

Eva For'nighly

By Kevin Stillwater

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Eva For'nighly and the Hollow Realms

It's official. The folks at Senso Dynamics have finally sold out. The latest installment of Battle Princess/Mech Queen is total deng. I mean, Eva For'nighly is a combat pilot, right? So what's she doing battling dragons? Oh, right, dream booth malfunction during R&R. I've only seen that plotline like a million times before... but perhaps you haven't. So here you go. There's a break in the battle, see. The Volumpiters are on the run and Eva finally gets those precious "morale days" she's forever being denied--you know, the ones she never got to take during the first two dreams when something interesting was actually happening. Anyway, bored out of her skull--as you will be too if you play this Sch©lte--Eva plugs in with Eric Go'ligty in a failed effort to relieve the total monotony of it all--and is it just me, or is Eric a total lug? Personally, I'm embarrassed to admit I've ever loaded him up as an avatar... and I'm a reviewer! It's part of my job! Who thinks up these dolts up for us to ride? Hire a writer. Form a focus group. Whatever. Cleary Sens-Dim is intent on loosing money. Anyhow, during the dream within a dream, Eva and Eric decide to run a bootleg copy of Dragon Spurn--and I'm just going to take a wild guess here and assume that Sens-Dyn has a bone to pick with Art-Real about their new Drag©n B©und flight simulator, but who knows, maybe it's coincidence. Or not. These things are never accidental. Anyhow, in game in dream--and I'm sick of this tired worn out ploy as well--Eva and Eric go dragon hunting, which is to say Eva hunts a dragon while Eric finds some lame excuse not to do a darn thing--little twerp. Enough said of the plot. If you're into killing dragons and then playing "butcher" as you go

searching for some stupid ring in what can only be described as Fluid Realism, then go for it. Believe it or not, Sens-Dyn is billing this blood fest as one of the dream's high points... oh, that and Eva's eyes. They are things of wonder. Don't ask my how Sens-Dyn got them to swirl like that. Their guys in marketing aren't talking, and no amount of juice is getting anyone in R&D to return my calls. I guess they got advance word that I was going to pan Hyper Realms through and through. But that's not the case. Pick up Internal Vision's take on Mech Mayhem, peel off Eva's skin and insert it as a mod, and you've got yourself a winner. Trust me, you won't be sorry. But if you're expecting Hyper Realms to stand on its own, it won't. As a solo, it's a total piece of Sch©lte.

I'm Morgus and that's my .47.

Digital Currents Interview with Rutger Anderson

The Servers are awash with the news, Hyper Realms the newest installment of the Eva For'nighly, saga is a smash sensation commanding the #1 spot on Digital Currents Dream Billboard Chart for the second week in a row. A feat not accomplished by any other feelie since Trooper Zed started fighting the Martians in Company Zero some six years ago. And to celebrate this auspice event Rutger Anderson, chief designer and project lead over at Senso Dynamics for the Battle Princess/Mech Queen series, has agreed to talk with us.

Digital Currents: Hyper Realms is number one on the charts for two weeks... and running. You must be very pleased.

Rutger Anderson: Yes. Very. Honestly we never expected the kind of reception that the newest incarnation of Eva For'nighly has received.

DC: Come now. Don't be so modest. It's unbecoming.

RA: No. It's the truth. I would like to say we were just continuing the tradition. After all, Battle Princess/Mech Queen was all anyone could ever hope for out of a dream in terms of content, quality, and sales, but the follow up, BPMQ:2, was a bit of a let down... I mean, I'm not saying anything nobody knows. We dropped the ball. Sure, our fan base was in, and we got respectable numbers, but we never got the market penetration we were after. The fact is, three weeks after BPMQ:2 was released the numbers for the original BPMQ were already better.

DC: So basically BPMQ:2 was total deng.

RA: Yeah. Basically.

DC: But clearly Hyper Realms isn't. What changed? How did you turn it around?

RA: We pulled back and looked at the market. We were still getting good numbers for BPMQ, and we started to look at what was driving them. As you know, they were all partials...

DC: You might want to elaborate on what a partial is. It's still pretty new.

