

*The Official*  
**Naughty** or **Nice** Index

A Proposed Game  
Presented by  
Pazzam™ Studio  
To Potential Backers of the

*Kickstarter.com Campaign entitled:*

*Kringle's Polar Challenge*

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## Overview

### **General Specification**

**Platform:** *Pazzam Engine* (Server/Browser Based, HTML 5, Social Media Interlink.  
Desktop Browser, Tablet Browser, Smart Phone Browser)

**Realm:** Kringle's Polar Challenge

**Genre:** Social Network Interaction, One-to-One Exchange with Optional Public Posting

**Physics Simulation:** Animation only

**Point of View:** 3D, 1<sup>st</sup> or 3<sup>rd</sup> person depending on gift or gag selected

## **Description**

**The Official Naughty or Nice Index** is a social networking activity in which users can send and receive virtual gifts or gags.

The sender chooses and purchases a virtual gift or gag to send. After delivery of the choice the sender receives a “naughty” or “nice” point on the index. For those who choose to participate, the naughty and nice accrued scores are available to be viewed on a “leader board.”



*The Official Naughty or Nice Index Gauge*

*(All gauges shown were created by Sam Neorr and are indicative of how the game devices will look.)*

Because there is no consensus on the points to award for the sending of fruit cake, the receiver of the fruit cake will get the opportunity to assign naughty or nice points to the sender. Over this Christmas season (2012), the aggregation of points will be tracked. The accumulated scores will determine (for next season) whether the sending of fruit cake is naughty or nice, as well as just how naughty or nice it is.

## **The Realm**

Pazzam Studio uses the idea of “Realms” to theme its games. The “Kringle’s Polar Challenge” Realm is loosely themed on the various tales of Kris Kringle at the North Pole. This is a seasonal game on a Christmas theme.

## **Object of the Game**

The object of the game is to have fun with your friends and to encourage whimsical interaction.

## Game Overview

### Playing the Game



The game is played on Facebook or a web browser with varying gifts or gags presented to the potential sender. Because some of these gifts or gags are animated, the sender will be able to preview the choice.

After the gift or gag is selected, the recipients are chosen and the gift is purchased, using the Kringle Coin of the Realm. Each gift or gag sent is charged per recipient.

*(All shown elves were created by Ian Leino and are indicative of how the game characters will look.)*

On Facebook the game is played as an application. Pazzam Tokens may be purchased with Facebook credits. The Virtual Economy Manager will automatically convert Pazzam Tokens to the Kringle Coin of the Realm.

On the Pazzam website the game is played by either manually listing your recipient email addresses or linking to your Facebook account. Buying or earning Pazzam Tokens directly from the website will be tracked on your Pazzam Player Account.

Any Pazzam Token purchased or earned is recorded and stored on your Pazzam Player Account for use on any supported medium. (i.e., Pazzam Tokens purchased with Facebook credits may be used on the website, and visa versa.)

See below under Virtual Currency for further details.

### Gifts and Gags

These virtual goods will be created by our top-flight artists. Some will be animated. It is the intent of this game to provide enough naughty and nice choices to be interesting and entertaining over a season.

Some ideas we are pursuing are (nice) hot chocolate drinking, candy cane seed growing, (naughty) snowball throwing, and running from switches. We also anticipate receiving many creative ideas from our Kickstarter Backers through the Suggestion Box. These ideas will be evaluated and used where appropriate. Naming credit will be given for chosen ideas. Named credit will only be assigned to the first submission of an idea.

## Winning the Game

Because this is a social network activity, there is no true winner or loser in the traditional sense. However for our more competitive friends, a permission-based, Leader Board tracking system is being developed.



*The Official Naughty or Nice Index  
Leader Board*

It is planned that this Leader Board may show either a limited number of friends or a more general showing of “leaders” among the players of the game. By giving permission for your score to be made public, you automatically enter yourself for board tracking.

## The Award Program

The “**Bless Your Heart**” award program has been developed to also recognize individual efforts for being particularly naughty or nice. The accrued string of gifts or gags sent consecutively will impact the achievement of either award.

We plan for our artists to design two distinctive awards:

**Vision of Sugarplums Award** – for those who are particularly nice

**Lump of Coal** – for those who are particularly naughty

Those with alpha test and beta test accounts will see these awards evolve.

## Virtual Currency

Each “World” (or “Realm”) will have its own virtual currency based on the core currency we call the *Pazzam Token*. The base price of a Pazzam Token will be US \$0.10. The Virtual Economy Manager instantly converts tokens purchased to the *Coin of the Realm* in which you play.

The following table is the basic exchange rate for the Kringle’s Polar Challenge Realm.

Coin of the Realm	Base Value in Pazzam Tokens	Base Value in US Currency
Sterl (Silver Coin)	1	\$0.10
Geld (Gold Coin)	10	\$1.00

## Virtual Goods

In relation to the real world, virtual goods are in fact digital services designed to enhance game play.

## Physical Collectibles

In the Kringle Polar Realm there will be ample opportunity to purchase physical collectibles that relate to this activity. Purchasing a physical collectible is one way to “earn” Pazzam Tokens. The number of tokens earned with any purchased collectible will vary.

A representative example of what a physical collectible might look like is shown below.

