

## Treatment

School for  
Vampires

"The Moonlight Quest"

Cross Media Gaming for  
Smartphones, Tablets and Smart TVs



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## 1 Overview

The result of this project will be a prototype of a free to play game for connected TVs, smart phones and tablets combining side-scrolling gameplay with quiz game elements. In addition there will be social community features and a score- and currency-system for monetization and payment services. The prototype will be a playable version which demonstrates the gameplay, artwork and design, the graphical user interface design as well as basic functions of the social community features. The prototype can already be played but important improvements and enhancements will have to be made until the first version will be launched.

School for  
Vampires

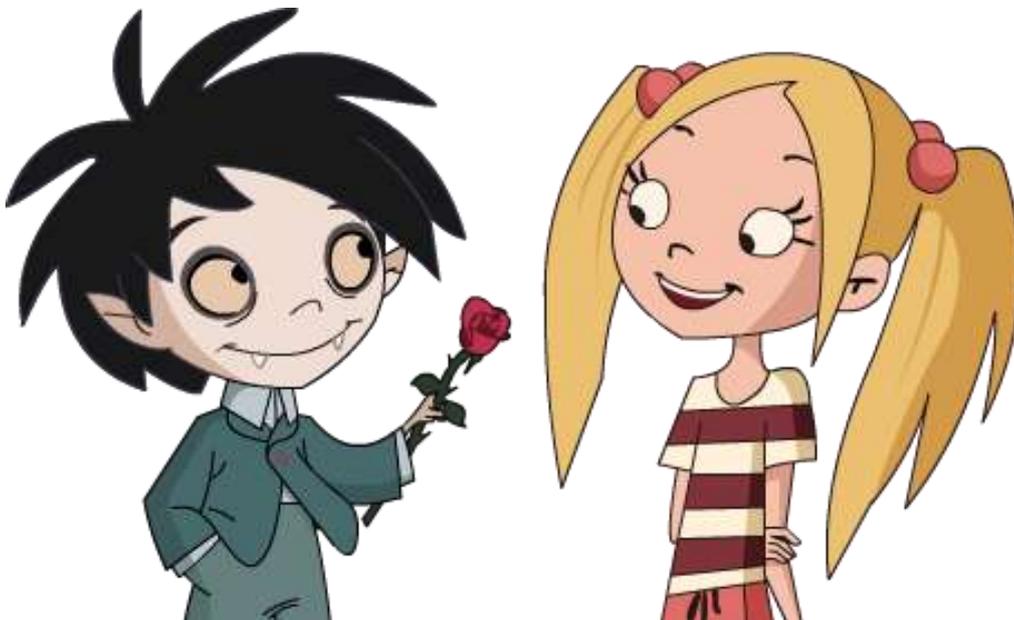
"The Moonlight Quest"

logo (draft)

## 2 Synopsis

### 2.1 Description

Oscar the vampire wants to go visit his girlfriend Sunshine, so he transforms into a bat to fly all the way to her place. Players will be able to control Oscar and avoid dangerous obstacles like thorn bushes. Flying can use up a lot of energy, which has to be replenished by collecting bottles of tomato juice every now and again. When Oscar has lost too much energy or has hit an obstacle, he will crash and the game will be over. It's also possible to collect roses for Sunshine along the way and gain a higher score.



Oscar the vampire with his human girlfriend Sunshine

Along the way, players will also encounter Oscar's rivals, such as Poldori, a vampire hunter. Their attacks will be more challenging. Since Oscar is like all vampires susceptible to daylight he will need to take shelter in a coffin before sunrise. Coffins can be found in crypts at the end of a path segment.

When he successfully hid in a coffin, Oscar's journey will be put on hold until the sun has set again. During that time players can answer some questions related to the School for Vampires TV show, which can be selected from the main menu. Each question will have three possible

answers to choose from. The quiz is optional and can be skipped at any time, but for each correct answer, players will be rewarded with “Vampire Coins”.

When the sun has set Oscar will resume his journey. After a number of segments he will arrive at his girlfriend’s house and be able to present the roses he collected along the way. After a short cut scene Oscar will set out for home again. Payers will control him the same way as before.



side-scrolling game view (draft)

Players can use the “Vampire Coins” they collected to unlock new things, such as items, levels, and themes. With these they can create a more varied and successful gameplay. The coins can also be used to unlock episodes of the TV show as video on demand stream. New episodes will in turn make answering questions during the quiz easier. Complying with the “free to play” business model, players will also be able to purchase “Vampire Coins” directly via credit card or other payment methods.

The quiz is also available outside the actual gameplay as a competitive multiplayer mode. For this mode players will need a Google TV remote, smart phone or tablet as input device.

## 2.2 Key features

- Innovative cross media solution which combines traditional television experience with the challenging fun of gaming interactivity
- Enjoy a simple but skillful free to play side-scrolling game with quiz game elements
- Play as the main character Oscar of the famous "School for Vampires" TV series
- Great graphics and animation in the style of the original "School for Vampires" TV series
- Earn "Vampire Coins" to unlock "School for Vampires" TV episodes and extra items for the game
- play other characters of the TV series with other special powers
- Test your vampire knowledge with your friends and family in the challenging "School for Vampires Quiz"
- Play mobile on your smart phone or tablet, or use the game on your Smart TV
- Optionally use your smart phone or tablet as input device for your Smart TV game experience
- Share your game experience by using the community features
- Compare your high scores, leaderboards and achievements with your friends

## 2.3 Target groups

The game should appeal to a wide audience and open up new target groups: Casual gamers, young and old, family, non-gamers, gamers, male and female



target group family (photomontage)

## 2.4 World, characters and story

The game is based on the TV series “School for Vampires” by Gerd Hahn. Players take the role of the TV series protagonist, Oscar. Vampire stories have always fascinated people of all age groups. Vampire tales and movies often were huge success. What would it be like to live in a vampires’ world? How should you behave, what are the challenges and adventures to cope with in order to become a real vampire?



main characters

### 2.4.1 Synopsis of the TV series

A vampire boy, who can't bear the sight of blood, in love with an evil human girl named Sunshine – the cards are stacked against Oscar, the vampire! His flashy and lovable friends are named Stoker, Gothetta, Klot or Count von Horrificus and have one thing in common: They are all vampires and pupils.

Of course lessons are a bit different for young vampires than for normal children: jumping to start flying and transformation techniques, determination of blood type, control over the shadow, avoidance of dangerous situations and objects such as garlic, crucifixes and most of all sunlight. Vampire pupil Oscar prefers to meet his human girlfriend Sunshine, instead of working on his vampire career.

Too bad that Sunshine's grandfather is the strange vampire hunter Polidori, who always tries to catch the creatures of the night using his adventurous catching devices and wants to convince humanity of the existence of the blood sucking species.

## 2.4.2 Characters (selection)



### **Oscar**

Vampire pupil Oscar prefers to meet his human girlfriend Sunshine, instead of working on his vampire career.

Too bad that Sunshine's grandfather is the strange vampire hunter Polidori ...



### **Gothetta**

An eccentric vampire girl. She is a close friend of Oscar and jealous of Sunshine, the human girl.