RA: Nobody runs dreams straight anymore. If you buy the code and run it at home, you can do whatever you want, and no one will know, but if you go down to a Sens Arcade, or any other public venue, you have to tell the compiler what you want. In theory Tommy Two Tone lives in a post apocalyptic world, but from a technical point of view, it's a piece of cake to drop him into the world of Hidden Meadows for a bit of cross-worlds fun as you scamp around the meadows and get into trouble with your best friend Ger Gillings. Everybody does it. It's how almost all dreams are run these days, and technically it's not been as easy as pie for ages, but until very recently it's been both a financial and legal

nightmare. If you go back far just a few years, everyone had to pay full price for every dream they incorporated. It stifled creativity in the community, but more than that, shrewd operators bent the rules. Maybe they'd let you bring your own discs, or maybe they'd split up the code for a dream and sell the locale to one user, the proxies to another, and the plot to yet a third.

DC: I remember those days.

RG: Then you'll also remember the lawsuits and the endless in fighting. Finally, Senso Dynamics and a few of the other big players got together and decided users could load up whatever, and I mean whatever they wanted, and the royalties would be distributed at a flat rate partial, based on whatever the dreamer concentrated on--as determined by compiler usage. So as an example, if you were running Tommy Two Tone in Hidden Meadows, but in the end Tommy wasn't so important, say he only used up 25% of the compiler, then for a 100 click dream, Apoc would get credit for 25 clicks and Nostalgia Works would get credit for the remaining 75.

DC: 100 clicks? You run with a rich crowd, at five for five, most folks are lucky to average 100 clicks a month.

RA: That may be... but whatever the total, the partial is computed the same way whether you have two contributors or ten thousand.

DC: Not much in there for 10,000 suppliers.

RA: No. Not at all, but you'll find that even if a dedicated gamer has an intricately linked Top Ten Thousand List, Dedicated Personal Memory File, or whatever, most dreamers tend to concentrate on only a handful of details, be it the female lead, a clever plot twist, scenic locale, or sensory inputs like smells.

DC: So this is where Eva's eyes come in?

RA: You're one step ahead of me.

DC: That's why they pay me the big bucks. So out with it. What's with the eyes?

RA: That's our partial. Both of us know that Hyper Realms as a main is going to drop off the chart in a week or two. Just completely disappear, and at that point, the only revenue we are going to see is from partials. The partial we're going for is eyes... and to a lesser extent dragon gore.

DC: That's your partial. Why not plot lines? I hear twenty lines of code can get you 20%.

RA: Yeah. I'd love to be selling plots. The mark up is unreal, but to be honest it's not as easy as it sounds. At twenty lines everyone is doing it, and I mean everyone, and even for a company like Senso Dynamics it can be hard to get the exposure. Marketing expenses will kill you in the end, and the shelf life is incredibly short. What's the typical run? Three days?

DC: It's hard to say, but I get your point. So instead of plot points, you went for eyes? Why not a flight simulator, or a physics modeler. Surely you don't get any competition from the garage shops with those kind of big ticket items.

RA: Not from the garages, but I give Art Real kudo's for their flight simulator... and as long as I'm giving out accolades to the competition, no one does explosions like Duodum, or ambience and background crowds like Kelly Ltd.

DC: Not the type of thing you typically hear a company man say about the competition.

RA: True, but if I controlled marketing, that's one of the first things I'd change. The bottom line is, there are plenty of niche markets in the immersive reality continuum that the competition does better than we do. It's the simple truth, and after we accepted this fact a year ago, Senso Dynamics as a consolidate whole came to the conclusion that we were better off financially if we focused on our strengths rather than diluting our position by running off in a million different directions trying to do everything. Besides, when you get right down to it, fiery explosions and realistic physics are not what's driving the market. The typical click is consumed by that all important young male demographic, and as time goes by, the demo is simply becoming more refined and detail oriented. The level of discernment and refinement that is demanded is unbelievable.

DC: No offense, but you must be talking about a different young male demographic than the one I know. Based on the transmissions I get, discernment and refined tastes are not words that rapidly come to mind for these, um... young gentlemen.

RA: Nonetheless, they're accurate. Maybe not in terms of plot, or culture--whatever that means--but in terms of sensory stimulation, experience integrators, and the skin market... The typical male will sample thousands of skins, minutely for the merest fraction of a click...

DC: Whoa there! Careful. We're MM. Remember, we're on an open feed.

