GOLDEN ORB

Factsheet

Developer
Golden Orb UG (haftungsbeschränkt)
Based in Witten, Germany

Founding Date
May 2018

Website
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Press/Business Contact
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Social Media
https://www.facebook.com/goldenorbgames/

https://twitter.com/GoldenOrbGames

https://www.instagram.com/goldenorbgames/

https://www.youtube.com/channel/UCA1GRO3hxZFMELVDoOiO75g/

Projects

Title
»Cinderella - An Interactive Fairytale«

Release
August 16th, 2018 (EU), August 23rd, 2018 (USA, CAN, AUS, NZ)

Platforms
Android & iOS

Languages
English
German

Store Links
https://play.google.com/store/apps/details?id=de.golden.orb.aschenputtel
https://itunes.apple.com/de/app/golden-orb-aschenputtel/id1404600607?mt=8

Characteristics
- Interactive story containing some puzzles
- Reinterpretation of traditional story line based on Perrault's Cinderella
- Hand-drawn illustrations and animations
- Custom composed music
- Comprehensive English and German voice-over by professional voice actors Lisa Pitt, Sky du Mont and Geoffrey Steinherz
- Child-optimized usability
- Child-friendly: No ads, no in-app purchase options, no data collection
- Fully functional while offline
- Recommended for girls and boys from 4 to 8
- 10 narrated scenes with explorable interactive content
- 8 interactive scenes in which the player assists in advancing the story
- 3 mini-games, integrated into the storyline

Golden Orb Short Summary

Golden Orb is a newly founded, independent development studio from North Rhine-Westphalia, Germany, which focuses on creating interactive picture book apps for smartphones and tablet computers. High quality craftsmanship and fully child suitable content are very important to the developers. For this reason, they sell their interactive picture books at a fixed price, the apps contain neither advertisement nor in-app purchase options. The first interactive picture book app made by Golden Orb - "Cinderella - An Interactive Fairytale" - will be released in European countries on August 16th, 2018, and in the USA, Canada, Australia and New Zealand on August 23rd, 2018.

Golden Orb was founded in 2018 by Katharina Kühn (illustrations, animations & game design) and Sonja Hawranke (programming, storytelling and game design). Before starting their own company, both had worked many years as employees for a game development studio based in Cologne. Thus, they have a solid background of experience in professional game development and excel at working

as a team. Cooperation and caring beyond the limits of the own surroundings is very important to them. This is why they donate a fixed percentage of the Golden Orb profits to children's charities.

Golden Orb - Game Development Is Our Passion

Golden Orb is dedicated to fulfilling wishes. On the one hand the wish of the two founders of being able to enjoy their work by creating products which they are wholeheartedly proud of. On the other hand the wish of the users of their apps for good entertainment. The independent development studio founded in 2018 by Katharina Kühn and Sonja Hawranke creates interactive picture book apps for smartphones and tablet computers which tell traditional stories the Golden Orb way. It is very important to the two developers that their apps are fully suitable for children. This is not limited to the story itself or the usability of the app but also includes the business model: The interactive picture books are sold at a fixed price, they contain neither advertisement nor in-app purchase options.

In their interpretation of the traditional stories they emphasize self-reliance and a tolerant, caring world view. The characters they create take control of their fates and deliberately challenge stereotypical beauty concepts. The characters exhibit their own kind of beauty which is mainly

supported by their inner values and their behavior towards other beings, not so much by outer appearance like a super slim waistline or an exceedingly muscular body structure. The developers would like to convey to children early on that beauty is diverse and not limited to certain patterns.

The founders of Golden Orb have big plans - not so much in terms of record breaking revenues or lightning fast company growth but in terms of increasing the popularity of their interactive picture books. They would like to fill the hearts of as many children as possible with joy all around the globe. At the same time they would like to increase the international popularity of European fairytales, myths and legends. With their first app "Cinderella - An Interactive Fairytale" they bring one of the more well known stories to digital life. This way they would like to enable people to judge for themselves whether they enjoy the Golden Orb way of storytelling, as this popular fairytale is easily comparable. They would also like to show that even with a story often told they are able to offer new aspects and little surprises. The release of the first interactive picture book app is scheduled in European countries for August 16th, 2018, and in the USA, Canada, Australia as well as New Zealand for August 23rd, 2018.