### **Stoker**

He is Oscar's rival and believes that he is the best vampire of all times. He boasts his courage, but in serious situations he is always the coward. He is completely in love with Gothetta.



### **Lenny**

The man for everything. He wakes up the little vampires and brings them into their coffins. He also cooks tasty vampire meals such as living stew or scream dumplings.



### **Sunshine**

Polidori's granddaughter. She is annoyed by the craziness of her grandfather, especially his idea that her boyfriend Oscar is a vampire...



### **Polidori**

A strange vampire hunter, who is obsessed with the idea vampires. He tries to prove this theory with any means necessary.

### 2.4.3 Facts about “School for Vampires”

The TV series SCHOOL FOR VAMPIRES (adapted from Jackie Niebisch’s popular novels) have been an outstanding success in the Gerhard Hahn produced series on ARD and KIKA.

**Format:** 104 x 11 Min. finished (last season of 26 episodes finished in 08/2010)

**Production period:** 2000 - 2010

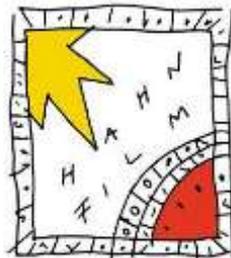
**Target group:** Age 6 - 12

**Production:** Hahn Film AG

**Director:** Gerhard Hahn / Tony Power

**Designs:** Neschet Al Zubaidi, Miriam Fritz

**Set Design:** Mario Kuchinke Hofer



104 episodes were aired by the ARD and KIKA in Germany at high broadcast rates as well as in 8 other countries world-wide so far. First aired: August 26<sup>th</sup> 2006, “Das Erste”. The market share after three years was approximately 20%.

A motion picture is going to be produced starting in 2013; currently the financing is secured with an Italian and a Canadian co-production partner. The Mitteldeutsche Medienförderung (MDM) supported the project development of the motion picture “School for Vampires” by sponsoring the production of a 3D stereoscopy-teaser, developed by RABBIX VFX GmbH Weimar and Hahn Film AG.

#### Sales

Sold to 19 territories (All contracts still ongoing), 5 before closing :

- Austria (Season 1-4); On Air mid 2008; re-air planned for 2010
- Switzerland (Season 1-4), since 2008, re-aired several times
- Italy (Season 1-4); On Air since 2007; re-air in 2010 including the 4. season
- Norway (Season 1); On Air since 09/09
- Sweden (Season 1-4); On Air from 07/09
- Finland (Season 1-4); On Air Spring 2010

- France (Season 1-4); On Air since 2008; 03/09 – 07/09 every day
- Portugal (Season 1); No air date known yet
- Russia (CIS) (Season 1-4); Since 01/09 every day, multiple times
- Turkey (Season 1-4); No air date known yet
- North Africa (french speaking) (season 1-4), on air
- Thailand (Season 1-4), no air date yet
- Middle East (Season 1-4), no air date yet
- Benelux (Season 1-4), no air date yet

In concrete negotiation: India, China, Canada, Hong Kong, South Africa, India, Middle East. The DVD is distributed by Infopictures, the online Video rights are distributed by Studio Hamburg, until 12 / 2012. The distribution of the TV series is, since 07/2010 handled by Telepool / Germany.

## 2.5 Gameplay, genre and similar games

The game was designed as a combination of side-scrolling- and quiz-gameplay to cater to the needs of a diverse target group. Sidescrolling games like “Tiny Wings” and “Jetpack Joyride” have become increasingly popular among a wide audience in the recent past. Simple and familiar rules from TV quiz-shows such as “Who Wants to Be a Millionaire?” allow for older users with more traditional media habits to be able to easily access the new interactive possibilities of Smart TVs. Hence the multiplayer gameplay is also built on traditional and collective habit of media use (“Saturday night – living room – family”): a shared experience of entertainment for all ages.

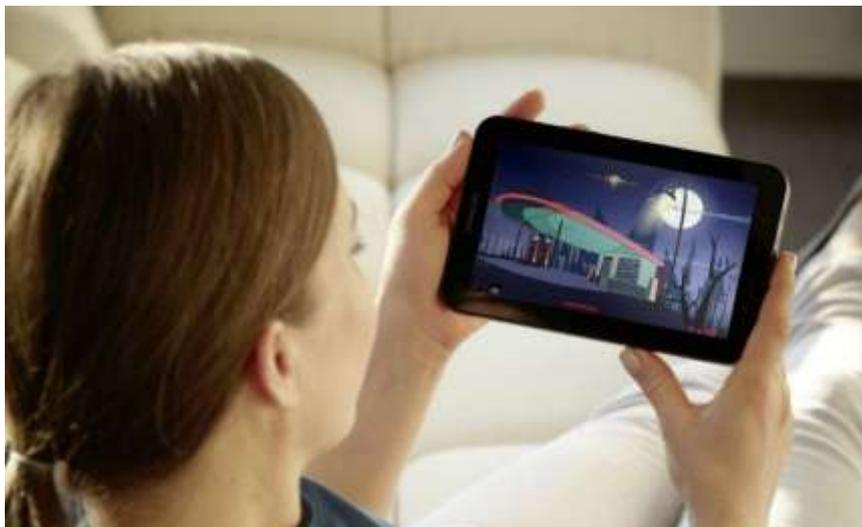
## 2.6 Platforms and technology

We are aiming for innovative cross-platform development (e.g. HTML5, Cocos 2d-x) and the support of state of the art hardware. The focus will be not only on development for smart phones and tablet (iOS, Android, Windows Phone) but on the support of the new interactive medium “Smart TV”. The growing market of Connected TVs is promising for opening up new target groups and a resulting economic success in the long term. The prototype will be developed for the Android based OS “Google TV”, because a likely wide distribution in the future: “By the summer of 2012, the majority of the televisions you see in stores will have Google TV em-

bedded."<sup>1</sup> Nurogames is also able to communicate with Google through a reference person. Google will serve as consultant during the time of the development.



Development for Apple's possible competitive model "iTV" is currently not possible, since there has been no official announcement yet: "Prototypes already exist, but a launch before 2013 is unlikely."<sup>2</sup> A connection from smart phone/tablet to the TV will be ensured on a technical and functional level. When the game is being displayed on the TV screen, users will be able to use their smart phone/tablet as a controller, as an alternative to a regular remote. The touch screen can serve not only as input medium, but also an additional display for information that is relevant to the game. Beyond that, the game can be viewed and played exclusively on a smart phone/tablet without any television.



game on an android tablet (photomontage)

<sup>1</sup> <http://www.theverge.com/2011/12/7/2618225/eric-schmidt-le-web-paris-google-tv-majority-all-tvs>

<sup>2</sup> <http://www.golem.de/1110/87358.html>

## 2.7 User profiles

The data of a user's profile (e.g. name, save game, score, and currency) will be stored on a server. That way, users will be able to access their data with the account and login info from any device. In order to access all features users will need to create an account. Alternately they will be able to register via Google, Apple or Facebook account.

