

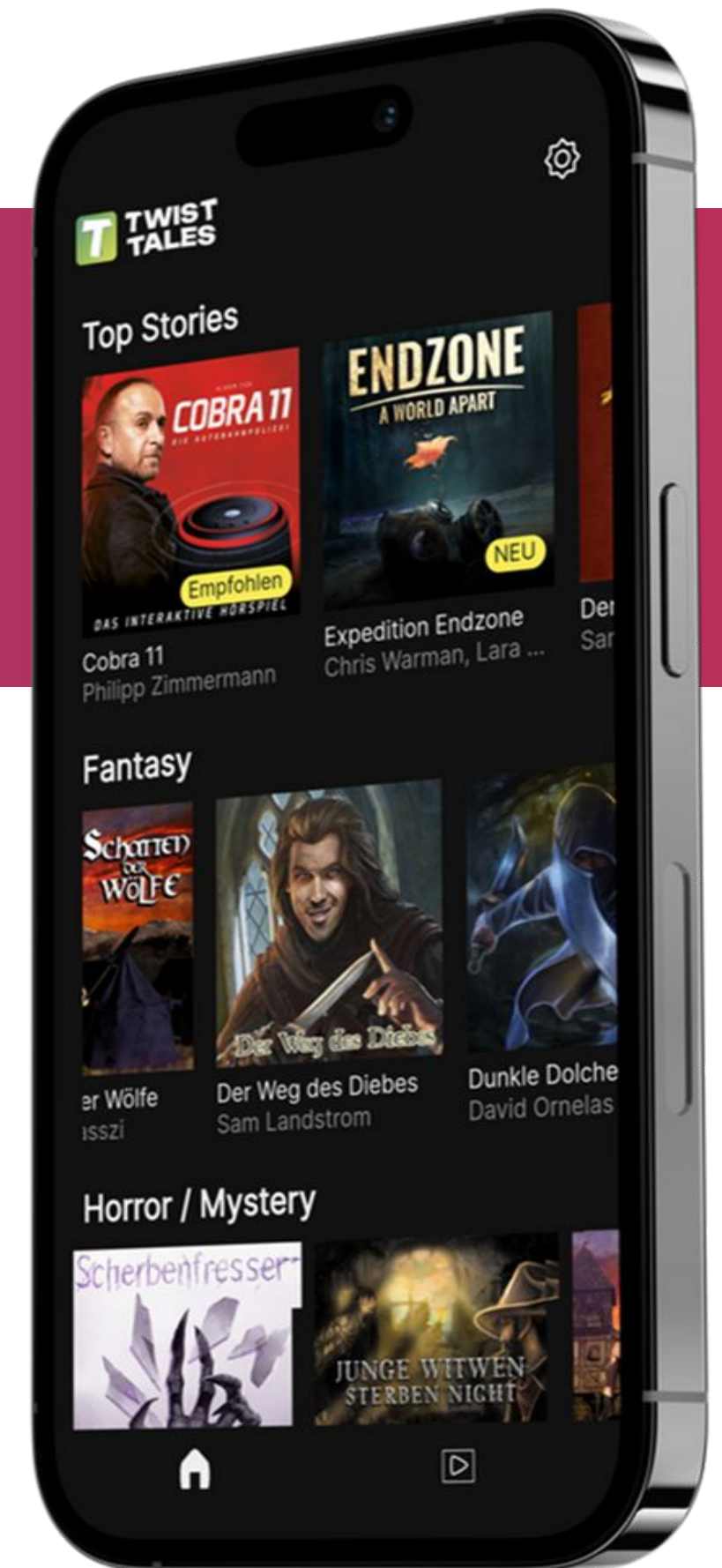


# A Win-Win Partnership Proposal for Indie Game Studios

Let's expand your games  
into interactive audio stories off-screen  
to attract new fans for your games  
and grow our story app, TWIST Tales,  
so we can all become rich friends 😎

**Interested?**

Schedule for a [video call](#) or shoot us an [email](#)!





