

HAX is aimed both at 15 – 25 year old males and the geek/scifi-fandom base. It builds on the successes of classic franchises like Deus Ex, System Shock, Uplink and Darwinia, as well as the on-going renaissance of urban scifi in audiovisual entertainment (Neuromancer, Tron Evo, Deus Ex 3, Mindjack among others).

However, it is also a social Browser game, easy to play, social and very accessible, with crisp and colourful 2D vector-style graphics.





HAX has two gameplay modes.

There is the peaceful Hideout for socializing and cashing in the rewards as upgrades to hardware and software.

Then there is the Link, a 2D-playfield of icons and vectors. Here the player confronts his enemies in battles and ventures relying on stealth, strategy and well-planned out strikes. Difficulty curve is steep for a browser game.

HAX players are represented to each other by their nicknames, customizable avatar pictures and tags, created or selected. They can also unlock achievements and choose which achievements to display in their public profile.

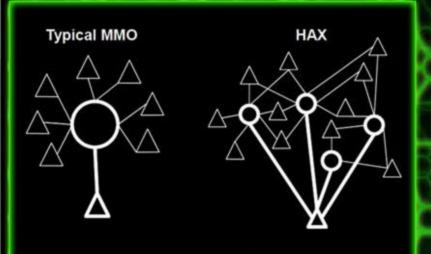
Player progression is measured in Street Cred, increases to hardware stats and money to be used on Tek modules, new programs or version updates. Storyline missions provide milestones for player progression.



HAX has scary themes and implied violence as part of the storyline narrative. However, there are no graphical depictions of violent acts and the player never engages in physical violence with his character. While action can be fierce, the abstract look & feel of the game disassociate events from reality.

HAX is designed to be playable solo and in 5- 15 minute sessions. Teaming up benefits the players but is never obligatory.

HAX, unlike other MMOs, does not support persistent closed groups such as clans. The use of open groups break the risepeak- fall cycle of clans found in other games. It increases long-term retention by providing the player with a network of social ties instead of a single and vulnerable focus.



HAX players can pick up or create tags to be part of the public profile.

These can be anything from "FinnPlayers" to in-game gang names.

- Inclusive, anyone can join
- Specific chat channels
- Occasional bonus loot

As Street Cred increases, the player can pick up more tags.



HAX will be first released in English, Finnish and Swedish

- Other languages will follow: German, Spanish, Turkish
- Choice applies to the interface, missions and a native chat channel
- Servers are geographic and shared by players with different languages

. HAX will be marketed through genre and fandom channels

- Blogs, e-zines, selected banner ads, scifi/RPG conventions
- Recruiting new players is rewarded to boost virality

HAX is free-to-play and all features are available to any player

- Players can buy themselves a VIP status by donating money
- It is a one-time trade of €5 or more, effective for life
- Player sets the final price, thus making it effectively a "donation"



VIP members receive three daily Intel targets matching their level
 They must still play the game to reach and exploit these targets
 Intel targets are worth twice the usual maximum in in-game money
 More importantly, the odds for special codes and loot are greatly
 increased

