

Slightly Mad Studios announces WMD and C.A.R.S.!

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INTRODUCTION

“A platform for games projects that are funded by the community” or “A New Way to AAA!”

WMD (World of Mass Development) is a new platform for games creation from the award-winning developer Slightly Mad Studios and allows:

1. Developers to submit ideas to an active gaming community, raise the funds needed to develop them, get continual feedback from community team members that can play work-in-progress builds, use the WMD Portal to promote their project, get help from other developers, and ultimately launch their game to an eagerly-awaiting audience
2. Players to browse available projects and join any they are interested in, download and play regular builds of the game, participate in discussion & polls, speak directly to the developers, and eventually earn money back based on their contribution when the game is released

WMD is therefore a unique prospect for both developers looking to raise funds for their projects and gamers that want to get involved in exciting upcoming titles.

C.A.R.S. is the first of those titles to use the WMD development system and comes from the team at Slightly Mad Studios, responsible for the Need For Speed™ SHIFT series.

C.A.R.S. represents the 'Ultimate Driver Journey'...

- FRANCHISE MODE allows you to carve out a personalized career starting in the Karting world and then progressing on to whichever motorsport specialization you prefer including Rally, Touring Cars, Open-Wheel, GT, Le Mans, and many more!
- Play CO-OP with a friend as Driver/Co-Driver
- FULL TEAM MANAGEMENT... Have a large number of friends? Create, manage, and compete together!
- Experience the excitement of PIT STOPS like you've never seen before!
- Revolutionary PIT-2-CAR RADIO gives you the strategic advantage
- DYNAMIC Time Of Day & Localized Weather make every race unique and challenging
- 10+ GAME MODES covering every form of motorsport
- CLOUD-BASED SOCIAL NETWORK allows you to connect with friends, compare times & scores, compete and challenge each other, and share content
- USER-GENERATED CONTENT - Create your own liveries, decals, tuning setups, and even events! Then share them with the world - either for free, in-game credits or even real money!
- PUSHING TO THE LIMITS - Advanced physics, lighting, and AI

BODY

DEVELOPERS		
JOIN	CONTRIBUTE	EARN
Become a Team Member in any projects you like	Play the game as it's built, give feedback, follow progress	Get money back when the game is released
TEAM MEMBERS		
DREAM	CREATE	LAUNCH
Submit an idea and promote it	Work on your project with a community of fan support	Release your game and start earning!

The WMD ethos focuses on connecting developers with their key audience and encouraging communication and active participation between the two.

Projects will be freely available to browse via the WMD Portal and if the community is interested in a particular one, they can then join as Team Members through the purchase of 'Tool Packs' that correspond to the following company positions and levels of interaction¹...

	"JUNIOR" TOOL PACK (€10)	"TEAM MEMBER" TOOL PACK (€25)	"SENIOR" TOOL PACK (€100)	"MANAGER" TOOL PACK (€1000)	"SENIOR MANAGER" TOOL PACK (€25,000)
Forum Tools	Can REPLY to project-specific forum threads	Can CREATE NEW project-specific forum threads	Can CREATE NEW project-specific forum threads	Can CREATE NEW project-specific forum threads & can directly PM developers	Can CREATE NEW project-specific forum threads, directly PM developers, and gain a dedicated project-specific sub-forum
Meeting Tools	Can READ meeting minutes	Can READ meeting minutes	Can WATCH Meetings live	Can ATTEND meetings	Can ATTEND meetings
Build Tools	Can play MONTHLY Builds	Can play WEEKLY Builds	Can play WEEKLY Builds	Can play TWICE WEEKLY Builds Can access Game Scripts ²	Can play ALL Builds Can access Game Scripts
<i>Target Audience</i>	<i>Casual Gamers</i>	<i>Fans</i>	<i>Groups, Teams, Clans</i>	<i>Small Businesses/Large Groups</i>	<i>Large Businesses</i>

In addition to these core Tools, each project can also have specific Perks that award different benefits to Team Members based on their contribution. Examples may be:

- Have your face put in the game
- Have an opponent or character named after you
- VIP access to events

¹ Team Members can upgrade to a new Tool Pack whenever they wish

² Coming soon!

For the price of a minimum Tool Pack therefore, Team Members will be able to see the game being made, speak directly to the developers, and play a new version of the game each month. Then, once the game is released, Team Members can then earn money back for their input (based on their position within the company) and the success of the project...

C.A.R.S. CASE STUDY					
(1 YEAR DEVELOPMENT COSTING €3,750,000 AND 150 TEAM MEMBERS PER POSITION)					
PROJECTED PROFIT	“JUNIOR” POSITION	“TEAM MEMBER” POSITION	“SENIOR” POSITION	“MANAGER” POSITION	“SENIOR MANAGER” POSITION
Zero Profit	€0	€0	€0	€0	€0
€6.25m Profit (Equivalent of 250k Traditional Retail Sales across four platforms)	€11.25	€27.50	€112.50	€1125	€27,500
€25m Profit (Equivalent of 1m Traditional Retail Sales across four platforms)	€45	€110	€450	€4500	€110,000

For developers, WMD provides a platform where ideas and projects can be promoted to an already-active community of gamers and fans, funds can be raised to create the game, and then money can be earned back (30% of all profit) upon its release.

Such a system negates the need for publisher backing and puts developers directly in touch with an already-active, interested, and involved community that can help with focus testing and feedback.

Through each project’s dedicated forum, regular builds can be pushed out to the community and feedback given. Voting can also be instigated allowing content & design to be directed (weighted by Tool Pack ownership), and discussion can occur between those making the game and those eager to play it.

Developing through the WMD Portal also enables developers to keep full control of their own IP - usually a key area of contention in the development arena.

“WMD transforms the way games are created” says Head of Studio, Ian Bell. “By connecting the creators with the players rather than the publishers, traditional overheads and a focus on release windows/financial quarters/marketing etc... shifts back to concentrating on making great games that people want to play whilst still getting proper QA and funding.”

The WMD Portal will be launching soon at www.wmdportal.com, and will build a community around the platform and first project (C.A.R.S.) before then allowing members to join, tools to be purchased, and new submissions to occur.

ABOUT

Slightly Mad Studios is an award-winning developer known most recently for its work on Electronic Arts' Need For Speed franchise with the successful SHIFT series.

The company has a core studio located near Tower Bridge, London but predominantly uses a unique distributed development system that allows the international team to attract worldwide talent, be cost-effective and ultra-efficient.

This system has led to the production of multiple titles including BMW M3 Challenge™ (10m+ downloads), Need For Speed™ SHIFT (5m+ sales), and recent SHIFT 2 UNLEASHED™ (84% Metacritic).

Slightly Mad Studios has also recently launched a sister company – Gamagio – that focuses on social/mobile titles with a number of new technologies and games in development and releasing soon.

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