

A Critical Time for Games

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The BridgeA Monthly Newsletter from Schell Games

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This month's newsletter is packed with thrilling game events, industry milestones, and creative inspiration. *Among Us 3D*'s Critical Cargo event is live, bringing a fresh, limited-time way to play — complete with new bundles, weekly cosmetics, and high-stakes strategy. The Nintendo Switch 2 is now the fastest-selling console in U.S. history, Gamescom 2025 is shaping up to be its biggest event yet, and Meta knows how to make your next VR game session perfect. We're also exploring how games are transforming trauma care, supporting mental health, and enhancing classrooms through game-based learning. Plus, get developer insights on going viral, pitching to investors, and balancing creativity with sustainability. Read on for the latest in games, education, and development.

Entertainment



Critical Cargo Limited Time Event Launches Today. A new way to experience
 Among Us 3D is here for a limited time! During the Critical Cargo Limited Time
 Event, Crewmates must protect the Critical Crewmate. This new role is randomly
 assigned to a Crewmate — if they die, the Crewmates lose! Scan Beans using the
 B.E.A.N.S. Suit Scanner to determine if they are a Critical Crewmate or Impostor.
 With two limited-time bundles, weekly cosmetics drops, and a whole new way to
 play, this event has a lot to unpack.

Play Among Us 3D

- Gamescom 2025 Is Going to be Huge. Gamescom organizers confirmed that
 they're 11% ahead on exhibitor bookings, which is positioning their 2025 exhibition
 to be a record-breaking event. To account for the sheer amount of space at the
 venue, Gamescom is rolling out a new location finder.
- Nintendo Switch 2 Breaks Sales Records. Selling 1.6 million units during its launch month, Nintendo Switch 2 has now cemented itself as the fastest-selling console in U.S. history.
- What Makes a VR Game Perfect? Meta has released new research and found that the perfect length for a VR gaming session is 20–40 minutes. If a VR session is shorter than 20 minutes, we can be left feeling unsatisfied. After 40 minutes, the experience starts to have diminishing returns.
- Fighting Games' Biggest Event of the Year. Evolution Championship Series 2025 kicks off on Friday, August 1st, and runs all weekend. Whether you're a fan of mainstream fighting games like *Street Fighter 6* or niche games like *BlazBlue: Central Fiction*, check out this guide on how to watch fighting games' biggest event of the year.
- Pokémon TCG Pocket Suddenly Pulls Card Design. Pokémon fans may be confused if they pull an immersive Ho-Oh EX or Lugia EX card in the new TCG Pocket expansion because the card art is blank. Read the statement from the Pokémon Company and learn why this card art may be missing here.

Education



- How a Video Game Is Changing Trauma Triage. What if playing a game could help with medical decisions and life-saving care? A study published in *Journal of the American Medical Association* Network Open suggests that games like *Night Shift* can improve a doctor's ability to quickly and accurately assess patients.
- Video Games as a Therapy Tool. Play has been a cornerstone of child therapy for almost a century. Learn how therapists are using video games to harness the power of play and provide mental health support to children.
- Getting Started with Game-Based Learning. Game-based learning is a powerful
 approach to capture students' attention and deepen their understanding of core
 concepts and theories. Discover how you can integrate game-based learning into
 your teaching here.

Game Development



- Make Your Indie Game Go Viral. In this game development podcast, YouTuber Jonas Tyroller talks to Two Star Games Developer Gavin Eisenbeisz about how to make wildly successful indie games that go viral.
- Balancing Creativity and Sustainability. Sabotage Studio's president and creative director, Thierry Boulanger, shares insights on how his studio has remained both financially afloat and creatively inspired in this podcast.
- The Inspiration Behind Top Indie Games. Creative Bloq interviewed 17 influential indie game developers to learn how they approached their projects. From low-budget 2D gems to expansive photoreal 3D experiences, learn what inspired some of the best indie game developers.
- How to Pitch with Investors in Mind. Investors and publishers at Gamescom Latam 2025 shared their advice on crafting a compelling pitch. Ditch common mistakes like spending too much time talking about financials and learn how to give your game the spotlight it deserves.

Inside Schell Games



- A Day in the Life of Harold. Meet Harold, our Administrative Assistant and Vibe Specialist, and learn what a typical day at Schell Games is like for him.
- The Potential of Social Mixed Reality Games. Games and immersive technology
 are offering promising pathways to fostering social connections and combating
 social isolation. Learn how Party Versus was designed to bring players together for
 engaging, collaborative, and competitive experiences without leaving the comfort of
 their own homes.

Events

Game Devs of Color Expo Watch Party

Join us at our office to watch the Game Devs of Color Expo September 19, 12–7 pm Schell Games | Pittsburgh, PA RSVP

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