



Press kit
June 2017

Legends Of LUMA™



A new concept
the Serial game

Legends Of LUMA™

At Ludonaute's, we like telling great stories. With this goal in mind, we have published a dozen of board games ; some of which are very successful: The Little Prince - Make me a planet, Colt Express, Lewis & Clark... With a wealth of experience, we have decided to develop storytelling in our field of expertise on a larger scale. With the Legends of Luma, we are developing a new concept: the “**serial game**”, with the aim of bringing together expert and beginner gamers. So, are you ready to embark on a wonderful adventure?

Anne-Cécile Lefebvre,
Ludonaute C.E.O.



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Ludonaute

Ludonaute has been publishing games for 6 years, from 1 to 3 games per year. At the beginning, these products were aimed to a public of “core” gamers (teenagers and adults).

2013 was a turning point with the release of the game **The Little Prince - Make me a planet**. This title was the company’s first real success, with **70.000 copies** sold. The Little Prince popularity and the quality of the game allowed us to reach new markets and make new international partnerships.

Since then, we have been regularly selling our titles in the following countries: Italy, Poland, Czech Republic, Spain, Belgium, the United Kingdom, Germany, Greece, Romania, Hungary, Russia, Japan, South Korea, China, the United States, Canada...

In 2015, our title **Colt Express** became famous after winning numerous prizes, including the **Spiel des Jahres**, a German award with an international influence.

Nowadays, Ludonaute is composed of 4 employees and has 12 games in its catalog.



7 YEARS

12 GAMES

20 COUNTRIES

Our D.N.A.

Through the historical expedition of Lewis & Clark in 1803, the Norse myths of Yggdrasil, the wonderful story of The Little Prince or the whimsical Wild West of Colt Express, we are always eager to provide players with a unique and fascinating story to experience.

The game is a pretext for having a memorable time together with friends, for sharing an adventure in which we are in action, for writing our own story.

Storytelling is Ludonaute's D.N.A.



A New Gaming Concept

We all dreamed one day to **become a hero**, to ride a dragon, to find a fabulous treasure. And we feel like sharing our dreams with other people.

When we were kids, we created wonderful stories with toys or on the playground. As teenagers, we devoured video games. All these experiences are the basis of our personal imagination, our inspiration.

Imagination also thrives and grows with each novel, movie, and TV show we consume.

Millions of people are fans of TV series. Season after season, they like to see the heroes, find out how they evolve, and live a story with them.

Applied to board games, this idea could be called “**serial game**”. The concept: follow **the same characters**, game after game, through new adventures.

Following the characters’ travels, their progress in their quests, it has never been done in board games. This is what Ludonaute wants to offer with the Legends of Luma.





Serial Game: a series of different stand-alone games, playable in any order, but sharing the same world, the same characters, and telling an overarching story.

The Legends of Luma

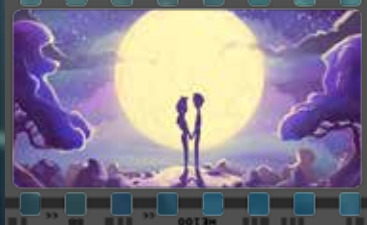
The Legends of Luma is the name of this first collection of **serial games**. The first season will be made of **six games**, all with different gameplay in order to offer the players a new experience with each episode.

At the end of the first season, the players will have a **representative portfolio** of modern board games.

This first season will last two years and half, with one game per semester. In the collection, there will be a bluffing game, a set-collection game, a dice game, an area-control game, a combination game, and a cooperative game.

The six games will be stand-alone games. The players do not have to know about the story, or even the world of Luma to enjoy playing one of the Luma games.

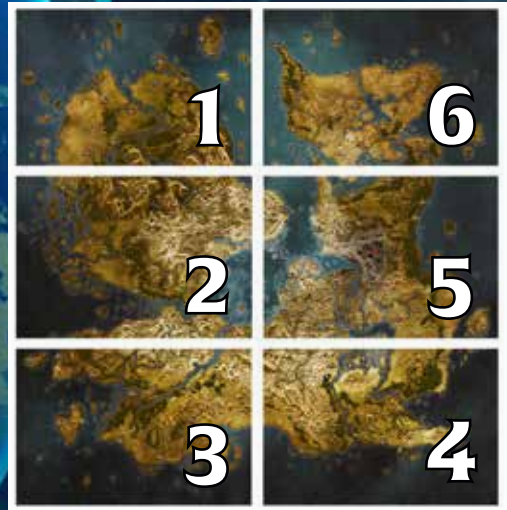
The narrative framework and the fantasy world built behind the games are a bonus, the cherry on the cake that will keep the audience engaged.



