BANG! Howdy

A Multiplayer Online Tactical Strategy Game

Highlights

- Anime-influenced Steampunk Wild West setting
- Casual hybrid between real-time and turn-based strategy
- Online distribution: free download and free to play with items purchased with microcurrency
- Episodic content delivery: quarterly expansions follow launch adding new environments, items, units and gameplay
- Leverages Three Rings' expertise and technology in micro-currency driven casual online games

Gameplay

- Numerous variations on the basic theme of tactical strategy
- Each gameplay mode defines a set of rules and goals like: stealing gold nuggets, branding cattle, building totem poles or playing Steam-mustang hockey
- Players have teams of units, each with unique capabilities that they use to compete (or cooperate) with other players
- Players start the game with up to three Cards which can be activated for special powers
- Bonuses appear that players can activate for special powers or to obtain additional Cards
- Players earn Badges by achieving meta-gameplay goals (winning multiple games in a row, scoring over a certain amount in a game, or achieving other statistical targets) which unlock access to aspects of the game like additional units, special avatar outfits, and other secret stuff

Developer

Three Rings Design, Inc.
Founded 2001

Bang! Howdy Team

Michael Bayne: designer, producer, programmer
Rick Keagy: lead artist
One additional programmer
Three additional part time artists
Sound & music contracted to SomaTone

Timeline

Prototyping started January 2005
Production started May 2005
Alpha testing started March 2006
Beta testing starts May 2006

Total: 16 months in development

Episodic Delivery

- The game is divided into five towns, each of which introduce new gameplay scenarios, unit types, avatar customizations and gameplay arenas
- Players start in Frontier Town and purchase train tickets to access additional towns using microcurrency
- The game will launch with two towns and three additional towns will be added quarterly following launch

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Revenue Model

- Game is downloadable and free to play, players purchase in-game items using Three Rings' microcurrency engine (currently driving Puzzle Pirates)
- Players earn scrip (in-game cash) by playing games which can be used in combination with gold (purchased microcurrency) to buy in-game items like new units, avatar customizations and access to additional gameplay arenas
- Gold (purchased microcurrency) and scrip (earned by playin g the game) can be traded by players on an in-game currency exchange
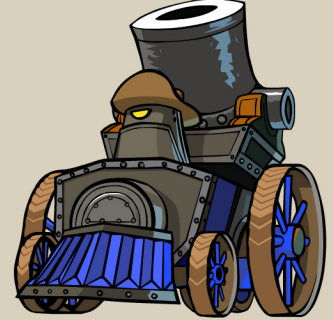
Numbers!

- Five different themed towns: Frontier Town, Indian Trading Post, Boom Town, Ghost Town and the City of Gold
- Fifteen engaging and innovative Gameplay Modes
- Over 30 unique Units, each with special powers
- Dozens of Cards and Bonuses that spice up the strategy gameplay
- Hundreds of themed Gameplay Arenas
- Hundreds of Badges, many of which unlock features and other surprises
- Hundreds of Avatar outfits and accessories

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