# Hi, I'm Chris

## And that's my story...

I love tabletop and video game RPGs. I love stories. I love worlds. In 2019, I founded [EarReality](#) to be finally able to play story-driven games while driving in my car.

I created my [first interactive audio story](#) in just four hours, and it has since been played by 150,000 users through organic growth. I've won several awards for interactive fiction writing, and Matthew Mercer recorded my story [Iron Falcon](#) (*Thanks, Matt!!*)

Now, I aim to expand our interactive audio story portal, TWIST Tales, accessible via mobile apps and the web.  
**And that's where you come into play... literally.**

[Me on LinkedIn](#)





# Let's Boost Your Games with Interactive Audio Stories

In the cutthroat gaming industry, **marketing your games broadly can be as tough as a boss battle. So, how to shine?**

Well, in the Top 10 gaming markets, there are **210M gamers and 196M non-gamers who listen to audiobooks and podcasts regularly. How about engaging those?**

At EarReality, we offer a win-win partnership to broaden the reach of your games, attract new fans and open new revenue streams for you.

We empower our partners to **create interactive audio stories** with our game engine, TWIST, and **distribute and monetize** them in our story portal, TWIST Tales easily.

## Our Partners and Clients



# Win-Win with no external costs

## We provide

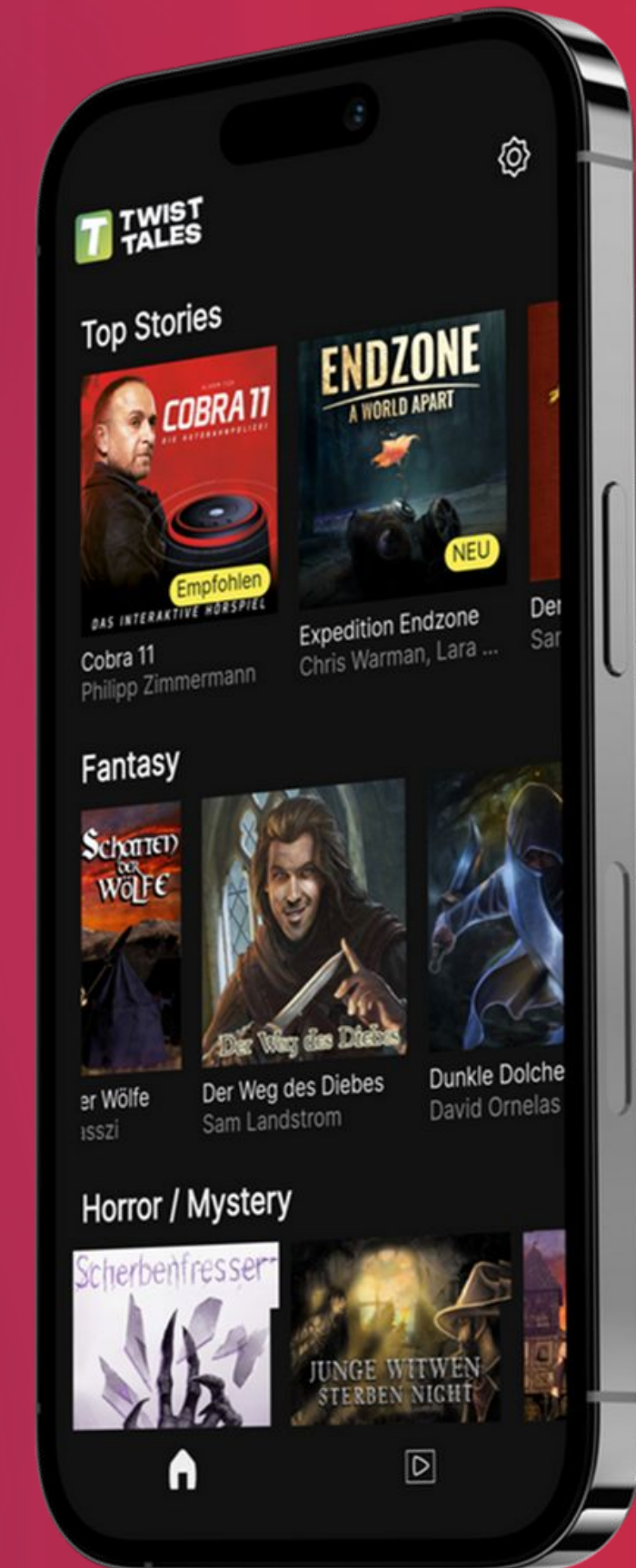
- A free license for our game engine TWIST which enables you to create interactive audio stories easily
- Individual support from our TWIST & storytelling coaches to ensure you create a great story
- Distribution of your interactive audio stories in TWIST Tales, on web and app

