



## **LONE WOLF AR, THE WORLD'S FIRST AUGMENTED REALITY ROLE PLAY GAME FOR MOBILE, IS LAUNCHING ITS WORLD PREMIERE AT LUCCA COMIC & GAMES, OCTOBER 31<sup>TH</sup> - NOVEMBER 4<sup>TH</sup>**

*VisionizAR, together with Holmgard Press and Raven distribution, is launching an exclusive world premiere preview of Lone Wolf AR – the world's first augmented reality role playing game for mobile - at Lucca Comic & Games Festival.*

Players will experience *Lone Wolf AR's* world premiere as they explore the Italian renaissance town, immersing themselves in a new digital rendition of the world of *Lone Wolf*. The adventure unfolds at locations on and within Lucca's walls including Giaks to battle, druids to outsmart, magic to cast and puzzles to solve. Fans of *Pokemon Go* will recognise this as the next leap forwards in AR gameplay.

*Lone Wolf's* beloved multi-award winning gamebooks have interactivity in their DNA and the world of *Magnamund* translates seamlessly into the new, exciting medium of geo-located AR. The series has been inherited by creator Joe Dever's son Ben who together with Vincent Lazzari, have been tasked with completing the saga. Together they are writing the final three books of the 32-book series based on detailed notes left to him by his father. The release of *Lone Wolf AR* coincides with Raven Distribution's publication of book 30 first posthumous release - *Dead in the Deep* - at Lucca Comics & Games 2018.

Lucca Comics & Games has strong connections with the fantasy worldbuilder Joe Dever and has endowed the annual Joe Dever Award in his honour (awarded last year to *Stranger Things*). The intention is that the release of *Lone Wolf AR* at Lucca Comics & Games 2018 will enthrall existing fans, attract new fans and bring a whole new generation to the *Lone Wolf* franchise along with promoting the publication of *Dead in the Deep* in Italian.

Players who successfully complete the adventure will win exclusive content and be invited to an awards ceremony where they will have the chance to win unique prizes, including signed original art by the game's concept artist Alberto Dal Lago, limited edition collectors' books, Lucca specific commemorative coins and a grand prize of a unique *Lone Wolf* Cygil designed platter.

**Rene Batsford and Adam Kulick**, VisionizAR Co-Founders said: "As *Lone Wolf*, gamebook and RPG fans, we've loved working with Ben and his team of Vincent Lazzari, Alberto Dal Lago and August Hahn. The wonderful detail of the *Lone Wolf* universe combined with its inherently interactive nature makes the books perfect for adaptation to the new, exciting medium of geo-located AR. Lucca Comics & Games is the ideal place to launch this title given its rich heritage of fantasy RPG, history with Joe Dever and beautiful renaissance setting."

**Ben Dever**, current author and rights holder said: "'I'm sure my dad would be excited to see his creations leap off the page into the real world like this. Gamebooks were the cutting-edge interactive technology

of their day, and his world of Magnamund and the epic story of *Lone Wolf* are so enormous and rich in detail; it's great to see the universe of Aon explored in new mediums. "

**Emanuele Vietina**, Festival Director, Lucca Comic & Games said: "For Lucca Comics & Games, *Lone Wolf* is not only a complete and compelling narrative universe that left a mark on the history of interactive narrative and gaming for decades, but it is also and above all the masterpiece of a brilliant and kind man whose friendship towards our Festival has honoured us and whose memory is alive in all of us. That's why we immediately embraced this new project, which combines Joe's storytelling, the event that he loved so much and the dazzling backdrop of Lucca...all amplified by cutting edge videogame technology, to enrich the spectacle of our Festival and discover Lucca in a new way."

**Roberto Petrillo**, CEO of Raven Distribution said: "Raven Distribution srl has been working together with Vincent Books and Joe Dever over the past years, and among many many other products, *Lone Wolf* already has and will always have a special place in our heart. It is with great pleasure and enthusiasm that we accepted to cooperate in this great project!"

