

JUMMO

PRESS KIT

CONFIDENTIAL EMBARGO 3.23.16

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# JUMO

GAMING JUST GOT REAL

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**We are social creatures.** When we play, it is better together. We once played with action figures; now we love video games. Two distinct portals to the virtual universe of our imagination—one through the fingers, one through our eyes. Jumo has thrown them wide open together. And unleashed a new era of connected play.

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# EVOLUTION OF TOYS

- Traditional toy companies and gaming have yet to come together to create a true hybrid experience for kids and adults. Jumo now brings us this Holy Grail of connected gaming.
- Jumo's new toy line combines the physical and digital worlds to create a toy that keeps pace as quickly as the video gaming and consumer tech industries.
- Jumo's toys transform traditional toys into interactive entertainment experiences using technology that many consumers already have and are comfortable using.

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- Jumo has created a new category, "Games-to-Life," that changes the dynamic of today's smart and connected toys. Jumo is changing the way toys and games are created, distributed and played.

- With Games to Life, "Gaming just got real," as the product enables in-game characters to come to life in the real world through interactive gameplay, seamlessly merging mobile gameplay and physical interaction.

- Jumo believes in a future where Games to Life toys allow kids and grown-ups to play in worlds that blend fantasy and reality. Through active gameplay, Jumo creates engaging environments that encourage real-world play and social interaction.

- Gaming is social, and Jumo is creating a new type of connected experience that brings people together.

- Jumo's games are built for a mobile-first world. The toys and games interact with each other using existing mobile phone technology with no new hardware to buy.

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## INFINITE ARMS

- Infinite Arms is a mobile, action-combat game with an engaging storyline that seamlessly connects to high-quality, customizable action figures that enhance the gameplay.
- The game provides tactile and physical engagement along with an immersive mobile experience that places the player in the center of the story.
- Infinite Arms is not just a new type of game but a new way of gaming, providing a truly robust multiplayer gameplay experience that blends with the in-person social interaction of the action figures.
- Every season, Infinite Arms will debut new limited edition, collectible interactive action figures and weapons that will help further enhance the gameplay experience.
- Both kids and adults will be able to blend fantasy and reality through real-world play and social interaction.
- Customizable as a toy, Infinite Arms utilizes accessories to provide real-time interaction in mobile games whether play are sitting next to each other or living in different states.



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GAMING JUST GOT REAL

Developer: Jumo, Inc.

Platform: iOS and Android

Rating: E 10+ (anticipated)

Genre: Action-combat/third-person shooter

Pricing: Game: Free-to-play; Action figures: TBD

Launch Date: TBA

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## KEY FEATURES

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### CUSTOMIZABLE ACTION FIGURES THAT INSTANTLY PUT PLAYERS IN THE GAME

- Action figures instantaneously sync with the game for a truly ground breaking immersive and visceral experience
- Built-in electronics remove the need for additional portal accessories – the action figures directly connect to the mobile game with zero-configuration
- When in proximity of the toy, the app is alerted and will transfer into the game
- Characters can be customized through a wide array of Armaments to augment battle characteristics within the game

### SPECS:

- Figures are always on and include a Bluetooth Smart (class 3) transponder + ID reader

### MOBILE GAMING

- Stunning 3D graphics powered by Unreal Engine 4
- Four game modes including a deep story-based campaign
- Epic battles of up to six players in real time
- Armament combinations for each character unlock a ton of strategies and tactics
- Arcade-style combat exclusively made for touch



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## OVERVIEW

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Toys and gaming have both evolved over the past few years, yet on their own separate tracks. To date, no one has unified the two in a way that enhances the experience of either. Jumo is a company intent on disrupting how toys and games are created, distributed, and played. They have turned the toys-to-life notion on its head, introducing a transformative concept known as “Games to Life.” The company’s new IP, Infinite Arms, gives us a first glimpse at Jumo’s vision for creating a truly immersive Games-to-Life experience. The game, a AAA quality mobile action-combat game wrapped in a rich, episodic storyline, is impressive in its own right. Link it to the exquisitely designed action figures that can be configured with an armament of scrupulously rendered, interchangeable weapons, however, and you have a game experience like no other. With Infinite Arms, kids and grown-ups alike can play in worlds that blend fantasy and reality through real-world play and social interaction.

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## STORYLINE

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In the mid-21st century, virtually every facet of human society takes place online in an evolved Internet known as the Crux. Globalization has led to the rise of transnational Power Houses which shun conventional military conflict and corporate warfare, instead battling via proxy. These battles are held using new artificial combatants known as MetaMods: juggernauts driven by skilled human pilots. How MetaMods work is a secret Houses keep closely, but they may be hiding an even bigger secret, with radical implications for the human race.

