**APOLLO**

**PRODUCT**

**DATA**

**SHEET**

VERSION 1.0

# Revision Tracking

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| Version | Revisions | By Whom | Date |
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# Product Summary:

Batman 3: The Movie Game is a 3rd person melee action game based on Chris Nolan’s 3rd Batman film (tentative for summer 2012).

# Key Product Information

|  |  |
| --- | --- |
| **Game Title:** | Batman 3: The Movie Game (actual title TBD) |
| **Brand:** | WB Games/Monolith |
| **Slate Category:** | Theatrical Tent pole |
| **Partner(s):** | DC Comics, Filmmakers (Chris Nolan), GBM |
| **Genre:** | 3rd person Action |
| **ESRB Target:** | Teen |
| **Platforms:** | XBOX360/PS3/PC/PSP/Wii/DS |
| **Number of Players:** | 1 Player Story |
| **Developer(s):** | Monolith Productions - (XBOX360/PS3/PC)\*  TBD - (PSP/Wii/DS)  \*Note: This document reflects information on the Monolith SKUs only. |
| **Languages:** | EFIGS, Dutch, Portuguese |
| **Release Candidate Date:** | Spring 2012 |
| **Ship Date(s):** | With movie – Summer 2012 |
| **Pricing:** | $59.99 US - 49.99 PC |
| **WW Forecast:** | TBD |
| **Dev & Prod Budget:** | Approx. $23 Million for all Monolith SKUs |
| **Monolith Main Contact:** | Tarl Raney, Producer |

# Product Position:

Building on the popularity of the Christopher Nolan films, Monolith brings players into this more believable vision of the Batman universe and allow them to “play Batman their way”. A player may prefer to take enemies on using Batman’s advanced martial arts training, stick to the shadows and attack with stealth, rely on Bruce Wayne’s millions to develop new high-tech gadgets, or any combination thereof. The looming shadow of the Dark Knight must strike fear into Gotham’s criminal element again, and player choices determine how this is accomplished.

### Primary

"You are Batman." The primary objective is to give the player the opportunity to make the choices that Batman has to make. With an RPG-like talent tree system, the player can choose to add and upgrade skills in one of 3 unique branches; Combat, Stealth or Gadgets. This is 'your' Batman, but set in the wildly popular Christopher Nolan universe. The characters are eccentric yet believable and the world is dark and gritty, much like the worlds of Condemned and FEAR for which Monolith is so well known.

### Secondary

Gotham City is alive with possibility and it's up to Batman to decide how and where he wants to take his battle to the streets. Players can choose what order they want to approach missions, help clean up the streets by completing Ambient Crime side missions and gain additional intelligence by interrogating defeated enemies. Using the grapple hook and glide cape will allow Batman to scale the highest buildings and glide swiftly around the city.

# Target Audience:

### Primary Focus:

* Fans of the wildly popular Christopher Nolan films.
* Batman fans that want more from the Batman characters and universe. Young to old, Batman fans that have long dreamed of “being Batman” now have the opportunity to do exactly that – and more – as they build Batman *their way*.

### Secondary Focus:

* Hardcore gamers interested in superhero content featuring melee combat, stealth, and lots of item use.
* Mid-core gamers interested in fast-paced action and combat in Gotham City.

# Publishing Goals:

The following goals are in order of priority and represent the meta-objectives for the entire project.

1. **Project must ship on time.** If we cannot launch day and date with the movie, we lose substantial sales.
2. **Project must target at least a Metacritic average of 85%.** Due to the high profile of this property, high quality is imperative. Many superhero and movie tie-in games, including Batman, have earned a bad reputation amongst gamers for their low quality.
3. **Ensure B3: TMG fits into the overall franchise plan and acts as a launch pad for future games beyond the third film.** It is important that the Monolith game feature gameplay somewhat unique from the upcoming *Arkham Asylum* product to avoid a copycat label. *Arkham* is currently targeting an 80%+ Metacritic. B3 also becomes the launch point for another Batman game in 2012. We should consider a story set-up that facilitates sequels.

# Game Feature Goals:

The following goals are in order of priority and represent the meta-objectives for the design and feature set of the project.

Special Note: This product is currently in the Pre-production Phase. For that reason, the feature set below encompasses primary targets for exploration over this period and may change and evolve with time.

