

# EMPIRE OF SPORTS

## WORLDS FIRST MULTI-SPORTS VIRTUAL WORLD



Empire of Sports is a new kind of massively multiplayer games. It combines the depth of role-play and the competitive dynamics of sports games in an innovative and very ambitious (including technically) persistent world, where players can meet in real time from all over the world and play sports together.

### **A leader in its field**

Empire of Sports (EoS) based in Zug, Switzerland, is a joint venture between Infront Sports & Media and F4, a Paris-based company known for its expertise in game development and state-of-the-art graphics. The joint venture is producing and will operate the EoS online gaming platform.

Infront is contributing its understanding of sport and its long-term relationships with top sports federations, clubs and athletes, while F4 is providing its expertise in online gaming and the creation of persistent virtual worlds.

### **Become a star**

The unique avatar system used within EoS has its roots in both traditional role playing games and real sports. The game's characters simulate both the human metabolism and the techniques required by each sport with great accuracy.

In EoS, players have the potential to become true "Champions of the World" through competition with millions of other people from around the globe. As World Champions, they will have fans, virtual money, the best equipment, VIP access and opportunities to meet or compete with real-life celebrities.

Players will be able to take full advantage of the game through a range of tools that also allow management activities such as creating and managing clubs, registering for competitions and organising friendly and/or official matches.

### **Sports games & virtual worlds**

EoS offers a wide range of exciting sports games, such as tennis, basketball, skiing, bobsleigh, fitness, track & field and football.

It is the first multi-sport game with controls and interfaces specially designed for PC gameplay. These are harmonised so that, despite the diversity of sports on offer, EoS remains one single, cohesive world. The word "world" implies massive numbers of players – the game has been built to accommodate millions.

Several cities can be visited, each with an environment developed from the characteristics of real cities. They are built in an architectural style and with an ambiance that reflects their country, but are futuristic in design. This helps the social aspects of the game, such as team building and striking up friendships, to have a sense of credibility.

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**EMPIRE  
SPORTS**

**infront**  
SPORTS & MEDIA

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## **Business opportunities in Empire of Sports**

Capitalising on the unprecedented rise in persistent gaming worlds, EoS opens up a completely new frontier for business partners. There are exciting opportunities for brands, media companies and rights holders, allowing them to use the platform as an advertising channel or sell both virtual and real items.

EoS targets the most attractive but also hard-to-impress consumer segments. With careful product placement, the player is able to experience virtually the benefits of the product and build a positive association with the brand, eventually leading to a real life purchase.

## **Partnerships with l'Equipe, Eurosport and Spox.com**

The partnership with l'Equipe was announced during a press conference held in Paris last December. The leading French sports magazine and website is introducing a dedicated clubhouse in the French city, where players will source information directly from l'Equipe's homepage and gain access to numerous services as well as equipment for their avatar.

The new partnership with Eurosport started recently with the announcement of the Eurosport Virtual World Tour, marked by the organisation of the virtual FIS Alpine Ski World Championships Val d'Isère 2009 within Empire of Sports.

l'Equipe and Eurosport will be heavily involved in the promotion of Empire of Sports. An Empire of Sports banner at [www.lequipe.fr](http://www.lequipe.fr) and at [www.eurosport.com](http://www.eurosport.com) allow new players to download and access the game.

EoS has also entered a similar partnership with Germany's sports portal Spox.com to further promote the game in another important market.

## **Entertainment - transforming sport business**

Currently in its "Prologue" phase, Empire of Sports offers unrestricted access to its featured six sports: tennis, football, skiing, bobsleigh, basketball, and track & field. During this Prologue phase, players are encouraged to provide feedback to the development team to help fine tune the gameplay and business model.

**If you are interested in entering Empire of Sports, all you need to do is download the game from [www.empireofsports.com](http://www.empireofsports.com), register and start playing!**