## You provide

- story writing
- voice over
- sound engineering (if you want that)

## Optional

If you're considering outsourcing, we can provide experienced freelance narrative designers and voice actors to create and produce interactive audio stories for you.





# This is How Your Interactive Audio Story Could Look

## *Snippet from: Expedition Endzone*

[Background music, Narrator]

Your expedition team is ready and on its way. A few hours later, the voice of your scout answers.

[Crackling static noise, SCOUT]

"Chief, we probably won't be able to open the maingate all the way. I'd say we have two options: We can try to open the airlock with our tools just enough so that we can squeeze through. Or we can try fiddling around with the panel box that controls the airlock. What should we do, chief?

**Use the tools or override the controls?"**





## What Interactive Audio Stories are

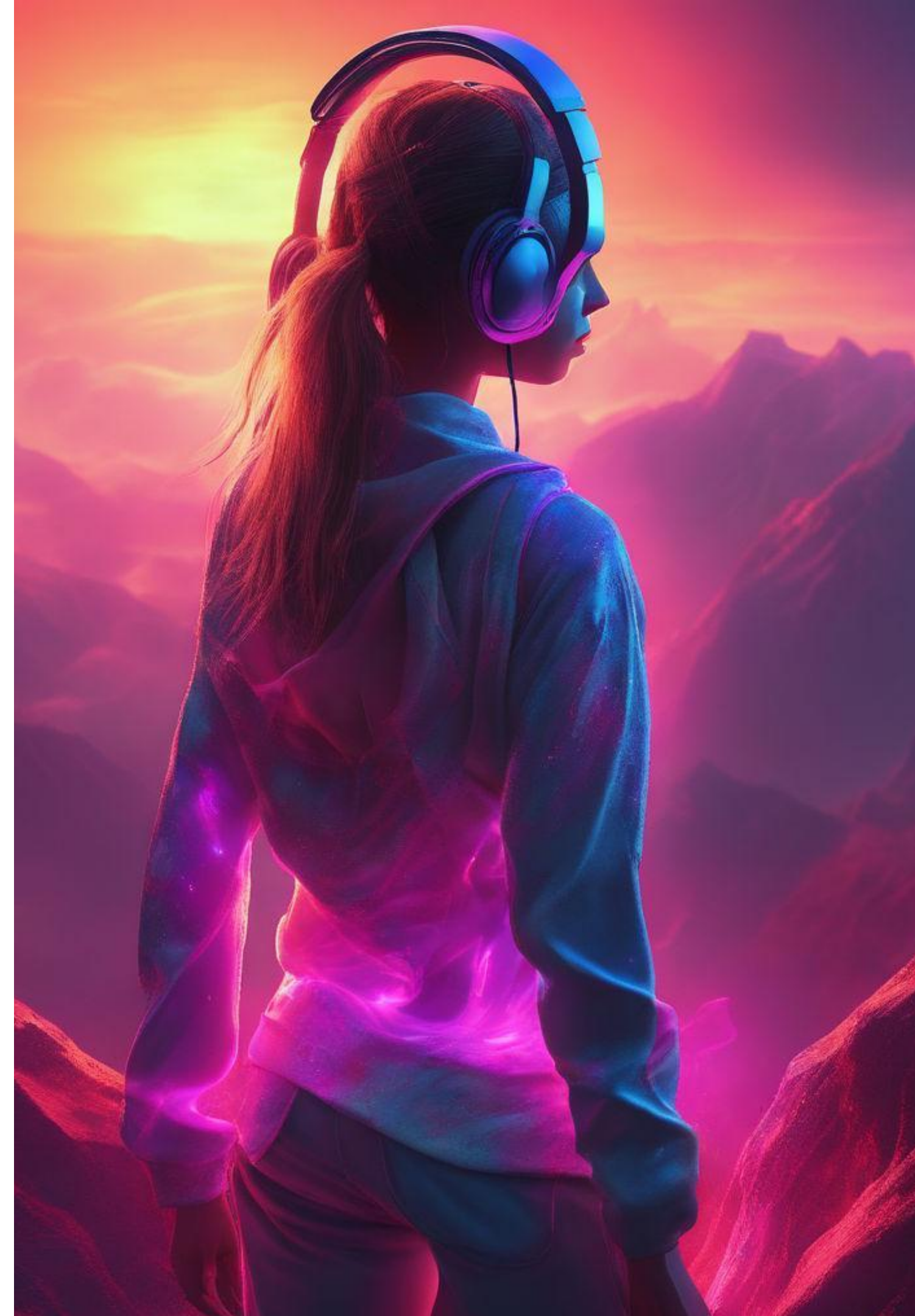
- **Interactive fiction stories** you can listen to and talk to
- **Voice commands** allow users to play the story off-screen
- **20–30 min of playtime** is the optimal play time
- **Gameplay mechanics** allow for innovative story formats