## 2.8 Social features and virality

Virality will be generated with connecting Facebook and the integration of social features (highscore, leaderboards, achievements, postings, etc.). In this context, it is also possible to consider the use of services like OpenFeint and Game Center. The user can also send eCards with email or Facebook messages or postings.



eCard feature (draft)

## 2.9 Free to play and virtual currency

The game was designed as a free to play model with in-app-purchases. So it is possible to play the game for free, at least to a point. Advantages, expansions, and other virtual goods need to be purchased with an game currency. That currency can be obtained in the game itself, albeit in very small doses, for example as a reward for an achievement. It can also be purchased for actual money through in-app-purchasing. Another possibility for payment like Facebook Credits or Sponsorpay could be built in as well.

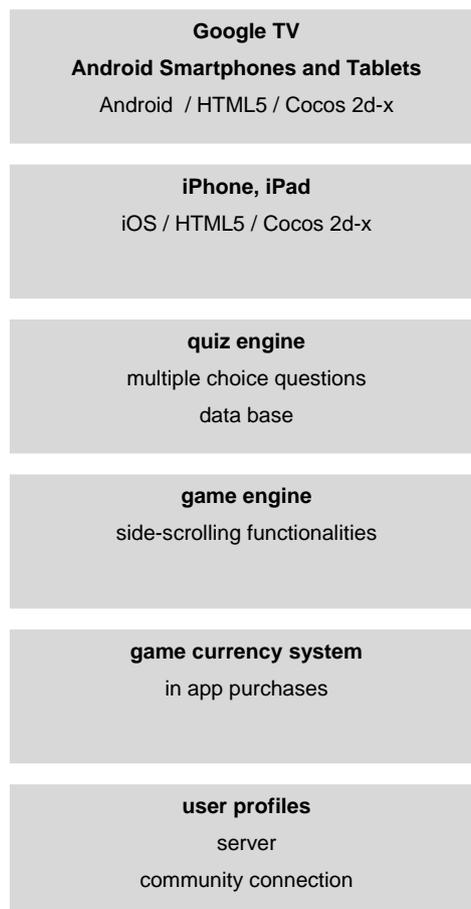
The score and currency system can also be used for unlocking episodes of the School for Vampires TV series (video on demand stream). The content of an episode makes answering the

quiz of the game much easier and can unlock additional questions. This way, a cross-medial use and distribution is made possible and encouraged.

## 2.10 Technological basis

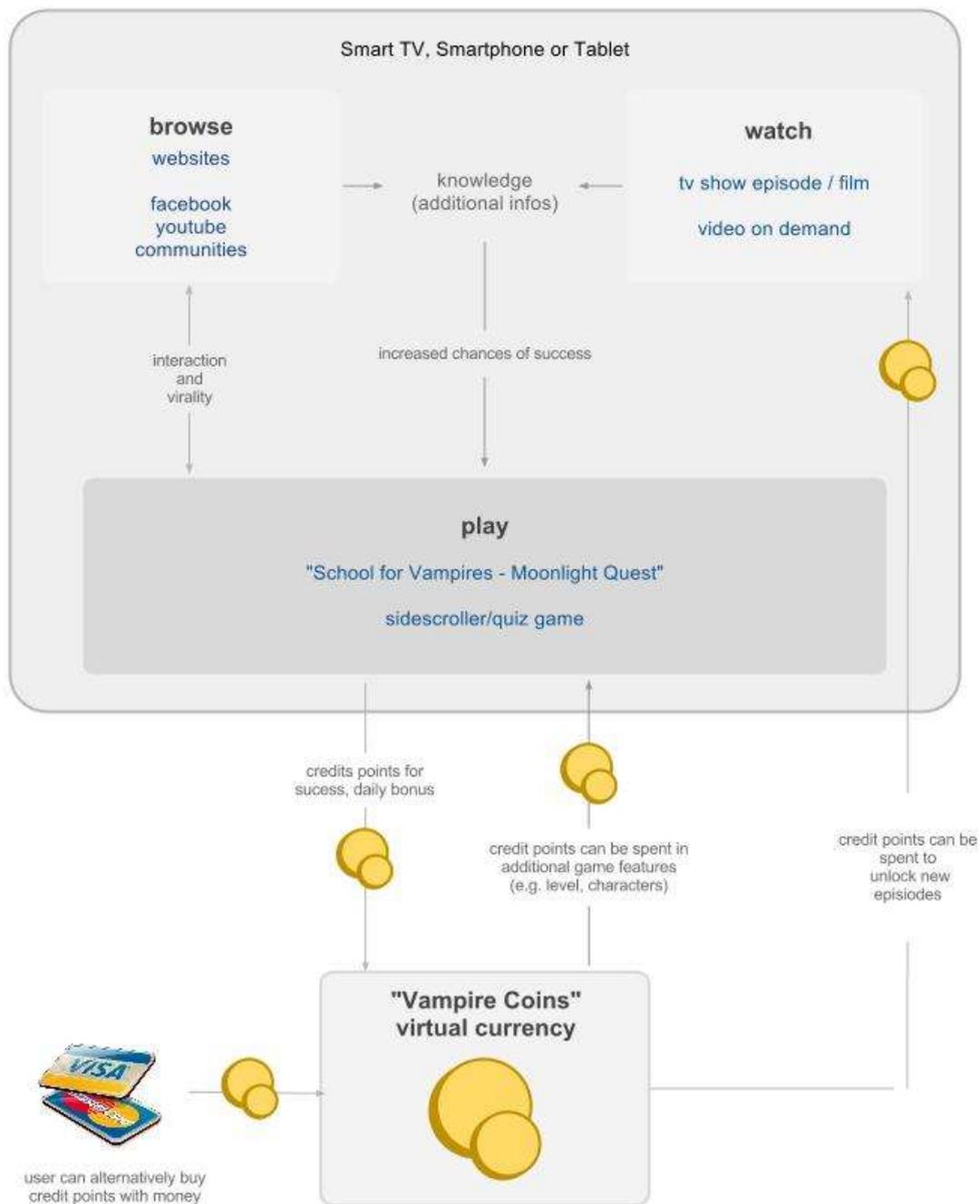
The technological basis and its components for the prototype that are created during development can be used as a foundation for other development projects. For example:

- game engine (side-scrolling and quiz game) for Smart TV, smart phones and tablets
- user profile and server
- score, currency and billing system
- in app purchases
- community features and connectivity (e.g. Facebook, OpenFeint)



