**Fact Sheet**

**Developer:**

Alice & Smith

Based in Montreal, Quebec

**Founding Date:** 2014

**Press Contact:** info@aliceandsmith.com

[**Screenshots**](http://cdn.blackwatchmen.com/download/The+Black+Watchmen+Screenshots.zip)

**Demo:** [The Black Watchmen Demo Link](http://store.steampowered.com/app/383430/?snr=1_7_15__13)

**Release Date:** Season 1 - June 25, 2015, Season 2 - December 3, 2015

**Price:** Season 1 - $14.99, Season 2 - $14.99

**Platforms:** PC, Mac

**Social:**

[Facebook](https://www.facebook.com/blackwatchmen)

[Twitter](https://twitter.com/division66)

[YouTube](https://www.youtube.com/channel/UCuyQ7rpZ8X9rfkNVodMnDqA)

[Vimeo](http://vimeo.com/division66)

**Alice & Smith Releases:**

[NITE Team 4](http://www.niteteam4.com/)

[Ahnayro](http://www.ahnayro.com/)

**About the Game**

The Black Watchmen is the first Permanent Alternate Reality Game (PARG). You are an agent of a paramilitary group dedicated to protecting the public from dangerous phenomena beyond human understanding: ritualistic murder, occult secret societies, and paranormal activity, to name but a few.

As a global organization, The Black Watchmen offer a wide range of skills and services for covert missions anywhere in the world, on behalf of any group, corporation or government that can afford them. Often called in as a last resort, The Black Watchmen pride themselves on their discretion, strength and efficiency.

**Gameplay**

A traditional video game has clear parameters - it is played on a screen, within a virtual world, and exists solely within that space. A PARG, like The Black Watchmen, uses the real world as its game world, blurring the lines between fiction and reality, turning everyday interactions into game mechanics.

The game is played on dedicated websites, social media, phone calls, text messages, and in real-world locations. We have created an interface that acts as a mission hub, while offering players various means of communicate with one another and advance the narrative of the game.

The Black Watchmen storyline is an evolving, user-influenced experience. The game releases new content on a two week release schedule during an active season, allowing player actions to directly impact the game. By simply playing the game, players have a visible impact on the direction of the game’s development.

**Features**

TRADECRAFT

Different missions rely on different skill sets - Crack ancient codes and investigate bizarre occurrences; hack through the virtual defenses of your enemies or research an occult group and uncover hidden connections

TRANSMEDIA GAMEPLAY

Beyond the client itself, the game is played using websites, newspaper ads, phone calls, text messages and interactions with living NPCs.

GLOBAL NETWORK

Embedded on as many media outlets, in as many parts of the world, as possible, certain missions can only be solved by collaborating with the community.

FIELD WORK

You always need to be ready during an active season, a live mission could start at any time: a flashing TV screen, a bizarre phone call, or a radio jingle could signal the start of a massive, international collaboration of agents--all rushing to solve the same problem before it's too late.

A FAMILIAR REALITY

The narrative intertwines with historical facts and current events, constantly asking the player to question whether or not something confronted in the game (a website, a company, or even a person) is “real”.

**Levels of Immersion**

The in-client mission hub is open to all agent levels. In addition, we have created a colour-coded immersion system, so you can choose how you would like to be contacted in-game during an active season - and just how deep you will delve down the rabbit hole. Game-to-player interactions are included in the game as optional side content. Players are not required to give this information and the entire game can be completed without entering any personal information.

RED is the lowest level of immersion. Interactions with red level agents will take place through the mission hub and by email.

ORANGE is more intense: voicemails and live phone calls. You may be called by NPC's from the game during daytime hours.

YELLOW is the highest level of immersion conventionally available. You may receive phone calls at any time of day or night, packages sent by mail and real world interactions with NPCs.

GREEN is only open to the bravest agents. If you are selected to experience the deepest level of immersion, you must submit a full medical exam and sign a personal injury waiver - just in case any harm should come to you during your mission.

BLACK <redacted>

**History**

Our team has been building ARGs for the past seven years. We ran Behind the Yellow Curtain, a six-year long grassroots event on ARG site Unfiction. We produced the first ever officially sanctioned Warhammer 40k ARG. We also created Gate 33 and the End of Days - The Secret World’s most popular ARG, from which The Black Watchmen were born. In 2014, Alice & Smith took the concept a step further and created a dedicated game and IP for The Black Watchmen. Since then, the game raise over $45,000 on Kickstarter, has released two seasons on Steam and is currently being played in over 75 countries.

**The Black Watchmen Extended Universe**

**Ahnayro** - Explore the world of dreams in Ahnayro and look beyond the veil of reality. Delve into the ethereal side of The Black Watchmen universe and confront an enigmatic force at night. <http://www.ahnayro.com/>

**NITE Team 4** - Bring out your inner hacker and join The Black Watchmen's cyberwarfare unit, NITE Team 4. Take part in a hacking simulation experience that will show you the darkest corners of Computer Network Operations.

<http://www.niteteam4.com/>

**Credits**

Nathalie Lacoste - Director

Fred Forgues - Game Design, Graphic Design, Lead Developer

Andrea Doyon - Puppet Master

Steven Patterson - Puppet Master

Patrick Greatbatch - Puppet Master

Vincent Chevalier - Developer

Philippe Fontaine - Assistant Developer

Marc-Antoine Gautreau - Assistant Developer

Chiling Chiu - Writing & Content Creation

Riley Gowan - Writing & Content Creation

Betina Badea - Writing & Content Creation

**About Us**

Alice & Smith is an entertainment company based in Montreal, our passion is creating emotions. With its 7 years of experience in the design and production of transmedia campaigns and 15 years of experience in digital marketing, Alice & Smith’s team believes in the power of emotion and in constantly creating new technological ways to reach people.