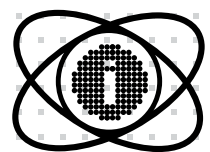


# Chasing Aurora: The Indie Console Launch Title Postmortem

**Felix Bohatsch & Martin Pichlmair**



**INDEPENDENT GAMES**  
SUMMIT

**GAME DEVELOPERS CONFERENCE™ EUROPE**

COLOGNE, GERMANY  
AUGUST 19-21, 2013  
EXPO DATES: AUGUST 19-20

**2013**



LOCAL  
MULTIPLAYER

UP TO 5  
PLAYERS


WHAT IS CHASING AURORA?  
FREEZE TAG WITH BIRDS!

2 OF 3 MULTIPLAYER  
MODES ARE ASYMMETRICAL

SINGLEPLAYER CAN BE  
PLAYED ON GAMEPAD ALONE



WII U EXCLUSIVE BY DESIGN  
BECAUSE WE FULLY USE THE WII U GAMEPAD'S  
SECOND SCREEN

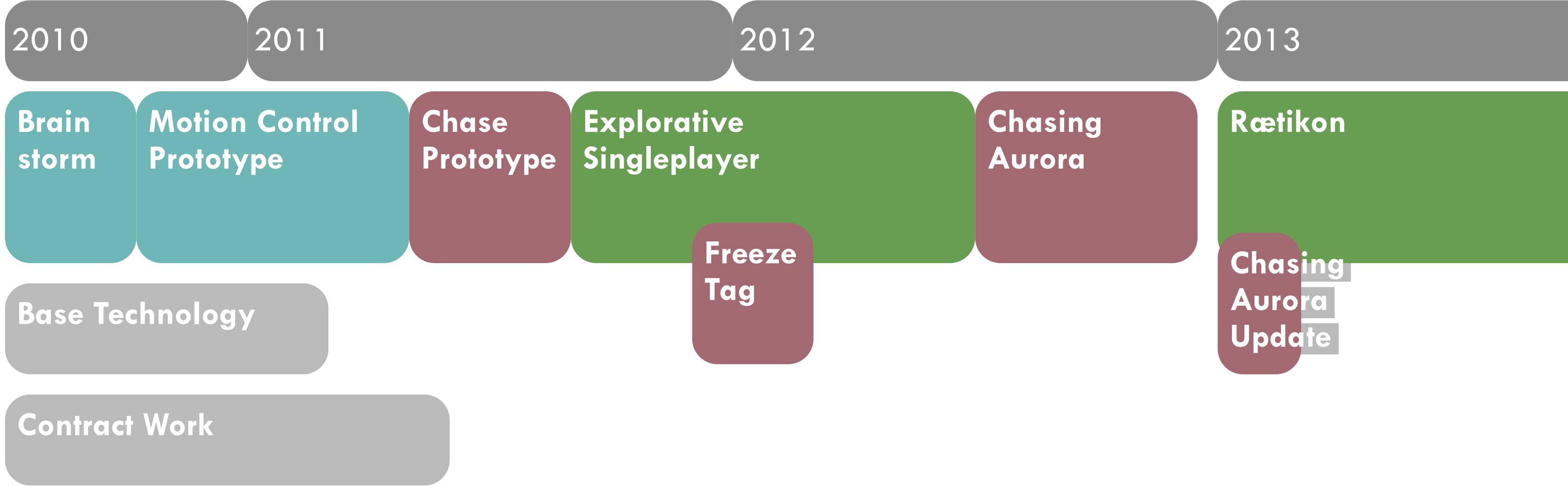


BEING AT THE MERCY OF  
A RUGGED AND EPIC  
NATURE

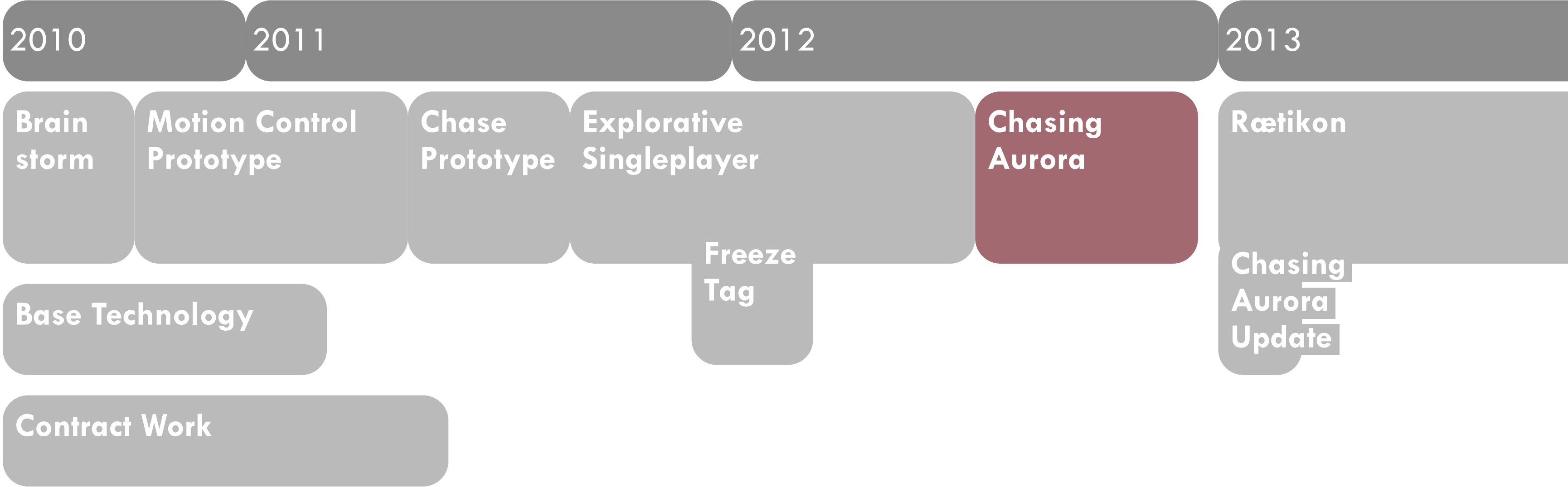
WE WERE LOOKING FOR AN  
INSPIRATION WE ALL KNOW...

