

Concept Document for

Adventure, Murder, and Intrigue at Madame World's Fair: A 3-D Mystery Tour of the 1915 Pan-Pacific International Exposition

By Philip O'Neil

Adventure, Murder, and Intrigue at Madame World's Fair is a CD-ROM edutainment tour and murder mystery game that targets the 19 + age, "History Channel" viewer. This demographic group has a large percentage of older retired men and women.

This product offers an interactive 3-D Tour of the 1915 Exposition with a murder mystery game. The Tour allows free choice of an unguided tour of the festival site. Navigation is intuitive with popup menus of interesting facts & links. You can step through magic 3-D portals and fly around in an amazing 3-D view of the fair. The recreation of the night lit fairgrounds in 3-D view is nothing short of astounding. Feel the awe of riding the fair's "Aeroscope" amusement ride, or you can watch a vintage Fatty Arbuckle silent film about the 1915 fair.

The second level program is a challenging murder, mystery game set at the fair. It is based on skills of chance, logic and judgment of human motivations. Scoring and rules are similar to "Clue." However, the best payoff of this game is watching the compelling story narratives.

Game sequences unfold at slow pace, but interest is kept high with twisted plots, empathetic characters and crisp dialogue. This game features several 8-10 minute emotionally charged stories. Character's defining event is revealed, exposing their path to an upcoming conflict. Players interact with the compelling characters, and for a change, outcomes are biased to favor a non-Euro-centric perspective!

You will get a kick out of the wit of your genteel host, "Luke," who is patterned after writer, Mark Twain. Luke, the famous author of books on world travel, has brought his family with him for a speaking lecture tonight at the Festival Hall.

Upon entering the tour, you will take on the persona of either Luke's stepson Clint at age 12 or Luke's daughter, Annie, at age 9, (Clint's stepsister.) You are spending quality time with your Dad before his evening lecture. All of you together go through the fair's exhibits semi-narrated by Luke's witty comments. New characters will introduce themselves to you during fair walks; these are same characters involved in the murder mystery game. At any time, you can ignore Luke's mutterings and pass through a magic 3-D portal to explore the fair on your own. However, you never will worry about losing Luke, because he is always nearby.

Adventure, Murder, and Intrigue at Madame World's Fair's title splash page and CD are packaged in a "Maxfield Parish" design and color style (pueblo sand, muted brick red and aqua-turquoise.) This mirrors the style of the fair. The 3-D world has Technicolor style of intense color saturation. Walking through the magic 3-D portal shows a radical color transition, which adds to the visual excitement.

The game's background scene illustrations use a muted color "film noir" style with high-contrast lighting and unusual camera perspectives. The exotic fair architecture and fountain settings are grand backdrops for storytelling. Since these stories are passionately told through "radio theatre" narratives, there is no need for complex animation. The plots and visual layouts pay homage to movies like "Rashoman," "Citizen Kane" and "39 Steps."

The Adventure, Murder, and Intrigue at Madame World's Fair offers a "visceral experience" of a grand spec-

tacle of the pre World War I art & history. Art lovers can drool over the quality of the art & architecture. History buffs can explore the fair's "manifest destiny" mythic themes represented in the sculptures and murals. Lovers of San Francisco's Palace of Fine Arts can buy this CD-ROM as a way of resurrecting the full glory of 1915 Pan-Pacific Exposition.

This CD-ROM unloads the Director 8.5 3-D player which needs to run on Pentium III 400mz Win/98 or higher PC | Mac G3 OS9 | 4x CD | 50mg hard drive space. Video Card must support OpenGL for MAC or DirectX 7+ for the PC.