### Player Choice

**Build Batman ‘Your Way’** – Starting from the beginning of the game, the player will be in a position to make choices that can shape their Batman experience into one that best fits their play style. These choices range from the direct ‘choice’ involved in picking out new skills and upgrades, to the methods players use to accomplish tasks in the game. Features supporting this intent are as follows:

* **Talent Tree:**Batman “relearns” his many skills through gaining ‘experience points’, which the player can spend on a variety of talents from a Combat, Stealth and Gadget talent tree.  The skill and upgrade choices made will affect Batman’s appearance and the ways in which encounters will play out.  
  + **Consumer Benefit:** Giving the player the ability to choose rewards as they play through the game is a key compulsion to keep a player playing. This also allows the player to strengthen Batman in a way that best suits their play style.
* **Flexible Scenarios:**In many games, including *Arkham Asylum*, a design approach is taken that ensures a player’s success ONLY if the player chooses to act in the way the designer wants him/her to.  In our game, since we’re allowing the player to “build Batman” to their preferred playstyle, we’ll be designing scenarios that are reactive to the player’s approach, and allow success using any of the anticipated logical skill-sets.  
  + **Combat:**  A player who most appreciates the powerful sensation of taking on many enemies at once and pummeling them into submission is likely to choose this route.  The purely Combat Batman will be tough and powerful enough to handle up to eight opponents in a single melee combat sequence.
  + **Stealth:**A player who enjoys strategic battle management and ‘outwitting’ enemies is most likely to choose this route.  The purely Stealth Batman is all about creating the most favorable position;  accomplishing targeted takedowns until only a few easily downed foes remain.
  + **Gadgets:**  The capabilities accessed through Batman’s extensive, high-tech gadgetry can be used at the player’s discretion in combat and out.  Gadgets are gained through storytelling elements and also through talent tree upgrades, so the player who loves to use these tools to overcome obstacles can specialize in them if desired.  
    - **Consumer Benefit:**  The player will have a greater sense of reward for playing the way they choose to play, and experiences shared among peers are likely to be slightly different simply due to player choices, creating higher interest overall (and potential viral buzz!).

**An exciting, non-linear experience –** The player will have a number of missions to pick from, plus the option of going out and cleaning up the city’s ambient crimes.  Although there will be an element of linearity just to ensure cohesion to the storyline, our intent is to provide enough variety at any given point to keep players from feeling gated but not so much that they lose focus (and subsequently interest).  We want to ensure that there’s a positive sense of progression through the game.

* **Quests:**  Following a similar style of quest system as Fallout 3, players will be able to choose between multiple missions at any one time. As the player discovers more evidence the story will be advanced and new information will open up additional paths to follow eventually culminating in the final showdown. Players will be able to follow multiple investigation paths at a time and freely move between districts of the city as they desire.
* **Investigation:**  This is the process by which evidence is gathered.  A basic set of evidence must be found to support creation of new quests, but additional supporting evidence can also be found to give the player a better idea of the situation, allowing for greater preparation.
* **Interrogation:**  After combat, certain characters may be conscious enough to be interrogated.  Interrogation of enemies allows the player to gain additional information on quests.
* **Ambient Crime:**  Ambient crimes will come up as objectives via police radio chatter, giving the player more options as they explore the city.  In addition to gaining bonus experience to increase Batman’s skills, successful resolution of an Ambient Crime improves Batman’s reputation in the district (see Living City), and may also provide additional information or clues for other quests.

### Recognizable, realistic universe

**Christopher Nolan’s Batman –** The emphasis on realistic, believable characters and interactions in Nolan’s version of the Batman universe resonates solidly with the public.  These films have brought fresh attention to Batman, making him one of the most highly recognized superhero characters.  A Batman game that can play upon this resonance and attention in a high-quality and entertaining fashion is our ultimate goal.

* **Characters:**  Our characters will follow the Nolan protocol, designed to have believable, human abilities, with believable, human motivations and reactions.
* **Missions and storyline:**  The missions and storyline will also follow a Nolan style, with believable and realistic events, tragedies and triumphs.
* **Environments:** (see Art Design Document for details.)  Beyond appearance, the environments will be designed with some interactivity.  Consistent presentation will help us design to avoid performance issues while still maintaining believability.

### Living City:  Gotham City

Gotham City provides us with a varied setting for our gameplay and story.  The many districts will allow us the freedom to create personality within the city, as well as among the characters that inhabit it.  In addition, the scope of a city will allow players to feel as if they are experiencing the full movement capabilities of Batman, using his Bat-grapple and Bat-cape to traverse town above street-level.