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## KEIICHI YANO

### CHIEF EXECUTIVE OFFICER

With more than 20 years in the world of video game development, Keiichi's passion for video games inspired him to start Jumo and deliver new entertainment experiences for gamers worldwide. Jumo experiences come to life by combining best-in-class toys with AAA mobile games to deliver fresh entertainment phenomena that combine creativity, imagination and technology. Having been the Chief Creative Officer of iNIS - one of the largest independent developers in Japan - Keiichi quickly gained notoriety for his work on the cult classic music game, Gitaroo Man. He continued to create seminal music games for Nintendo, Microsoft and Sony including Ouendan, Elite Beat Agents and Lips. Currently, Keiichi splits his time between Tokyo and Seattle as he oversees production, development and business operations for Jumo.

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## CHRIS ESAKI

### CHIEF CREATIVE OFFICER

Chris brings 19 years of interactive entertainment design and production experience to the Jumo team. His interest in unlocking the fun in all forms of interactive media has led him to explore all the magic to be found across a truly diverse set of games and experiences, making him the ideal leader to spearhead Jumo's quest to discover and invent new ways to play. Best known for creating the groundbreaking cover system in the legendary game kill.switch - a system that has become a pillar of gameplay for shooters for over a decade - Chris served most recently as a Creative Director for Microsoft Studios, where his projects included the Gears of War franchise, Mass Effect and Lips, alongside forays into interactive television with ESPN and MLB.TV. His other credits include Kinect Star Wars, Pac-Man World 2 and NASCAR titles. Chris is based in Seattle, where he oversees all creative development and game direction.

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## AKIO FUJII

### CHIEF STRATEGY OFFICER

Akio is an entertainment and finance industry veteran with over 25 years of experience. His previous roles within multiple industries position him as one who is uniquely suited for Jumo's executive management. In prior years, he was the President and CEO of Namco Entertainment, and a Deputy General Manager during the growth of Bandai Namco's gaming business before and after the 2005 merger. He later headed the 3rd party division as General Manager for the Mobage platform, operated by DeNA. His days as a banker were as an Assistant Manager of Corporate Banking for Bank of Tokyo-Mitsubishi UFJ. By incorporating all of his prior experience, he effectively manages Jumo's new business opportunities, VC negotiations and license acquisitions. Akio attended the Kobe University of Commerce where he received his bachelor of commerce in marketing and international business.

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## TOM ABERNATHY

### DIRECTOR OF NARRATIVE DESIGN

Tom contributes his creativity and storytelling experience to Jumo as the day-to-day creative lead for Infinite Arms. In bringing to life the immersive world of the game, Tom uses his skills and expertise as an award-winning writer and narrative designer to craft new characters and propulsive storylines to create a thrilling ongoing journey for Infinite Arms fans.

Tom's 17-year career in games includes work on League of Legends, Halo: Reach, The Saboteur, Destroy All Humans! 1 and 2, and The Division. He has served as the Lead Narrative Writer for Riot Games, Writer/Designer at Microsoft Studios, and Senior Writer/Designer at Pandemic Studios and has contributed to titles for Massive Entertainment/Ubisoft and Activision Studios. In 2009, he was named one of "The Gamasutra 20: Top Game Writers" by Gamasutra.com. Now based in Seattle, Tom is a graduate of Oberlin College and of the University of Southern California's School of Cinematic Arts. In addition to his work in games, Tom is also a screenwriter and filmmaker; his most recent credit, Bad Country, was released in 2014 by Sony Pictures.

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# YASUO TAKAHAMA

## CHIEF FAST TOYS OFFICER

Yasuo is a 20+ year toy industry veteran having led design work on stellar franchises such as Transformers and Tamagotchi. His expertise around action figures and electronics is unparalleled in the industry. From the intricate transformations of the Transformers action figures to the pocket-sized wonder of Tamagotchi, his work has constantly led the industry in terms of design, quality and craftsmanship. Appealing to both kids and adults, Yasuo's experience in product creation and design ensures that fans have a truly immersive experience from game to action figure. At Jumo, he oversees all toy development from design to manufacturing and ensures that the craftsmanship of all Jumo toys are best-of-class.

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J U M O

GAMING JUST GOT REAL



**INFINITE**

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**ARMS**

# METAMOD IXION

WEAPON  
UNCLE BUCK



# METAMOD SKORPOS



WEAPON  
TWISTER