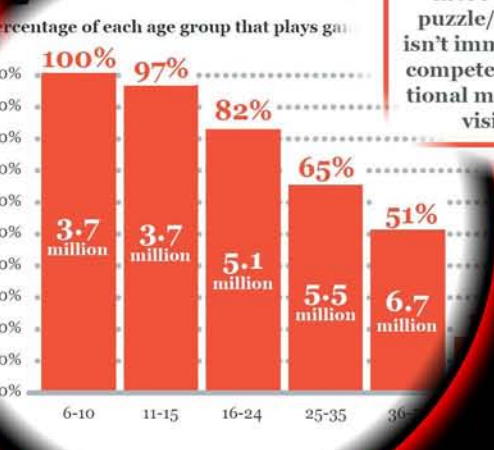
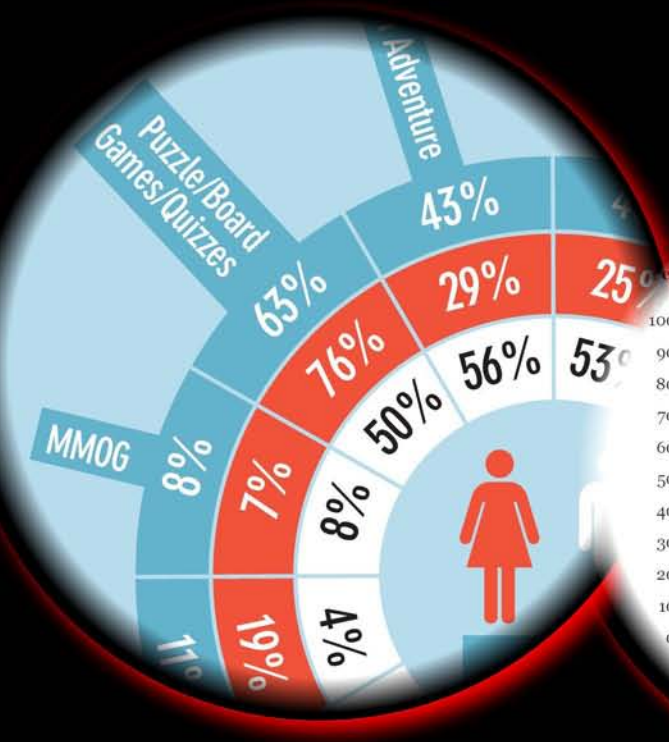
Internet users frequently use their computers (Internet Explorer, etc.). Particularly among teenagers (Internet Explorer, etc.) listening to digital music on the computer has become a popular activity: 77% have used their computer to play digital music, and almost half of the teens do so frequently. Among older Internet users (40 years and above) only one quarter frequently listens to music on a computer.

It is fair to say that the computer today has become a rather common music device and that its popularity will further increase: Of the 37% of Internet users that have not used their computer to play digital music, 14% will possibly do so in the future. Particularly older Internet users catch up: At 19% the share of users above 40 that plan to use their computer to listen to music in the future is clearly higher than the share of teens who do such plans (11%).



Flux is uniquely positioned to attract the 16-35 age group, by being "first to market" with a playable visualization that will unite the 63% of gamers who play puzzle games, with the 75% of people who use their PC to listen to music.

Flux is in a position to capitalize on the handheld's ability to play both music and games. This position is re-enforced as consumer demand for portable music and "gaming on the go" continue to rise.²



"This could be an indication that the puzzle-orientated games that this group enjoy aren't being produced enough by the videogames industry – or more likely, that the puzzle/quiz experience isn't immersive enough to compete with more traditional media such as television drama."

1: From BBC report "Gamers in the UK"
http://open.bbc.co.uk/newmediaresearch/files/BBC_UK_Games_Research_2005.pdf

2: From Indicare.org Digital Music Usage consumer survey
<http://www.indicare.org/survey>

Attractive Investment

Low development time coupled with a web-based distribution model would allow Flux to be brought to market with little cost. This makes for an attractive investment for publishers and private investors looking to make a good ROI with little risk.

Steam

PopCap



Garage Games



Future Development Possibilities

∞ Future Handheld Music Devices

∞ Gameplay Additions

∞ Multiplayer

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