RA: I got you covered. That's why we went with eyes. Full MM. Full market penetration, across every venue. Of those thousands of skins I was talking about, less than .01 of .01 will

ever be sampled again, but of those that are, they'll be utilized repeatedly and the focus and obsession to detail is unbelievable. In study groups, we've found that upwards of 75% of a typical male dream revolves around the female lead... and of that as much as 25% is dedicated to awareness of the eyes.

DC: I'm having difficulty believing those numbers. They seem pretty darn high.

RA: They probably are. You know how those PR guys can get. In truth, I'm hoping for a .01 partial in six months based on Eva For'nighly's eyes alone, and if we can manage that, we'll have the longest running tail in the game.

DC: Interesting game plan. I think that sums it up. On behalf of Digital Currents and myself, I would like to wish both you and the rest of the Senso Dynamic's team the best of luck. Thanks for joining us.

RA: Thanks for having me.

If you haven't checked out Hyper Realms, now's the time. For the next ten days get 5.5 for 5 when you opt for the special Digital Currents/Senso Dynamics Eva's Eyes Blowout Bonanza option at any participating Sens Arcade.

Is it just me, or is that like getting 10% for free!!!

Art 2.0: Living the Dream

Hello all you Art lovers out there. Today looks to be another glorious day. I went to the Aladdin's Theatre last night to see the new play everyone is talking about, Hyper Realms, perhaps you've heard of it, my dear. Such deng. Such drip. Dare I say it? Such Sch©lte. Oh, there I go. I've officially sold out now. But can you

blame me? What's a girl to do when Morgus promises to turn around and feed all comers. Oh, it sends shivers down my spine just thinking about it. I am so hungry.

With such a waste of a show last night, you'd wonder why I'm walking on air and pattering on so. Look at me, I can't even concentrate, I'm in such a flutter. I simply must tell you. I know, I can't keep it a secret. It certainly must show. Tell me, do my Cheeks Glow?

Well, the scoop is, pre-show I met the most delightful girl standing out front--in the rain, no less--looking for a ticket. And who else was it, but Eva For'nighly. The one! The same! I insisted she sit next to me. I would not take no for an answer, but by the first intermission I had my doubts. The girl could not sit still, and she--herself--started hissing at the actors onstage. Of all things! You'd think she'd have some respect, some internal control, but she didn't. What's more, she seemed to have in for Catharine (aren't they friends?) and that cute old man Forester (so wise and peaceful he wouldn't hurt a fly). Anyway, she called them cowards. But I beg to differ, standing knee deep in blood red Jell-o doubling as dragon gore, while reciting lines of patented claptrap takes more courage than I have. But Eva would have none of it, and neither me nor her young side kick, Squire Sam, could prevail on her to return for the second half after the intermission was over. And my oh my, isn't Sam-E the cute one. Pity we have to let him age. Still, give him a few years girls.

Well I tell you, there we were, me and Sam begging Eva to see the second half, and she flat out refuses. Now, I pay for a show, I see a show, but a girl doesn't want to spend the night alone, so I did a reboot right then and there and loaded a Classy Sophisticate (Veronika 6.02/3) with Eva as the skin--wearing a dress by Marci Evans don't you know, and she was just to die for--just to die for. I love that ten point interface S-Dyn has. Ten point raised high to the sky, Hal-E-luau, and Glory-B. That girl can party. No mess. No fuss. Just in and out. Blue-Yeah!!!

Needless to say, this took a while--longer than even I expected--so we were late and had to sneak back in after they'd drawn the curtains. And who was there in the dark creeping in next to us? None other than Lieutenant Eric Go'ligty. How I love a man in uniform. I know, I shouldn't gossip, but I just don't think the man-boy could keep his wrist straight if he was surrounded by a whole squadron of those nasty Volumpiters. Me, I'm guessing Go-Go Go'ligty had some business Back Stage Wise, if you catch my drift, but look at me. I'm one to talk.

Afterwards, we had dinner at Celeste Café, and on my word, the blintzes are all that. You must go. Tell them I sent you. That blowhard Merk192 was there spouting his negative world view, a critical review I guess, if that's what you want to call it, but I think he missed the point entirely.

It's all about the eyes darling. That's all anyone is talking about, and I could just stare into them like forever... or at least a 5 share over desert with Breakfast at Tiff's.

Tootles.

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