



**#LoneWolfARPostcard Launch**  
**IT'S TIME TO PLAY IN YOUR CITY!**

After the hugely successful premiere at Lucca Comic and Games 2018, Lone Wolf AR, the world's first ever Augmented Reality Role Playing Game is now available worldwide!

We've just launched our #LoneWolfARPostcard campaign, a competition running until March 1st. We're asking players to post screengrabs, videos, or even meme's of their in-action gameplay to the Lone Wolf AR Facebook, Instagram or Twitter.

Each week, we'll be rewarding prizes for the best content- the most epic battle shots, the coolest locations, you name it! We've got some incredible limited edition gifts up for grabs, such as postcards from the creators, exclusive miniatures, limited edition canvas and special lapel pins.

We want to get as many people across the globe to join the competition, so please download the app, and spread the word!

App Store: <https://apple.co/2WQcjBM> or Android: <https://bit.ly/2TwL7G9>.

Visit <https://bit.ly/2StrS2N> for full T&C's and SIGN UP to get the tips and tricks.

## About Lone Wolf AR

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.

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. "

## 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.

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