## 2.11 Functional set-up

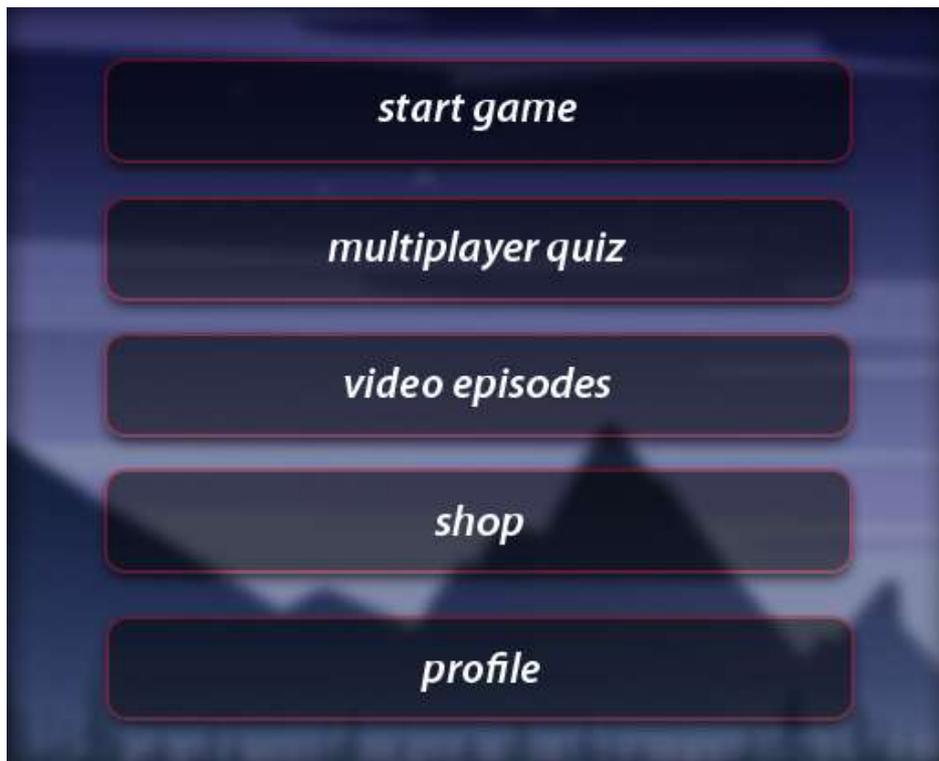
The basic functional set-up can be transferred to other content (brands) and is therefore independent of the "School for Vampires" universe.



## 3 Game concept and interactivity

### 3.1 Main menu

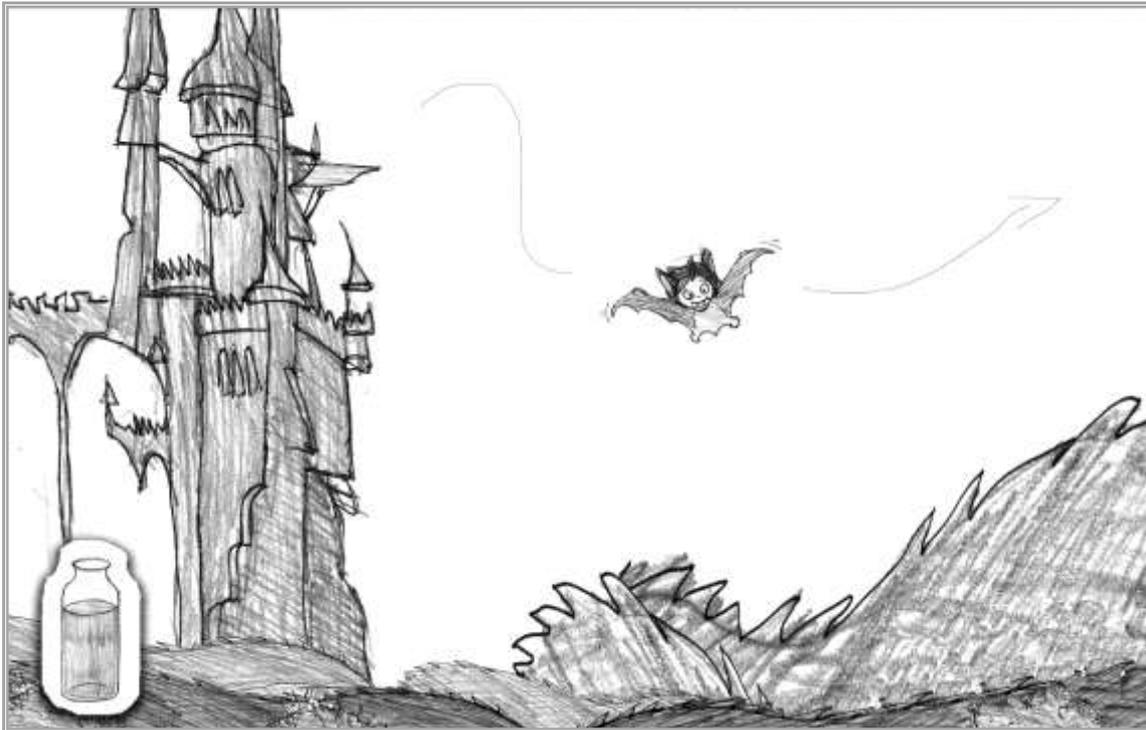
After downloading and installing the app there will be a variety of options presented to the user in the main menu.



main menu (draft)

## 3.2 Single player gameplay

Players control the character Oscar during his flight from the castle to Sunshine. If he collides with obstacles, like thorn bushes or spiky rocks, he will crash.



side-scrolling gameplay (storyboard)

### 3.2.1 Energy (tomato juice)

To have enough energy for his exhausting flight, Oscar will need to drink tomato juice occasionally. When his supply is depleted he won't have the strength to keep flying and fall. An energy bar will display how much of it is left.



tomato juice (draft)

### 3.2.2 Time limit

Oscar will have to hurry, because the sun will rise soon. If he can't make it on time, the sun will weaken him so much that he will fall. The time left till sunrise will be displayed as a chronometer with a moving needle.



chronometer (draft)

### 3.2.3 Enemies

During his flight Oscar will be attacked by enemies such as Professor Polidori and Stoker and will have to avoid being hit.



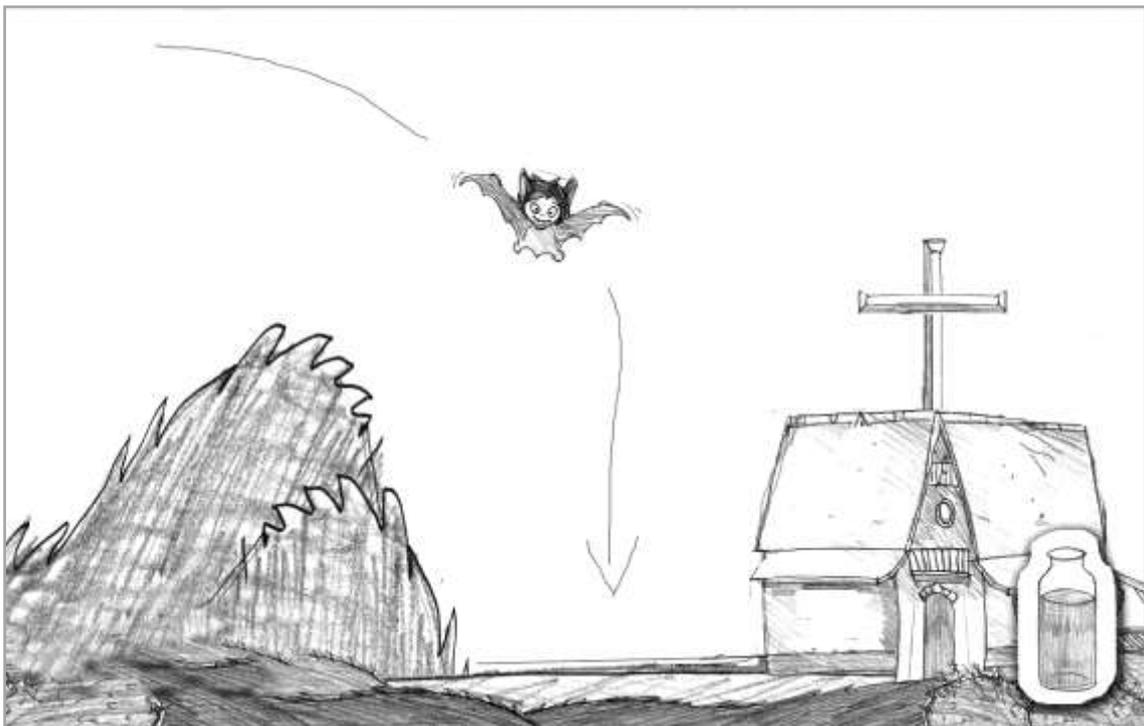
Enemies "Stroker" and "Polidori"

### 3.2.4 Levels and level endings

The travel distance to Sunshine is divided into different levels. They differ visually, in their structure and difficulty level. At the end of each level there is a crypt that Oscar has to hide in, so that he might survive the dawning day.