## Why to create them

- **Reach a wider audience**, and make them fans of your games
- **Keep your fans engaged**, whether they're exercising, doing household chores, or driving
- **Unlock new revenue streams** through in-app purchases or by promoting your game within the audio experience

## How to use them best

- **Build awareness and anticipation** before a game launch
- **Discover your audience's preferences** using in-built surveys
- **Test your story and character concepts** before starting production



# Case Study: *Expedition Endzone*

**Client:** Assemble Entertainment, German video game publisher

**Object:** Transformed a section of the RTS city builder *Endzone* into two interactive audio adventures

**Features:** Added a sales funnel to Steam store and implemented a user survey

## User Survey Results

5,745 unique players

4,157 survey participants

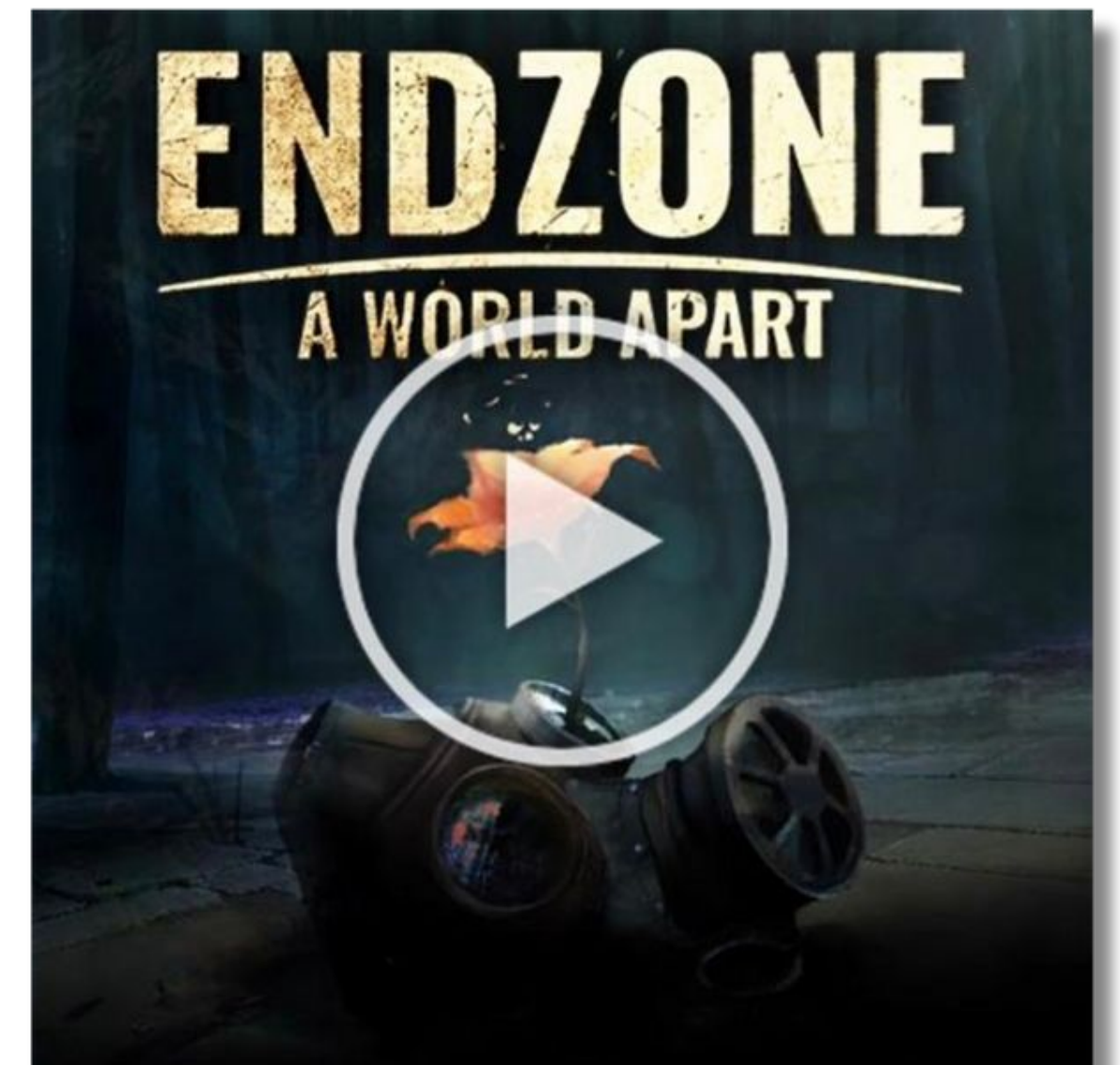
91 % were not familiar with the game before

78% want to know more about the video game now

86% loved to explore the lore of the video game

97% want to play more interactive audio Endzone stories

26% would even pay for interactive audio Endzone stories



[Click to Play in Your Browser](#)



# More Stories of Effective Collaboration



Three [interactive audio stories](#) to introduce the main characters, the world and the greater conflict of the NFT game Cosmik's Battle.



Five [interactive audio stories](#) to introduce the world and the character concepts of TITAN EFFECT – A Tactical Espionage/Science Fiction RPG.



**Coming next:** Two interactive audio stories to introduce the lore, main characters and the atmosphere of this story-driven Samurai game.







