



## MEDIA INFORMATION

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### **Rising Generals Art & Design: Visually Explosive on all Devices**

#### **InnoGames aims at simple, clear graphics without sacrificing artistic value**

**Hamburg, July 17, 2014.** Today [InnoGames](#) released additional information on the art and graphics of its upcoming cross-platform strategy MMO [Rising Generals](#). The game which is developed for browser, iOS and Android with Adobe Air, aims at creating a unique visual impression. A clear, moderately colorful look supports the handling of the user interface and underlines the player's fantastic arsenal: Rising Generals features numerous laser-spouting, over-the-top military vehicles – without delving into mobile game clichés of cartoonish simplicity. InnoGames released a new video elaborating on the design process.

“We wanted to create a warfare setting with a modern, slight sci-fi touch, something that doesn't take itself too seriously. This is why we looked at classic action games and exaggerated eighties movies.” says Torsten Gunst, Lead Artist for Rising Generals. “That's why our vehicle concepts are based on real cold-war technologies, but they also contain futuristic weaponry like plasma cannons and all kinds of crazy hardware.” Gunst adds. While creating a setting in which players revel in creating explosive mayhem, visual clarity was crucial to the game's vision: “Character's and vehicles should convey their skills and specialties the moment you look at them – especially on mobile devices, it was our main goal for players not to get lost and immediately feel in charge of their actions.” the artist explains.

Rising Generals is a PvP (player versus player) oriented strategy MMO with a Modern Warfare setting. The game is designed for short but intense gaming sessions with a strong focus on action. There will be no run times, but attacks will be executed immediately. Strategic minds have several options to plan them: more than 20 different units from heavy tanks and infantry to helicopters and

warplanes have to be chosen and well matched. Real-time 3D animations give each battle a unique feeling and will also provide valuable information about the course of the battle.

For the development of Rising Generals, InnoGames was supported by game design legend Bruce Shelley, known for his work on Civilization and the Age of Empires series. Shelley worked several months with the team during development and spent time at the InnoGames' Hamburg offices.

With about 120 million registered players, InnoGames is one of the world's leading developers and providers of online games. Currently, the Hamburg-based company employs 340 professionals from 25 nations. InnoGames has scored major success with games such as [Tribal Wars](#), [Grepolis](#) and [Forge of Empires](#).