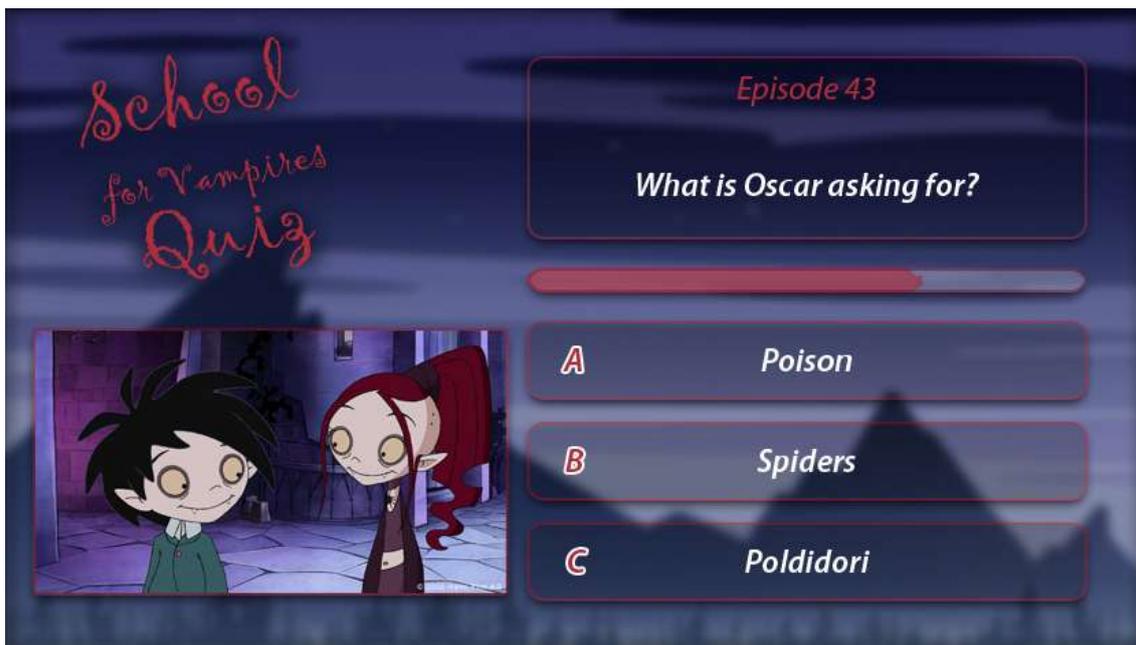
enemy attack (storyboard)



level ending/crypt (storyboard)

### 3.2.5 School for Vampires Quiz

After landing at the end of a level the time till the next sunset (e.g. two minutes) will be bridged by a short “School for Vampires” quiz. Players will have to answer several multiple choice questions until the sun has set. The questions refer to episodes of the TV series that have already been unlocked or refer to general vampire knowledge. For each correct answer, players will receive “Vampire Coins”.



"School for Vampires" Quiz (draft)

### 3.2.6 Game over

In the following cases the game will be over:

- Oscar collides with an obstacle
- Oscar's energy is depleted
- The sun has risen before Oscar reached a crypt

### 3.2.7 Highscore and achievements

After the game is over it will display the score that was reached, the received “Vampire Coins” and unlocked achievements. The score is derived from the traveled distance and the bonus points from collecting bonus items.

### 3.2.8 Character skills

The player continuously earns experience points for all actions during the game. With the XP-points he has the possibility to level up the characters skills. The attributes can also be upgraded instantly by using "Vampire Coins". The parameters of the skill directly affect the behavior of the character and the gameplay.



OSCAR	
<i>Level 5</i>	<i>XP 2466</i>
<i>Stamina:</i>	<i>10/10</i>
<i>Speed:</i>	<i>5/10</i>
<i>Health:</i>	<i>8/10</i>
<i>Energy:</i>	<i>5/10</i>
<i>Amor:</i>	<i>6/10</i>

instant upgrade: 100 Vampire Coins 

### 3.3 Community (Facebook, OpenFeint)

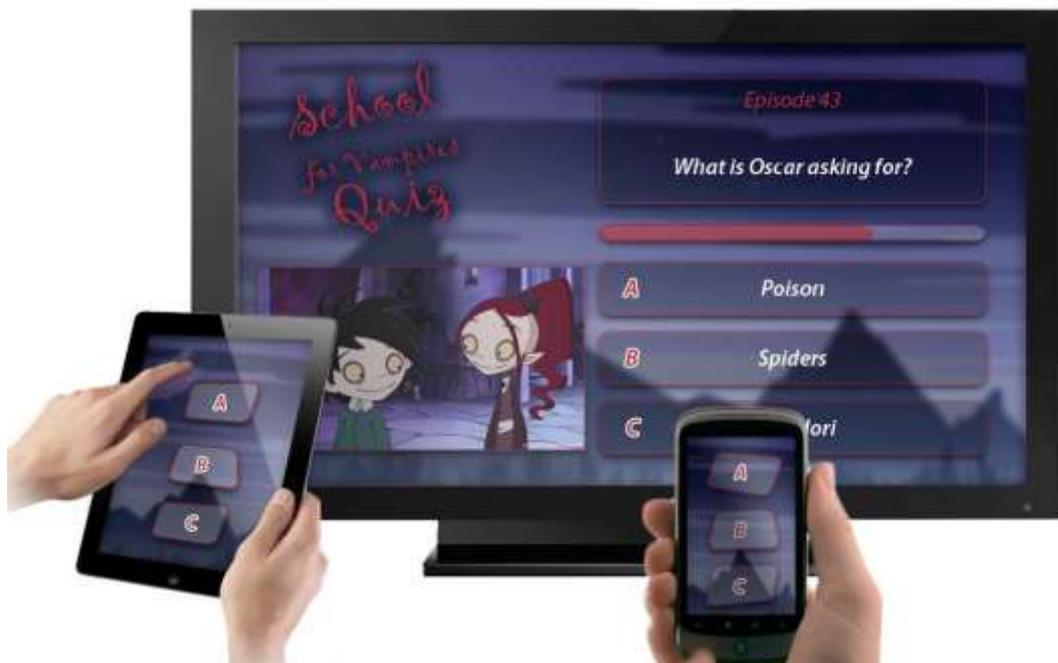
If they wish to do so, players can post highscores and compare it with other players in leaderboards, depending on the linked user profile.