* **Fluid Bat-grapple/Glide Movement:**Using the Bat-grapple, Batman will be able to ascend buildings in Gotham and then glide across town using his Bat-cape to reach destinations without being seen by the city’s populace.  Grappling points will be frequent and useful, and can be cancelled in mid-ascent to shift directions and/or switch into glide mode.

# Core Experience:

1. **Example Scene:** A young actress exits a rundown theater, wraps her coat and braces for her walk home. You notice three thugs follow her as she turns into a dark alley. High above, perched on the theater awnings, you see two of them corner her and the third playing lookout. You wait for the perfect opportunity…
   * **Combat:** Targeting the pickpocket closest to the woman, you execute a perfect glide kick from your high perch hidden in the shadows. The kick slams the thug into a nearby dumpster, stunning him for a few precious moments. Quickly, you turn and grab the second punk and choke him out, but not before he can let out a squeal for help. Too late, the third thug is charging wildly at you with a crowbar in hand. He lunges at you. It feels as if the world slows to a crawl as you dodge to the side and perfectly time your counter-attack, grabbing his wrist and yanking it back as your opposite forearm breaks his elbow. Two of them run away in fear, the third at your mercy as you hold him by the collar.

“N-n-no, don't hurt me! I wasn't going to hurt her, honest.” He can barely speak. He's shaking uncontrollably in fear at the mere sight of you.

“Leave! And tell your friends 'The Bat' isn't putting up with their kind anymore,” you tell him as you shove him towards the open streets. He turns, looking back at you in sheer terror as he runs off…

* + **Stealth**: You silently glide into the darkness of the alley unnoticed by everyone except the woman being harassed. Her eyes and body language react, putting her captors on alert, but you’re too well hidden in the shadows for them to see you. The two of them turn back to their victim, the third at the end of the alley still on lookout. You lightly tap a nearby dumpster. The shorter of the two goes to check it out, ranting about how he is going to mess someone up. With the first punk distracted and searching the woman’s purse, you take the opportunity to jerk the short man into the shadows, silencing your prey by slamming him into the dumpster’s side.

The pickpocket turns quickly to see his partner in crime now missing, and not responding to his calls. He looks to the lookout, who seems unconcerned and is focused on monitoring the street. When he turns back, he sees his partner tied up and hanging from a nearby fire escape.

Before he can yell to the lookout, you seem to appear from nowhere as your thermo camouflage disengages. You silence him from behind, just as the lookout is getting impatient and moving down the alley to join his friends. He finds only the woman there by herself, in shock.

“Where did they go, what happened to them?” The woman slowly looks at him and then to the sky, pointing up. Both are now dangling from the fire escape. “Who did this!” After a few moments she manages to stammer “The Batman.” Just then from the darkness above, you glide in and carry the lookout away into the darkness.

The woman watches from below, amazed and stunned at what just took place.

* + **Gadget:** You watch from above with your night vision. You can see weapons clearly silhouetted as targets.  Your path clear, you quickly arm your BatArang, give it a moment to auto lock on the weapons the thugs are carrying, and then release it into the air. The BatArang flies true and strikes both weapons from the two thugs’ hands before they know what is happening. Next you launch a nonlethal gas bomb into the alley below, dropping a gas mask conveniently into the woman’s lap.

The thugs cough and shout that they can’t see. The lookout hears the noise and runs into the alley, only to find his friend struggling to stay on their feet. You throw your BatArang and knock the lookout unconscious. You then turn and throw your Bat-Bola to entangle the other two, knocking them to the ground.

You rescue the woman to the safety of the lighted, nearby street before disappearing back into the shadows.

# Story Summary:

Our story picks up at some point after *The Dark Knight* left off. Batman is hated by the city and wanted by the police for the murder of Harvey Dent. Within the first few minutes of the start of the game, Batman is defeated by Bane and his back is broken. (This plotline provides the catalyst for the player being able to rebuild Batman to fit their style of play.) While Batman is recovering, Bane has disappeared and the city is overrun with the various criminals Scarecrow helped escape from Arkham Asylum. The more powerful of these criminals have taken over the various boroughs of Gotham City. It's now up to the player to begin to clean up the city and unravel the mystery of Bane's involvement. As the player progresses, they will have the opportunity to play through flashback sequences to learn new skills. These flashback sequences will take them to Ra's Al Ghul's temple and the Asian prison from Batman Begins.

