

## Press Release

# World Premiere: „THEY“ debuts at Games Convention 2007!

Cologne/Leipzig 30. 7. 2007

This year's Games Convention, from 22nd – 26th August in Leipzig, will be the world's biggest game event in 2007. More than 180,000 visitors are expected and journalists from all over the world will see the next generation of games.

This is the right place and the right time to present world exclusively „THEY“. The next generation mystery first person shooter for PC and next generation consoles will be unveiled at Leipzig Games Convention!

„THEY“ are huge – „THEY“ are different – „THEY“ are hostile!

Be one of the selected media to see a thirty minutes behind closed doors presentation – at the Business Center, Hall 1, IMC booth K36. By appointment only the brains behind „THEY“ will present the first playable scenes of this FPS, so mysterious, so stunning and so amazing – that „THEY“ might become one of the most anticipated world premiere titles from this year's Games Convention!

„THEY“ features a technically future minded 3D engine with next generation effects, brand new gameplay elements and a revolutionary weapon system to survive the challenges ahead! But always remember: Nothing is as it seems!

For your personal 30 minute appointment please get in touch with our Head of Communication - Ingo Horn - preferably by phone or by email.

## Facts and features:

**Title:** THEY  
**Platforms:** PC & next generation console  
**Release date:** 2008/2009  
**Genre:** First person mystery shooter  
**Scenario:** Near Future

- next generation 3D engine
- unique weaponsystem that makes you „love“ your weapons
- mysterious science fiction background story
- diversified enemies - thrilling and intelligent
- heroes to identify with
- heavy usage of physics
- destructible environment relevant for gameplay
- haunting single player mode
- versatile multi player modes

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## Meet us at Games Convention Leipzig Hall 1 Booth K36

### About IMC:

IMC, InteractiveMediaConsulting GmbH is Europe's first full-service agency for interactive media, located in Cologne/Germany. With excellence in producing, marketing, PR and licensing IMC offers an effective unit working for developers and publishers worldwide.