### 3.4 Multiplayer quiz

Up to four players can compete in the multiplayer quiz. The TV will display different multiple choice questions one after another. Like the single player quiz, the questions refer to episodes of the TV series. The goal is to score points by answering the questions faster than the other players.

To select an answer, a Google TV remote, controller or keyboard can be used. Alternately, player may use a tablet or smart phone as a controller. The corresponding buttons will appear on the device once the designated app has been installed and connected to Google TV.



quiz game - competitive multi device gameplay (draft)

## 3.5 Interface conception and controls

The interface should allow for an intuitive control of the game. The design of the GUI and the controls are adapted to and optimized for the respective input (Google TV remotes, smart phone or tablet).

### 3.5.1 Google TV

#### **Touch button [up] or press key [up]**

Oscar will flap his wings and gain altitude. He will gain speed the longer the button is pressed.

#### **Touch button [left] or [right] or press key [left] or [right]**

Oscar will move in the designated direction. He will gain speed the longer the button is pressed.

#### **Touch button [down] or press key [down]**

Oscar will retract his wings and start falling rapidly. He will gain speed according to gravity.

#### **Release buttons or keys**

Oscar will open his wings and glide according to the previous speed and direction. These parameters will change accordingly with gravity and inertia.



Sony NSZ-GT1 remote and Logitech Mini Controller for Google TV

### 3.5.2 Google TV with smart phone or tablet as controller

One-touch control and tilting the device for changing direction and speed (tilt sensor)

- Touch and hold: Oscar goes up
- Don't touch: Oscar goes down
- Tilt to the right: Oscar moves to the right
- Tilt to the left: Oscar moves to the left



Smart phone as a control device (photomontage)

### 3.5.3 Smart phone or tablet

Whenever the game is used on a tablet or smart phone independently of the TV, players can use a virtual gamepad for the controls. They can switch to the optional one-touch controls with tilt sensor in this case as well.



Virtual keypad (draft)

### 3.6 Video episodes

Users can access an overview of the available episodes of “School for Vampires” via the main menu. They can select episodes and watch them via video stream, provided the episode was already unlocked. Unlocking an episode will cost “Vampire Coins”. In accordance with the unlocked episodes, new questions will be added to the quiz automatically.





shop for new video episodes (draft)

### 3.7 Game currency and shop for virtual goods and extra features

The revenue model of the game will be a freemium model which is already the major revenue source for browser and mobile games, since the possibilities of micro payments are available through a lot of different methods. The basic game will be for free. Special items or features have to be purchased with „Vampire Coins“. Players will receive those in small doses during the game, particularly as a reward in the quiz section. Alternately, players can purchase this currency for real money to get immediate access to additional content.



game currency „Vampire Coins“ (draft)

### Examples of consumable goods

- Energy power up mushroom: More stamina for a restricted time
- Portal: Respawn after dying
- Shield: Invulnerability for a restricted time
- Speed Cart: Vehicle to drive fast forward
- Instant Character skill upgrades



virtual goods: "Mushroom", "Speed Cart"

### Examples of features

- Alternate characters and outfits
- Additional game modes and levels
- Unlocking additional episodes of the TV series and corresponding quiz questions
- Wallpapers



additional characters



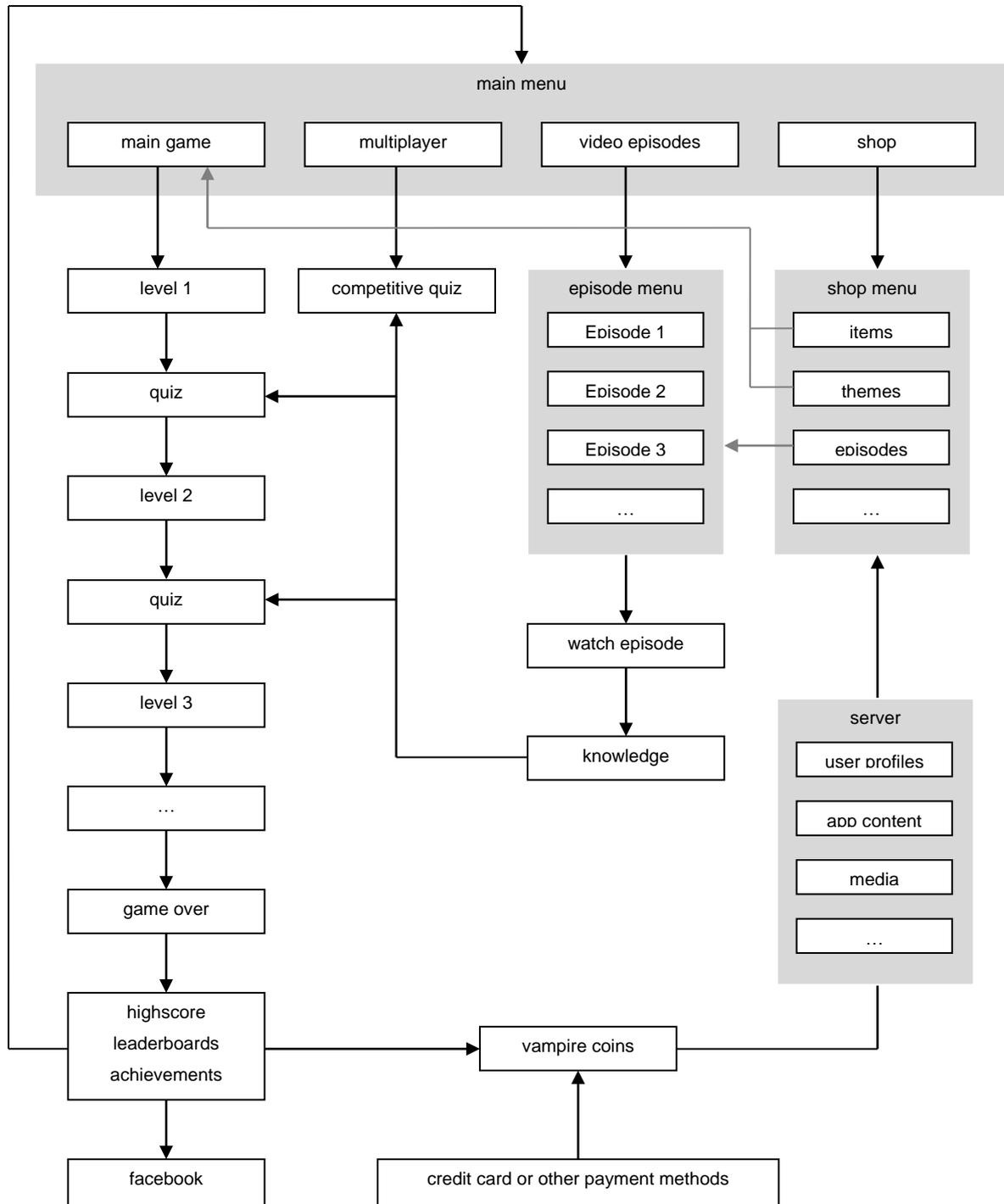
wallpapers

### 3.8 Markets

Both Google TV and the Android app will be distributed via Google Play store. The iPhone and iPad versions will be available in the Apple app store. In-app-purchases take place in the respective stores.