...RATHER THAN AN  
EXOTIC ONE

# A SERIES OF GAMES ABOUT THE ALPS AND THE DREAM OF FLIGHT



A LOT OF SWITCHING BETWEEN  
MULTIPLAYER AND SINGLEPLAYER  
PROTOTYPES



ONLY **5 MONTH** PRODUCTION PHASE

PLUS 5  
INTERNS

EVERYONE WEARING HALF A  
DOZEN (INVISIBLE) HATS

1 ARTIST + 5 CODERS + 1 MUSICIAN +  
1 COMMUNITY MGR + 1 LEVEL BUILDER =  
9 DEVELOPERS



**departure**

Die Kreativagentur  
der Stadt Wien



€169.989 SUBSIDIES FROM THE CITY OF VIENNA FOR A SERIES OF 3 GAMES. PLUS  
€10.000 FOR THE ENGINE.

# LAUNCH



THIS SLIDE IS DEDICATED TO WILL WRIGHT.



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### [Wii U Launch Games \(US\) - Wii U Wiki Guide - IGN](#)

[www.ign.com/wikis/wii-u/Wii\\_U\\_Launch\\_Games\\_\(US\)](http://www.ign.com/wikis/wii-u/Wii_U_Launch_Games_(US)) ▾

The **Wii U Launch Games** List is divided into several sections, including launch day games, launch window titles, announced retail games and announced...

### [News for wii u launch titles](#)



#### [Wii U "hardware limitations" count console out for Bethesda games](#)

SlashGear - Chris Davies - 12 hours ago  
Nintendo shouldn't hope for any Wii U love from games publisher ... been unimpressed with the performance of Nintendo's Wii U launch line-up.

#### [Nintendo Hoping To Launch 30 Indie Games For Wii U This Year](#)


ZcKnowsGaming - 1 day ago

#### [Can a new advertising campaign save the Wii U?](#)

Den Of Geek - 1 day ago

#### [List of Wii U games - Wikipedia, the free encyclopedia](#)

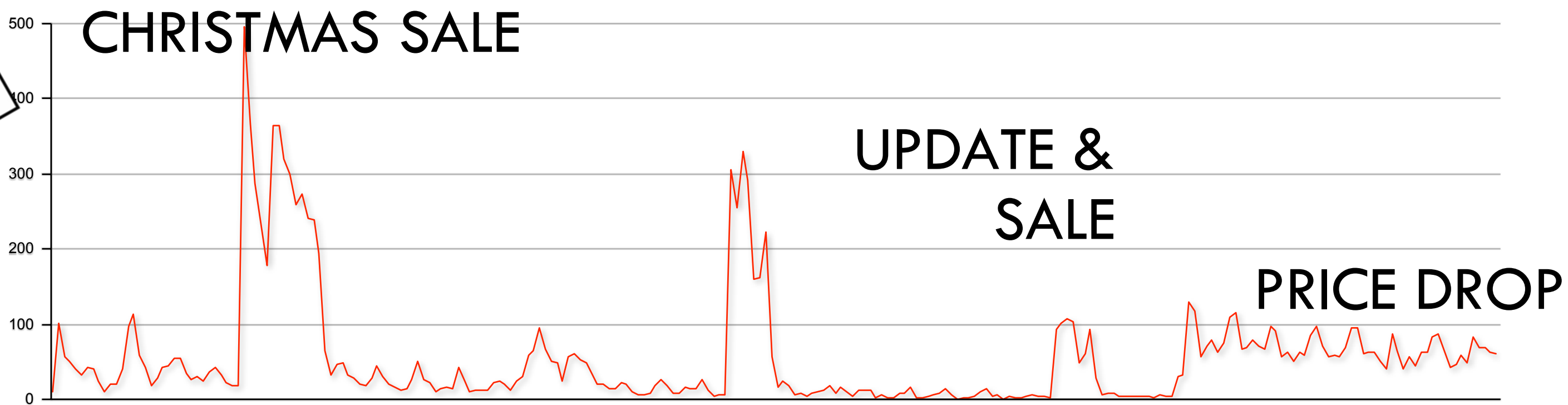
THERE IS A LOT OF PRESS COVERAGE FOR LAUNCH TITLES.



CHASING AURORA WAS TOO  
ROUGH TO BE SHOWN AT  
NINTENDO'S PRESS EVENTS

HAVE GREAT IN-GAME FOOTAGE  
VERY EARLY TO GET FEATURED AT BIG  
PRESS EVENTS.

**NO SPIKE  
AT LAUNCH!**



THE MARKET GROWS FROM 0

FEATURES ARE EASIER  
TO GET WHEN THERE  
ARE LESS GAMES

LIKE EVERYWHERE ELSE, YOU NEED  
SALES & FEATURES!



PEOPLE THOUGHT 15\$ IS PRICEY

PEOPLE BUY ONE OR TWO LARGE TITLES  
WITH THEIR NEW CONSOLE. ADDITIONALLY  
THEY WANT CHEAP DOWNLOAD GAMES.