



FOR IMMEDIATE PUBLICATION

Illuvium: Fastest Gaming Studio in History?

Sydney, Australia, July 19th 2024 - Mark your calendars: Illuvium's triple-title debut is set for the 25th of July, full of endless exploration, material harvesting, and conquest. With the studio boasting worldwide talent, such as Jaco Herbst - previously Blizzard Entertainment, and Kostiantyn Bondar - previously Ubisoft, Samsung, and Gunzilla Games, Illuvium is guaranteed to cater to a wide audience with its various mechanics and gameplay across one singular universe offering three separate games.

Key Links:

- [Epic Store Page](#)
- [Official Release Date Trailer](#)
- [Website](#)
- [Twitter](#)

Most gaming studios take years to build their debut title; Illuvium, a non-existent studio four years ago, is on the cusp of releasing three interconnected gaming titles developed simultaneously. Founded by three brothers from Sydney, Australia, the studio quickly grew to over 250 people, boasting talent from Ubisoft, Activision, CD Project Red, and many other AAA studios. The studio is on a mission to develop the fastest AAA gaming universe in history.

Armed with over USD 100 million in funding and 1 million eager fans, the universe opens on the 25th of this month.

Kieran Warwick, CEO of Illuvium, reflects on this journey, *"Our original intention was to build one title, but being brothers and highly competitive, we couldn't agree on the genre and ended up building three games in different genres. We've probably wiped a collective 30 years off our lifespan, so we hope it's worth it."*

Beyond being a single game, Illuvium is part of an expansive ecosystem, where in-game progress and items carry over into the studio's other games, Illuvium: Arena and Illuvium: Zero. This interconnected universe allows for a more rewarding and beginner-friendly experience, where nothing players earn or learn goes to waste.

In addition to an interconnected universe, compelling gameplay, and AAA graphics, players enjoy complete ownership of their in-game assets. Every Illuvial captured, weapon forged, and suit crafted is securely owned by the player in their Immutable Passport wallet. Each asset is verifiable on the Ethereum blockchain, ensuring true ownership. This empowers players to collect and trade their assets at their discretion.

Players also have the option of buying ILV, the in-game currency. ILV is an ERC20 token that fuels the decentralised governance of the Illuvium universe, empowering holders with the ability to shape the future of the ecosystem. By staking in ILV, players have a say in game features to economic parameters, and enjoy direct participation in Illuvium's success through Revenue Distribution (RevDis), receiving rewards proportionate to their stake. ILV is earned in-game through daily, weekly, and monthly milestones for points during the one-month season. At the end of every season, the points convert into ILV and are distributed to players.

Illuvium: Overworld

This is not the paradise promised.

Explore a breathtaking alien world, gathering vital resources to repair a stranded ship. Hunt and capture magnificent creatures known as Illuvials, harnessing their reality-bending powers. As you venture across diverse and perilous landscapes, uncover the mysteries of this enigmatic planet—and your own forgotten past.

With a companion drone at your side, you'll brave harsh environments, craft advanced gear, and forge bonds with the Illuvials you encounter. But survival is just the beginning. Every discovery brings new questions: What secrets does this world hold? Why did your ship really crash here? And what role will you play in shaping destiny?

In Illuvium, your choices ripple across an entire ecosystem of gameplay. Traverse seven stunning regions teeming with otherworldly flora and fauna. Encounter Illuvials, mythical creatures that defy reality, and engage in heart-pounding battles to build your collection. Harvest exotic resources to craft essential tools and equipment for survival. Jump from region to region

through arcane gateways, your world limited to these scattered, habitable zones—piece together the fragments of an expanding narrative hidden within this dying alien landscape.



Illuvium: Arena and Illuvium: Zero

So, what are Illuvium: Arena and Illuvium: Zero, and how are these connected with Illuvium: Overworld?



Illuvium: Arena allows you to bring your captured Illuvials and showcase your tactical prowess. Begin by honing your skills in the Survival arena, and when ready, enter our multiplayer game modes featuring ranked, casual, and custom matches. With a deep and strategic combat system, you can train your Illuvials to gain an edge in competitive multiplayer battles and tournaments. Customisable battle tactics and team formations add layers of strategy, while the upcoming 8-player round-robin auto-battler will provide a fresh and exciting challenge. Whether engaging in PvE Survival Mode against AI or competing in PvP with ranked, casual, and custom matches, every battle will test your tactical skills.

Illuvium: Zero: A mobile city-building game combining resource management and strategic growth. In Zero, you play as a reconnaissance drone jettisoned from the ship before impact, tasked with developing your land, extracting valuable resources, and managing your operations to thrive in the Illuvium economy. Your mission is to reconnect with the crew and provide them with the fuel they need. The game integrates seamlessly with the broader Illuvium economy, supporting your adventures in Overworld and Arena. Strategic planning will be crucial as you optimise resource extraction and engage in collaborative and competitive interactions with other players. Available across PC, Mac, and Android, players can grow their digital industrial complex on the go.



Interoperability Across Games

Seamlessly Use Your Assets Everywhere

Illuvium offers unmatched interoperability, allowing you to use your Illuvials and other in-game assets across all Illuvium games. Whether it's Illuvials, cosmetics, or other assets, they integrate seamlessly, creating a unified gaming ecosystem.

All games within the Illuvium universe will be free to play, with optional paid elements if players choose. The studio's strategy is to engage players with compelling gameplay and build a loyal player base that may want to invest in premium content as they become more immersed in the Illuvium universe.

About Illuvium Labs:

Illuvium Labs is dedicated to pushing the boundaries of what is possible within gaming and creating truly unique and immersive experiences for its player base. The team comprises wildly talented and experienced game developers, designers, artists, engineers, and others passionate about making their mark in the gaming and technology industries.

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