### 3.9 Flowchart overview



### 3.10 Visual, sound, and graphic elements

In generally the visual, sound, and graphic elements are designed in accordance with the look and artwork of the television series. The existing and available style guide of the TV series is used, however the graphical elements have to be adapted to the respective platform.



The backgrounds (environments, landscapes), items and props are produced as 2D images (pencil drawings, colored and reworked in Photoshop). 3D models can be integrated in the design process as well, for example in order to facilitate the production, display and animation of complex architectural perspectives.

Sound, sound effects and music will be taken from the original television series. Therefore the accordance with and the recognition of the original television sound and music is guaranteed. New sounds and music will be produced in accordance with the original style. Music will be applied rarely and has – alongside dramaturgical functions, the task to affect and influence the player emotionally. The music will react contextually to the game events. Different music is to be integrated for variation, depending on single quests and the overall game progress.

## 4 Note of the author of the game concept

Boris Irmischer, Creative Director Nurogames GmbH:

„This project is a challenge for Nurogames and for me personally and can be a milestone in current game development. The TV series is very professionally produced and telling great stories. It will not be easy to maintain the look & feel, above all for mobile devices and Smart TVs. Taking over the basic content of the TV series into a interactive game will be demanding, but the story potential from the series is huge. The same applies to the ambitious game design which combines two genres, side-scrolling and quiz gameplay. To achieve the envisaged game features on mobile devices is not impossible, but a difficult task. But I am sure that Nurogames is prepared for the challenge, I am looking forward to this great project.”

## 5 Note of the creator of the TV series

### **NOTE OF AUTHOR AND CREATOR OF THE TV SERIES**

#### **„SCHOOL FOR VAMPIRES – MOONLIGHT QUEST“**

**Prof. Gerd Hahn, CEO Hahnfilm GmbH**

The TV „SCHOOL FOR VAMPIRES“ which I created proves to be a right pitch for the target group. The fourth season of the TV series has just been finished in the August 2010 and already aired in various countries. This results in a total of 104 episodes of 11 minutes. The series is already sold in more than 18 countries and many more to come. The international distribution has just been taken over by Telepool and we are sure that the success will be global.

Next year, the production of a “School for feature film will start which will give another enormous push to this brand.

We are delighted to have Nurogames GmbH as the partner to bring „SCHOOL FOR VAMPIRES“ to the most interactive medium – computer games. The approach to create a cross media game linking phones & tablets with the new generation of TVs, the SMART TVs is compelling and I am convinced that Nurogames with its experience and innovative skills is the perfect partner for this project.

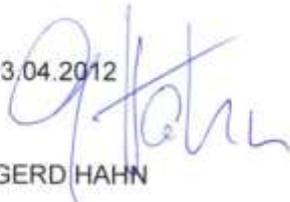
As the TV series, the game “MOONLIGHT QUEST” should be entertaining, and challenging, but also should contain educative elements and should support the TV series. Vampire stories and the myths around it have always fascinated humans and, as shows the success of the TV series, also children are very attached to this subject. To explore the stories of the little Vampires within the game and link them to the TV series, is great. The game concept by Nurogames is very innovative and addresses not only children but the whole family and casual gamers in general.

I offer the audiovisuell content to sublicense the video content for the game or offer them within the game.

The games project by Nurogames is definitively going to push the brand and the TV series and offers a lot of cross promotion possibilities. For the TV stations, there will be a new possibility to promote the brand and additional revenues.

Nurogames has got the capacity to turn this story and vision into reality and I am looking forward to this fantastic project.

Berlin, 03.04.2012



PROF. GERD HAHN

(Author “SCHOOL FOR VAMPIRES – TV SERIES”)

## 6 Letters / declarations of Intent

AppSide Ltd, 22 HaAmal St, Ramat Gan, Israel



### To whom it may concern: Letter of Intent

We have been presented a concept for a game development called „School for Vampires – Moonlight Quest“ for smartphones, tablets and Connected TV. The project is based on a well known TV Series "School for Vampires".

We are the world's first gesture-controlled apps and games marketplace. Pre-installed on gesture-controlled devices and SmartTVs, our goal is to advance a platform that will offer cross-device monetization opportunities for gesture-controlled application developers. We are a founding member of OpenNI ([www.OpenNI.org](http://www.OpenNI.org)), an industry led organization that ensures cross platform interoperability for natural interaction devices. Our end-to-end SaaS solution enables a gesture-controlled appstore platform with an exciting content catalog over any natural interaction technology and consumer electronics device. We offer end-users the widest range of games and apps, turning any gesture-controlled device into a gaming and apps entertainment console. Our exciting content catalog works across a variety of gesture-controlled media centers and smartTVs.

Our marketplace powers Asus's Xtion store; our goal is to help both CE manufactures and developers distribute the best content to the most users.

The concept of „School for Vampires – Moonlight Quest“ for smartphones, tablets and Connected TV is a compelling idea and would work perfectly with our system. The idea to combine a internationally known license with a sophisticated mobile game for family entertainment is perfect and the game is suited for the immediate sale on the international market. The game concept is very convincing and is the future of gaming.

We are very interested in co-producing / co-publishing the game and to go into further negotiations, once the development and prototype of the game is finished.

Best Regards,

Tel Aviv, 27.03.2012

A handwritten signature in blue ink that reads "Brian Poel". The signature is written over a horizontal line and is crossed out by a large, diagonal blue scribble.

Brian Poel  
AppSide Ltd.



Grupo HS3 Project Development, SL  
Gran de Gràcia 15, 1-1  
08012 Barcelona, Spain  
info@hs3.biz

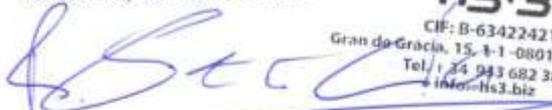
### **Absichtserklärung: „Projektfinanzierung - Nurogames GmbH“**

Grupo HS3 Projekt Development S.L., Barcelona/Spain ist ein Unternehmensinkubator und Venture Capital Unternehmen, das junge Unternehmen aus dem Medienbereich bei der Eigen- und Fremdkapital-Finanzierung und dem Unternehmens-Wachstum unterstützt. Dabei zählt es auf ein großes Netzwerk von angeschlossenen Risikokapitalunternehmen und Business Angeln.

Im Februar 2012 wurde das Unternehmen Nurogames GmbH von einem der Analysten von Grupo HS3 Project Development S.L. geprüft und ein Projekt, das entwickelt werden soll, „School for Vampires“, analysiert. Das Projekt interessiert uns sehr und wir möchten uns an dem Projekt als Financier beteiligen.

Grupo HS3 S.L. erklärt ausdrücklich, dass beabsichtigt ist, dass eine stille Beteiligung in Höhe von 95.000 EUR als Projektfinanzierung im Falle der Förderung des Projekts „School for Vampires“ im Rahmen des Calls von Media einzulegen.