# Product Risk List

1. **New Tech Direction** – Moving from first person shooter to 3rd person action means some fairly serious engineering system changes

**Risk mitigation**:

* LOD system is being implemented
* Key CTT positions are being filled as quickly as possible
* Other technologies are being looked into for possible solutions
* 3rd person camera is prototyped and working in-game, next steps are to refine and playtest extensively
* New animation system is being actively worked on. New tools and runtime code are being updated to improve efficiency and workflow.
* Many game systems are being refactored to improve design and content workflows to decrease iteration times
* New scripting system is being implemented

**Pre-Production Phase Goal**: Continue to improve current systems. Finish implementing and testing new systems.

1. **Establishing a game/movie studio process that translates to success.** It is important that Monolith Productions establish a methodology for working with movie studios that will allow for both parties to succeed completely. Both Monolith and the movie studios must feel that any contributions and consultations they choose to make to the project are welcome and valued as part of this process. This will be difficult as different licenses will involve different stakeholders.

**Risk Mitigation:** Maintain strong communication and an open feedback path to allow for quick approvals.

**Pre-Production Phase Goal:** Establish the relationship with DC and build it to help set up a successful base for the eventual Filmmaker relationship.

1. **Differentiating ourselves from *Batman: Arkham Asylum*.** *Arkham* is on track to make a great Batman game for the everyday gamer. We are planning to dig deeper in our vision of what makes a great Batman game in the Nolan universe.

**Risk Mitigation:**

* + **Meeting with Rocksteady –** The Apollo team will be meeting with the Rocksteady team on a regular basis to share information to maintain as much distance from each other’s products as possible.
  + **Player Choice –** Players will be able to build Batman their way. Choosing from Combat, Stealth and Gadget talent trees, the player can approach each encounter in thousands of different ways depending on their choices. Much deeper choices await our players when compared to *Arkham*.
  + **Combat-** Our combat system supports the button masher style play but we will have several layers of depth for the players who want it: multi-button attacks, combos, counters, unlockable new moves, “Bone Breakers” and gadgets.
  + **Stealth-** Stealth in our game will use light, darkness, height and gadgets to allow the player to move and attack unexpectedly from the shadows.
  + **Gadgets-** Gadgets will be seamlessly integrated into all of our core mechanics. Combat allows players to use the majority of their gadgets for combat and stealth.
  + **City of Gotham-** (Scale of levels is still being investigated) The ability to run freely in individual districts of Gotham City has not been done in any Batman game. The ability to grapple and climb to the top of a sky scraper, dive off and glide for hundreds of yards allows players significantly more freedom of movement than what *Arkham* is planning.

# Legal/Rights/Clearances Constraints:

* **Films Makers:** Work closely with filmmakers to ensure our story supports the vision of the Batman movies. The immediate need is to understand how the Monolith game would hook into the film. We hope to discuss with filmmakers in early 2010.
* **DC Comics:** Monolith understands it is important all Batman products stay true to the rich literary world of the comics. We intend to work closely with DC and plan to use a DC approved writer for the script/story.
* **Fictional Companies and Product names:** The developer seeks to decorate the game world with corporate logos and signage from fictional companies created for the original comic book and in house. All of these need to be approved for the game.
* **Others?** TBD. Issues such as Mo-cap talent, VO, character likeness, the writer, etc.

**SWOT Analysis**

|  |  |
| --- | --- |
| **Strengths**   * Capitalize on the extremely successful Batman movies directed by Nolan. * Monolith is known for its strong artistic style that brings the emotion of the Batman universe to life. * The game brings new core mechanics to the Batman universe such as player choice. | **Weaknesses**   * Time/Tech/Resources make scope difficult to project at this point. * Movie and comic games are generally associated with bad video games. |
| **Opportunities**   * Cross-promotional tie-ins with the movie. * This product is a launch pad for future products and could continue to revitalize the franchise. | **Threats**   * Unknown upcoming games to be released around the same launch time. * Approval Times from all the stake holders. WB/DC/Nolan |

# Key Dates:

|  |  |
| --- | --- |
| Concept Phase | May 1, 2009 |
| Concept Video Complete | May 1, 2009 |
| Pre-Production Complete | March 15, 2010 |
| Vertical Slice Complete | March 15, 2010 |
| Production Complete | March 15, 2011 |
| Alpha | June 15, 2011 |
| Beta | December 15, 2011 |
| Release to Certification | March 23, 2012 |
| Release to Manufacturing | May 4, 2012 |
| Shelf | June 1, 2012 |