

Unplugged Publishing: mConquest

Conquer the world from your mobile phone

Gather your knights and get ready to ride in mConquest, the game of medieval combat. While you are a mere baron today, the empire's throne sits empty, and the crown is waiting for a strong hand to seize it. So train your armies, gather your vassals, and crush those enemies who stand between you and your destiny!

Welcome to mConquest

mConquest is the first highly multiplayer game for SMS. It is a strategy game or medieval warfare similar to PC games such as Age of Empires. Each game sets ten to two hundred players against each other in a struggle for the crown. Games last on average three weeks.

mConquest is a game of economic, military and diplomatic elements. Players tax their peasants, capture opposing castles, and build up troops of knights and mercenaries.

mConquest makes diplomacy between players a part of game play. Any player may be an ally or an enemy. In the world of mConquest the most dangerous weapon is diplomacy. Players can send each other messages making alliances, coordinating their attacks, setting up elaborate attacks, feints, and double-crosses.



mConquest is designed to appeal to a wide range of playing styles, from avid players who want to closely control every aspect of their kingdom, to casual gamers who will limit their play to a daily turn, to social gamers who are most interested in chatting with fellow players.

mConquest takes the best elements of real time strategy games, and combines them with today's mobile devices to create a rich, addictive SMS experience. It appeals to a wide variety of gamers, providing a rewarding experience across different levels of play.

mConquest will both increase subscriber messaging and increase the marginal value of that messaging through a per game fee.

Business Details

Platforms:	SMS (optional: EMS, MMS)
Description:	Multiplayer medieval strategy and diplomacy game
Players Per Game:	10-200
Revenue Model:	Per game fee plus per message fee
Special note:	Strong focus on diplomacy encourages team play, and rewards messaging