Barcelona, den 02.04.2012

  
Raúl García  
Apoderada, Grupo HS3 Projekt Development S.L.

**HS.3**  
CIF: B-63422421  
Gran de Gràcia, 15, 1-1 - 08012 Barcelona  
Tel: (34) 93 415 08 53  
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**TriggerFish**  **Media**  
the social media company

Avenida Diagonal 349, 1º 1ª  
08037 Barcelona | España  
[www.triggerfish-media.com](http://www.triggerfish-media.com)

To  
Jens Piesk  
Nurogames GmbH  
Schaafenstr. 25  
50676 Colonia / Alemania

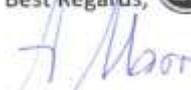
**CONFIRMATION**

Hereby, I, Agustin Marreins, Managing Director confirm that Triggerfish Media S.L., based in Barcelona and Buenos Aires, is very interested in cooperating in the project "School for Vampires – Moonlight Quest".

Triggerfish Media is specialized in App promotion, above all for Apple devices and Android devices, concentrating mainly on Social media optimization and online marketing. We are very strong in the Latin market, above all the Iberian Peninsula, but also South and Middle America. We are also starting to focus on Smart TV distribution with specified App distributors and hardware manufacturers. Some important cooperations are being closed within the next months.

We are very interested in pushing the promotion of your Game on a pure revenue share of the net revenues in those countries, investing a budget of marketing of around 5000 EUR per semester (to be re-evaluated).

The concept is very convincing and we are sure that it will not be difficult to get a good repercussion, if the game is fulfilling the promises. We are sure, that mobile social games, with those innovative features like this game has got, will be the winning games in the App Stores.

Best Regards,  **brand-union**  
  
Gran de Gracia 11, 1º  
08012 Barcelona  
Tel: +34 93 5 50 50  
CIF: B 644 25 15  
Info@brand-union.com

Agustin Marreins  
Barcelona, 03.03.2012



To whom it may concern:

**Letter of intent**

**StormBASIC S.L.** is a video game & mobile application development firm founded in 2004 by professionals with more than fifteen years experience in the area, developing until now a wide range of high quality titles & apps for smart portable devices , consoles and advanced OS. After March 2009, StormBASIC S.L. started to publish its own titles in digital format for iPhone, PSP® system/PlayStation®3 & other gaming platforms, under the brand StormBASIC games, obtaining a huge repercussion in all the media, as an example, in the Internet (in any search engine generates more than 400,000 entries from the brand), and the recognition of both the specialized press and the users as a developer of top quality games. In parallel to the gaming activities is deploying two independent business lines, related to, in one hand mobile marketing & in other business licensing of its proprietary development engines to the developer's community.

The concept of the cross media game „School for Vampires – Moonlight Quest“ for Smartphones, Tablets and Smart TVs has been presented to Tivola GmbH and we are very interested in co-publishing the game. The idea to combine a internationally known license with a sophisticated mobile game and Smart TV for family entertainment is perfect and the game is suited for the immediate sale on the international market. The game concept is very convincing and is the future of gaming. The game has a high probability that it will be a success and will guarantee that the game will highlight in the app store and get a broad recognition as well as a long life-time value for the gamers.

We are very interested in pushing the promotion of your Game on a pure revenue share of the net revenues in those countries, investing a budget of marketing of around 5000 EUR per semester (to be re-evaluated).

We are interested in go into further negotiations, once the development and prototype of the game is finished. Furthermore we would like to distribute the game in certain territories, above all in Latin America, Africa and the Iberian Peninsula.

Best Regards,

Fernando Sánchez Sánchez

CEO

April 2012, Madrid, Spain

© StormBASIC S.L., Confidential



Tivola Publishing GmbH

Wallstr. 14 A

10179 Berlin

### Letter of Intent

The Tivola Publishing GmbH produces and publishes demanding and high quality media for the whole family. The core of our publishing activity is games, audio and DVD's. The products are entertaining and teaching for children of all ages, but also for the whole family. As this, Tivola publishes and distributes the DVD's of the TV series „School for Vampires“.

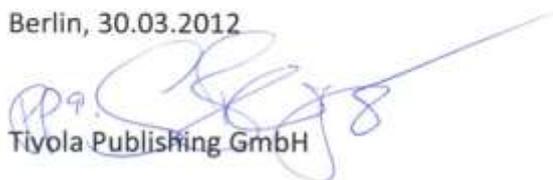
Therefore we know the licence and we think it is a perfect brand for the game concept below. The concept of the cross media game „School for Vampires – Moonlight Quest“ for Smartphones, Tablets and Smart TVs has been presented to Tivola GmbH and we are very interested in co-publishing the game.

The idea to combine an internationally known license with a sophisticated mobile game and Smart TV for family entertainment is perfect and the game is suited for the immediate sale on the international market. The game concept is very convincing and is the future of gaming. The game has a high probability that it will be a success and will guarantee that the game will highlight in the app store and get a broad recognition as well as a long life-time value for the gamers.

We are interested in going into further negotiations, once the development and prototype of the game is finished.

Best Regards,

Berlin, 30.03.2012



Tivola Publishing GmbH

Sonja Berger



## Declaration of Intent

We have been presented a concept for a game development called „School for Vampires – Moonlight QQuest“ for smartphones, tablets and Connected TV. The project is based on a well known TV Series "School for Vampires". This brand fits perfect to the planned game.

Nurogames GmbH is based in Cologne / Germany and is a game developer focusing on the development for different platforms but also distributing games. Nurogames has optioned the above mentioned licence for the development of the game.

Paladin Studios is based in The Hague / The Netherlands, and is a developer of entertainment and serious games for web, Facebook and iDevices. Their title 'EnerCities' won the Dutch Game Award for 'Best Online Game 2011'.

Keyfeatures of the Game include:

- Innovative cross media solution which combines traditional television experience with the challenging fun of gaming interactivity
- enjoy a simple but skillfull free to play side scrolling game with quiz game elements
- great graphics an animations in the style of the original "School for Vampires" series
- earn "vampire coins" to unlock "School for Vampires" episodes and extra items for the game
- play other characters of the TV series with other special powers or / and knowledges
- test your Vampire knowledge with your friends and family members in the challenging "School for Vampires" quiz
- play mobile an your Smartphone or Tablet or use the game on your Smart TV
- Optionally use your smartphone or tablet as input device for your Smart TV game experience
- Optionally unlock episodes of the tv series (mobile or on TV)
- share your game experience by using the community features
- compare your high scores, leaderboards and achievements with your friends

We believe that this game is going to be a success, not only in Europe but world-wide. Paladin Studios is very interested in participating in the production / development of the game „School for Vampires - Moonlight Ventures“, since Paladin Studios is very experienced in developing for the relevant platforms and has got an extensive KnowHow of social and community features and the creation of long-time motivation.

We can also contribute in the distribution / promotion of the game, above all in certain territories. We are looking forward to evaluating a prototype and a more developed concept.



Dylan Nagel  
Cofounder and product manager

Paladin Studios – Saturnusstraat 60 unit 82 - 2516 AH Den Haag - +31 71 513 2222  
info@paladinstudios.com - BTW Nr. NL814707890B01 - KvK Nr. 27278828

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