Luma: An Original World

To write this story, we wanted an open world, fun and easy to understand by a large audience, from core to casual gamers. We chose a world of **science fantasy**, in the same vein as the world of Zelda or Final Fantasy. This kind of world where fantasy and technology mix is able to gather very different people: players and also non-players. It is also a convenient background to write an enthralling adventure.

The epic story will have players travel in an unknown and magical land. The map of Luma will appear, piece by piece on the boxes of the collection.



The adventure will go on the web site, through **an interactive map**, where the players can travel and achieve their quests. Another part of the adventure starts here:

www.LegendsOfLuma.com

The Characters and their Quest



Six characters find themselves dragged into an amazing adventure. They have found an encrypted message in a bottle at sea. They have decided to find the origin of this message, each one with his or her own goal.

They leave Eelport and follow the glowing jellifish only to find themselves castaways on Luma.



Ulrich

Retired soldier, now bodyguard, Ulrich accompanies Red, on his father's behalf. On Luma, little by little, his brute strength will make way to tenderness.



Moon

Singular and a bit of magician, the young teenager is looking for her origins. She'll find out that Luma's future hinges on her shoulders.



Red

Son of a famous pirate merchant, Red is a young man who still has everything to prove. The adventurers embark on his ship to reach Luma.



Lys

Scholarlike, Lys is looking for knowledge. She wants to understand everything: the origin of her adoptive daughter, the fate of Luma. She'll realize that not everything can be explained.



Nostromo

Nostromo is a stubborn but cheerful druid. He follows his mates and the jellyfish because he is firmly convinced that they will show him the path to eternal life.



Siana

Independent, explosive, Siana is never at a loss for words. This adventure is the ideal opportunity to make a fortune.

Oh Captain!

The First Game of the Collection

Oh Captain! is a game of **bluff**, luck, and deduction. It is released in **June 2017** in France, the United-States, the United-Kingdom, Germany, Spain, Belgium and Italy.



Our adventurers find themselves on Luma, saved by the Nukha, a fantastic sea monster. Before they venture into unknown lands, they search the creature's den. Indeed, the Nukha likes to collect shiny items from the shipwrecks. Pistols, grapple hooks, magical lanterns, gold, how will they share the loot?



The richest player gets to be the Captain. Not only does the Captain has full authority, but they also get to keep the best part of the loot. The best path to success for the other adventurers is through **bluffing**. As a result, tricks and twists always happen. **Oh Captain!** is a light and fun game that can be played with kids and friends in less than half an hour.



Informations

Components:

Original box with sheath and box flap

35 golden Loot cards
(63,5x88,9 mm)

1 Message in a bottle
(height 92 mm)

30 blackboard coins
(diameter 30 mm)

6 Adventurer boards
(130x80 mm)

1 card dispenser

3 Majority tokens

1 rulebook

1 story book

Game Designer: Florian Sirieix

Publisher: Ludonaute

Number of Players : 3 to 6

Game Duration: 20 min.

Ages: 8 and Up

Theme: Loot sharing

Street Date: June 2017

RRP: 25 euros

Box Size: 10 × 15 × 20 cm




The Game Designer Florian Sirieix



Florian Sirieix is a vivacious and generous young man, who lives his hobby with passion.

As a special education teacher in Montpellier, he promotes board games as learning and personal development activities.

Oh Captain! was playtested by his students who are his first fans. **Oh Captain!** is the second game by Florian to be published, after the game **Deal**, published by La Donzelle editions. As a prolific and promising designer, several other games by Florian will be published in 2017 and 2018 by other publishers.



In a **quality approach**, Ludonaute pays as much attention as possible to game components, which are of higher quality than standards: golden metal ink printing for the card backs, illustrated card dispenser, and real encoded message in a transparent bottle.



Marketing O

For the launch of the collection, many marketing operations are planned this year.



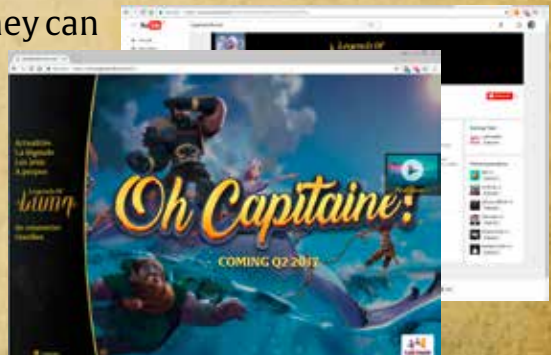
Passport to Luma

More than 80 games stores are involved in this operation. They give away a unique passport to their customers. In turn, customers can visit games shops in France and Belgium and get their passport stamped, like a visa in foreign

countries. Once they have collected enough stamps, the customers will be offered goodies and gifts. Like Pokemon Go, this operation is supposed to make the customers visit the games stores, as often as possible, anywhere they go.