Developers' Story

Golden Orb is an independent game development studio from North Rhine-Westphalia, Germany. It was founded and is run by us, Katharina Kühn (artist) and Sonja Hawranke (software engineer). Utilizing magic bits and colorful pixels we create immersive, interactive stories for children.

At first glance, our starting point is kind of bleak: People keep telling us that with a business model like ours - paid apps without ads and in-app purchase options - we will starve. Yet we feel that neither ads nor in-app purchase options are appropriate for products specifically made for children and are not willing to sacrifice this conviction. Having a strong background in professional game development, we are well aware that the revenue potential for freemium apps is a lot higher than for paid apps. In a way, it was one of the reasons why we have founded our own development studio: To break away from the industry's freemium trend.

As part of the industry we have been able to follow its transition to an increasing amount of freemium models over the last couple of years very closely. From a very personal perspective, we do not necessarily welcome this change, even though we do understand its cause and that for many companies it might be the only way to survive the current market structures and preserve jobs. Still, being very passionate about our work it was our heart's desire to create games that we are proud of instead of simply earning a living. In consequence, we quit our secure full-time jobs, took out a bank loan and founded Golden Orb with the objective of developing high quality games for children that are fully suitable for the young audience and convey certain values.

For our first series of apps we have decided to create interactive picture books based on traditional folklore. The stories for these books are written by us. In the process, we slightly alter the traditional narrations to overcome old fashioned stereotypes, outdated gender roles and to promote self-reliance as well as a tolerant, caring world view. With our reinterpretations we would like to keep folklore alive and interesting for future generations. In addition to slightly modernizing the stories' contents, we put a lot of thought in the design of our characters: With our chosen art style we would like to convey to children early on that beauty is much more diverse than promoted in common concepts of unattainable body proportions or certain hair and skin colors.

Our first app "Cinderella - An Interactive Fairytale" has been released in European app stores on August 16th, 2018 for iOS and Android. Which means we are about to find out whether the bleak prophecies will be fulfilled or if a small indie studio can indeed survive with high quality paid products that contain neither ads nor in-app purchase options. As we have so many more ideas that we would

love to bring to digital life, we sincerely hope that this is just the beginning of Golden Orb's very own story.

Cinderella - An Interactive Fairytale

This interactive picture book app for children tells the popular Cinderella fairytale a bit differently. The main character is more self-reliant than in the versions told by Grimm or Perrault. Also, she does not visit the royal ball with the purpose of getting married to the prince, but rather to experience an entertaining diversion from her strenuous everyday life, which is usually riddled with household chores. Because of her appreciative and caring nature, she receives some help along her way to a happier future: As the story progresses, she encounters all kinds of helpful side characters. Among them is the castle's watchdog, who curiously has not been mentioned in any version of the story so far but without whom the night at the royal ball undoubtedly would have turned out quite differently.

The tale is recreated in ten narrated and eight interactive scenes as well as three mini-games, which are integrated into the story line. The player assists in telling this reinterpretation of a well-known narration and becomes part of its enchanted world. In addition to the game elements necessary for participating in the story, each scene contains further interactive elements which the player may explore.

Pace, color scheme and effects are designed with the purpose of creating a relaxed atmosphere. The users can enjoy this interactive story at their own speed. The app does not dictate when or in which intervals it is to be played, time management is entirely in the control of the young users and their parents. The chapters of the story can be selected individually from the menu. This way, the user can

control which part of the story he/she would like to play (again) or continue the story round about where they left off in their last session.

Hand-drawn illustrations and animations, custom composed music, professional voice acting as well as the interactive scenery create a magical game world waiting to be explored. Narrator and characters come to life with vivid voices given to them by Sky du Mont, Lisa Pitt and Geoffrey Steinherz. The app contains the English as well as the German voice over, the language can be switched in the main menu without additional downloads. Apart from the installation process, this app does not require an internet connection to function, so this interactive picture book can also be enjoyed while the device is offline.

Ideas and feedback of children from a diverse age range have been considered during the development of this app. Among the young early access players this interactive fairytale was enjoyed by boys and girls alike and has fascinated children from a pre-school up to elementary school age. The usability of the app is easy to understand and tailored to the interaction abilities of children. In order to make this interactive fairytale fully child-friendly it contains neither ads nor in-app purchase options.

"Cinderella - An Interactive Fairytale" is the first interactive picture book made by Golden Orb. It was released in European countries on August 16th, 2018 for iOS as well as Android. The release in the USA, Canada, Australia and New Zealand is scheduled for August 23rd, 2018.