## About Lucca

### About VisionizAR

VisionizAR creates market leading location-based augmented reality experiences that deliver gamified, contextual content and stories to mobile devices. These scalable, immersive and active experiences feature state-of-the-art digital content, dynamic geofencing, an AI-driven story engine, advanced UI, haptics, binaural sound and unique peripherals. Rene Batsford, Co-founder, has spent nearly three decades in technology and innovation leading large scale technology transformations for market-leading companies such as AEG's "The O2", McDonald's, Visa and Samsung. As a leader of digital innovation at McDonalds, Rene devised and delivered cutting edge, user-centric solutions at scale including AR experiences, mobile gaming platforms and McDonald's VR training platform for restaurant management training staff. Adam Kulick, Co-founder, has 25 years' experience in digital media, film and investment banking, including re-launching Goldcrest Films as a major movie producer and financier, being CFO of one of Europe's largest multi-channel networks, and being a Managing Director at Merrill Lynch in New York. He holds a BA with Honours from Brown University, an MBA from the Wharton School and is a board member of online video platform Reactoo.

### About Holmgard

*Lone Wolf* is a series of 30 multi-award winning gamebooks created in 1984 by Joe Dever that has sold over 11.5 million copies worldwide in 18 languages. The series is a life's work written in epic branching narrative and the mythology, history, geography and languages of Magnamund are gloriously rich in detail. The story is set in the fantasy universe of Aon and focuses on the fictional world of Magnamund, following the story of *Lone Wolf* - the last surviving member of an ancient caste of warrior monks known as the Kai - and his journey from young initiate to Supreme Master.

Dozens of published works expand the universe – graphic novels, novelisations, spin-off series, anthologies, audiobooks, maps, computer games, guides, RPGs, and others – many of which have been crowdfunded by fans. The works are widely loved and the Lucca Comics & Games Festival (largest outside of US) posthumously created the annual Joe Dever Award in 2017 which Ben presented to Netflix's smash hit *Stranger Things*.

Founded as an interactive brand, gameplay is - and always will be - at its heart. Holmgard Ltd has been founded by Joe's son to handle the estate and to manage the team of lifelong fans and contributors that have rallied to help finish the saga and expand the universe. The core team comprises of: Ben Dever, IP owner, director of Holmgard Ltd, and co-author of the final three *Lone Wolf* books; Vincent Lazzari, Lorekeeper of the Magnamund universe, co-author of the final three books and Co-founder of Scriptarium, an international association notably set up to provide texts, translations, proofreading services and illustrations for publishers and developers of *Lone Wolf* products; August Hahn, Scribe, author of novels, sourcebooks, bonus adventures and RPGs set in the *Lone Wolf* universe; Alberto Dal Lago, Concept Artist and lecturer in Digital Illustration and Concept Art at the International School of Comics in Padua.

**About Lucca Comics & Games:** Lucca Comics & Games is the largest pop culture event in the West by visitor numbers, as well as one of the longest-running. Established in 1966, the 2017 event attracted to the Tuscan city over 243,000 ticketed visitors, over 400,000 unique visitors, and almost 800,000 total visitors over its five days. It is dedicated to comics, games, illustration, fantasy fiction, TV series and cinema and organised by Lucca Crea Srl, a company wholly-owned by the City of Lucca.

**About Raven:** For over 10 years, active in Italy, Raven Distribution has managed to create a publishing and distribution reality never equaled by any other company in the sector.

Born from the desire to work well, spread the game and expand the game landscape, it is still at the top of the sales charts with hits such as *Lone Wolf*, Munchkin, C'Era Una Volta, Zombi !!!, Dead of Winter, Mice and Mystics, Kult, Vampires The Masquerade, Lycanthropes the Apocalypse and The Call of Cthulhu.

Specialized in the professional and effective localization of card games, table games and role playing, Raven Distribution is, at the moment, the only Italian distributor to operate with all the big and small companies in the sector, allowing retailers and end users to satisfy any desire with a simple "click".

- ENDS -

**FOLLOW #LoneWolfAR:**  
**Facebook page @lonewolfargame**  
**Twitter @ArLonewolf**  
**Instagram @lonewolfar**

[www.lonewolfar.com](http://www.lonewolfar.com)

**Images are available at this Dropbox link:**

<https://www.dropbox.com/sh/gy64at0iohhje6u/AACvOeUu2GSfBHmMSRqCUT4Ya?dl=0>

**For more information or more images please contact:**

Adam Kulick at [adam@visionizar.com](mailto:adam@visionizar.com) or call +447834193725