

# EMPIRE OF SPORTS THE WORLDS FIRST MULTI-SPORTS VIRTUAL WORLD

Empire of Sports is a global, on-line 3D community, offering the intense competition of top international sports combined with extraordinary realism and a new depth of role-play. It is a persistent virtual world, where players from every continent can meet and compete in real time.

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 has designed and operates 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.

#### **A truly global game**

Empire of Sports is a revolutionary new role-playing game which takes players into a virtual world of sport. The world's first massively multi-player online game platform (MMORPG) built around sport is designed to allow millions of players to exist in a fantastic online universe, where their alter egos train, compete, attend events and buy the goods and services they need to build a parallel sporting existence.

This is also the first game with controls specially created for PC game-play, with realistic physical effects and metabolic simulation. The player's Avatar can learn skills, get fit, earn points, win respect, make friends, form teams and even become a star. In EoS, players have the potential

to become true "Champions of the World" through competition with others. This will bring them fans, virtual money, the best equipment, VIP access and opportunities to meet or compete with real-life celebrities.

During its current prologue phase, players are encouraged to provide feedback to the development team to help fine tune the game play and business model.

#### **Wide range of sports and futuristic cities**

The game has been built to accommodate millions and provide a rich variety of sports and virtual venues. Cities can be visited, each with a distinct environment based on real cities (including London and Paris). They are built in an architectural style and have an ambiance that reflects their country of origin, but are futuristic in design. The cities help foster the social aspects of the game, such as team building and striking up friendships.

EoS already offers a wide range of exciting sports games: Tennis, football, skiing, bobsleigh, basketball and track & field. Further sports are under development and will be introduced as the game grows.

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SPORTS

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## Innovative business opportunities

This remarkable game opens up a completely new realm of potential for business partners such as brands, media companies and rights holders, allowing them to profit from the platform as an advertising channel (billboards, product placements) as well as creating new business opportunities by selling virtual and real items.

It targets the most attractive but also hard-to-impress consumer segments. By integrating business partners through product placement, the player can experience the benefits of the product virtually and thus create a highly positive association with the brand. This can lead to a real life purchase.

Gaming is one of the fastest growing of all entertainment sectors, outstripping feature films in terms of revenue penetration. The gaming sector shows strong growth with on-line gaming – where players interact with others via the Internet – accounting for half of all play among those under 20 years old.

## Strong commercial partnerships

To date, EoS has signed a number of commercial partnerships with organisations, sports stars and brands, who are taking their place in the virtual world.

World-famous football club – FC Barcelona – is integrated within the game, through the insertion and branding of an FC Barcelona club house and football academy in each of the virtual cities in EoS, giving game players and fans an opportunity to access Barcelona information and content. Role players will have a chance to play for their favourite club and contribute to its success in the parallel world.

## Real stars and top brands

As a former world's number one female tennis player and World-wide Female Athlete of the Year 2007 Justine Henin has injected her likeness into Empire of Sports. Justine Henin participates in EoS as a NPC (Non Player Character) who offers players tennis-based missions and teaches advanced tennis techniques. Henin believes that EoS helps young people to better their virtual and real tennis skills and encourages sportsmanship and a positive outlook for their real life.

Prince, the US-based racquet manufacturer, has branded virtual tennis racquets available in-game in every tennis shop. Winners of the on-line Prince tennis permanent events receive a real Prince "O3 Speedport Blue" tennis racquet, giving them additional playing benefits such as more speed and power in order to improve their tennis game in the real world.

There is a media partnership with L'Equipe, the leading French sports magazine and website. It has a dedicated clubhouse in the French city, where players source information directly from L'Equipe's homepage and gain access to numerous services as well as equipment for their avatar.

In partnership with Eurosport, the virtual FIS Alpine Ski World Championships Val d'Isère 2009 took place within Empire of Sports. EoS has also entered a partnership with Germany's sports portal Spox.com to further promote the game in another important market.

## Try it now!

Currently in its "Prologue" phase, Empire of Sports offers unrestricted access to its featured six sports.

**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!**