The Online Metagame

The website LegendsOfLuma.com is dedicated to Luma's world. Once registered, the players can travel on Luma's map and, by solving riddles and short logic games, they can make their character evolve and earn virtual money and experience to be converted in free goodies.



Operations

Gaming Events

Luma can be discovered on many game festivals in France: FIJ in Cannes, PEL in Paris... Each time, our team demos the games of the collection and present the world of Luma. Hundreds of players already tested Oh Captain! and Nomads (the second game of the collection coming September 2017).



Video Trailers

As we want the collection to be part of a story, we publish short but appealing video trailers. The first one can be watched here:

www.youtube.com/watch?v=o5T7OJBN8nY

Goodies

We want to please the great fans of Luma by offering them goodies they can get thanks to the Passport operation or the metagame: game contents to go with the collection (metal coins for Oh Captain! for instance, or special card sleeves..) but also tie-in products (caps, tee-shirts, cups...)



The Art of Luma

A huge number of artists from many different areas (board games, video games, animation, comics) are involved in creating Luma's world:

Max Degen (cover art of Oh Captain), **Radja Superamaniane** (scene sketches), **Tom Vuarchex** (card back design), **Pascal Quidault** (items in Oh Captain!), **Davide Tosello** (character design of 6 heroes), **Swann Tolazzi** (the legends in Nomads), **Clément Masson** (game board in Nomads), **Tom Bancroft** (character design for Luma people), **Ian Parovel** (animation and design), **Yannick Buttner** (3D), **Charles Lefebvre** (animation), and many others to come...

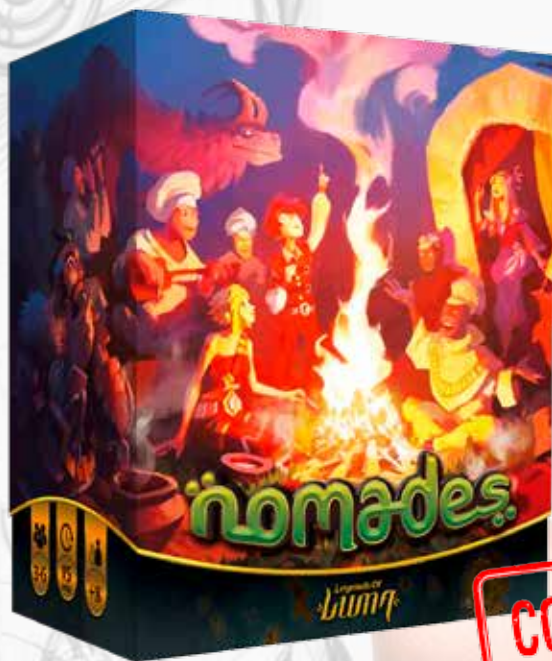
Coming from various studios, their talented association enriches Luma and gives it an original and fresh flavour. The mastered art direction allows the artists, while they thrive on their art work, to follow the art line which was established at the start of the project: teens and adults familiar with video games and animated movies' artistic standards should feel right at home with Luma's characters and world.



Behind the game collection, the world is also developed through a fantasy novel and an interactive web site, that provide players with all the details about Luma's world.

Upcoming episodes

Nomads is a tactical game of collection and moves. Our adventurers have met a tribe of nomads who travel through the whole continent. They travel with them. At night, the nomads tell stories around the camp fire. The adventurers walk around the fire to collect the pieces of stories they hear. Then they try to assemble them to write the Legends of Luma.



CONFIDENTIAL

Based on the classic mechanisms of mancala, the game invites the players to use a mix of tactics and opportunism in order to optimize their moves. Tensed, very interactive, Nomads offers an intense and new gaming experience.

**Nomads is a game by Gary Kim
scheduled for September 2017.**

Additional contents (artwork, videos, rules, interviews) are available here:

http://data.ludonaute.fr/luma/oh_capitaine



Displayed side by side, the game boxes show a wonderful and attractive panorama noticeable on stores shelves.

We thank you for your support and we are at your disposal for any request for additional information.

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