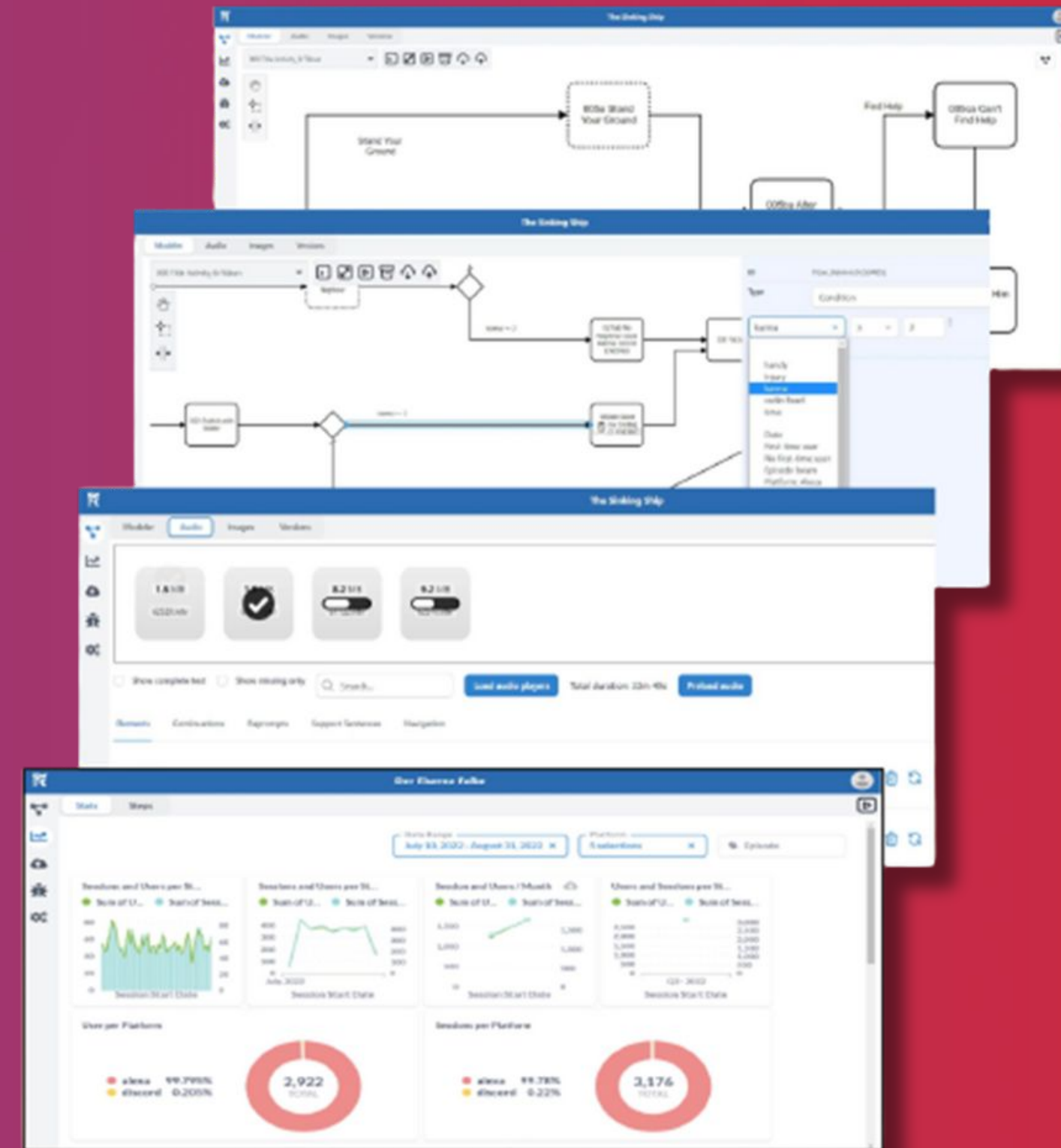
# Create Your Story in our Game Engine TWIST

Gain free access to our TWIST game engine for unparalleled ease in creating and distributing your own interactive audio stories.

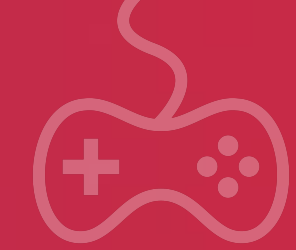
## Features

- Browser-based, intuitive user interface, efficient workflows
- AI-powered world building & story creation
- Access to 700+ AI voices
- Seamless cross-platform distribution
- Built-in user surveys (93% participation rate)
- Access to user behavior statistics

Check out our [TWIST webinar video](#) here







# And We Publish Your Story in our Story Portal TWIST Tales

## Traction (2020 until now)

Users: 475,000

Story choices: 14.5 million

## Current Markets

All English & German speaking regions,  
European Union

## Current Platforms



Websites



Apps



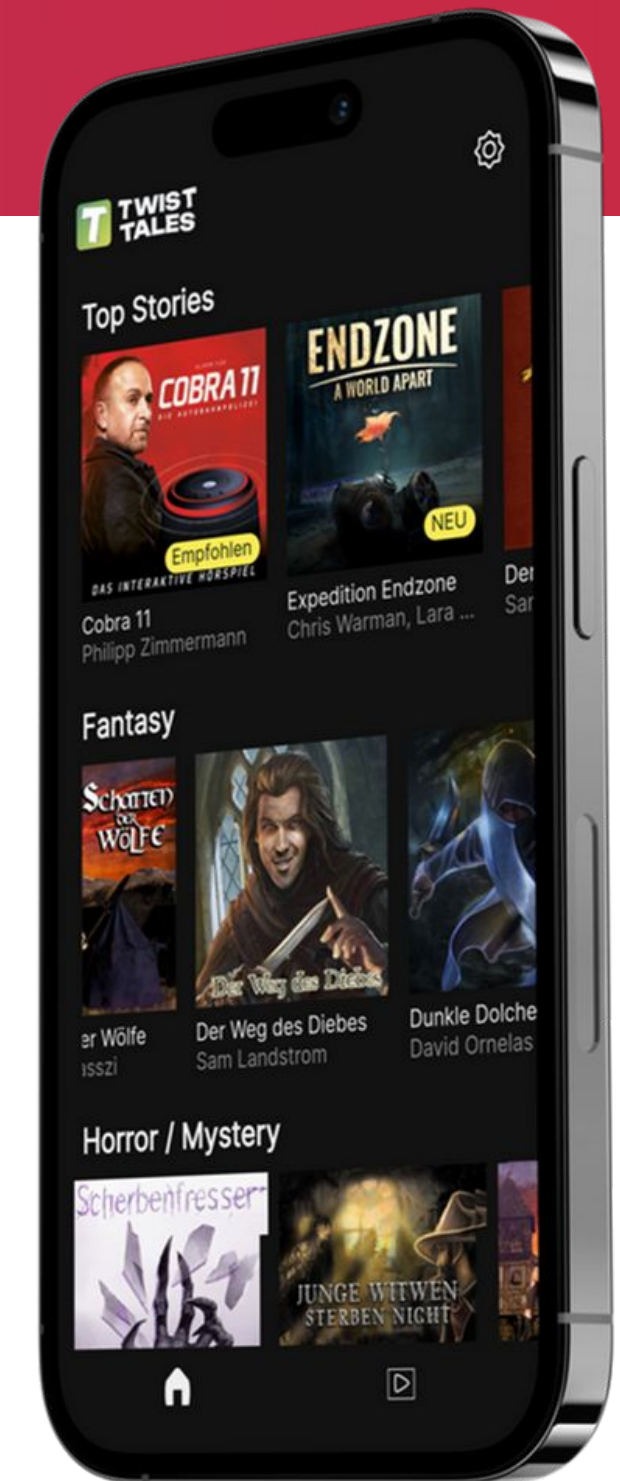
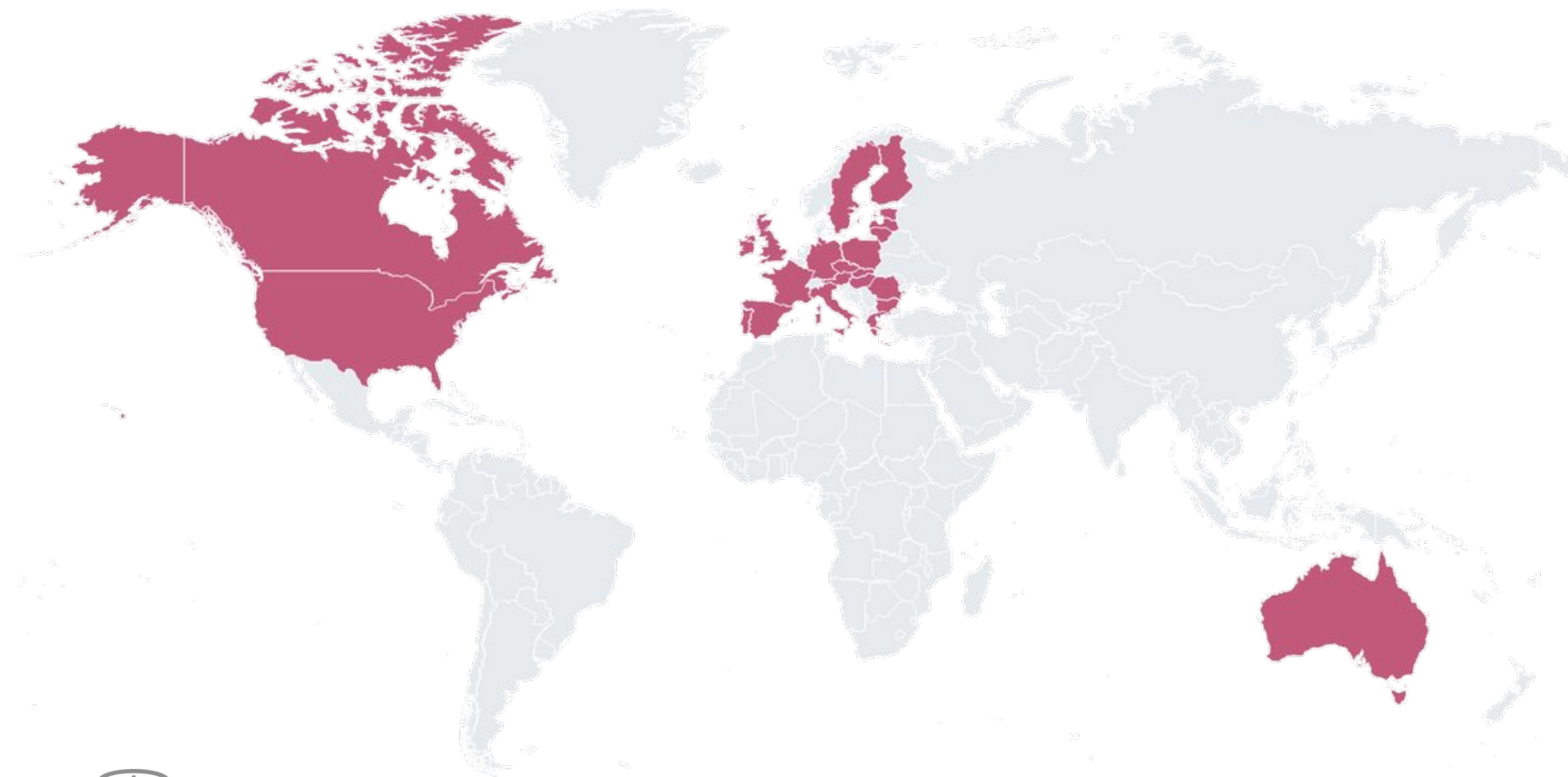
Discord



Smart Speakers



Cars





# Collaboration Overview

## Story Creation

Story creation is handled by you.

EarReality supports you with personal coachings.

## Production

Voice acting, sound design, and audio production are handled by you

## Distribution

We will distribute your interactive audio story in our mobile app, on our website, and – hopefully soon – in cars.

## Promotion

Joint efforts to promote the stories through various channels, such as social media, press releases, newsletters, etc.



# Ready to Expand Your Universe?

Join us in redefining game storytelling. With no external costs, transform how your stories are told and experienced.

**Schedule a demo or discuss collaboration** to get started with TWIST and explore the potential of interactive audio.

**Schedule for video call**

<https://calendly.com/earreality>

**Email**

[info@ear-reality.de](mailto:info@ear-reality.de)

**More about EarReality**

[ear-reality.com](http://ear-reality.com)

[twist-tales.com](http://twist-tales.com)



Crafting  
Sonic Experiences  
Together

 **EAR REALITY**