



THE ILLUSION FACTORY®

Consumer Activation and Engagement using Games



Once inside, you'll never be the same.

**sizzleverse**

## PREFACE

### Why games?

Every success story that The Illusion Factory® has ideated, designed, produced and executed is a portal that delivers a consumer into a new experience, or provides them an extension of their fandom in vibrant, user-interactive engagements.

These samples exemplify thousands of projects produced at The Illusion Factory®, each leveraging innovative new methodologies of generating consumer activation, and engagement, followed by a demonstrable increase in brand loyalty.

In the creation of Sizzle® and SizzleVerse®, The Illusion Factory® has leveraged our combined expertise of capturing the imagination of the consumer and tempting them to come play within the digital playground of our making. Fantasy and curiosity lead to wish fulfillment, brand identification and transactions.

**Brian Weiner**  
CEO/Founder  
The Illusion Factory



**BRANDED SHOW GAMES**

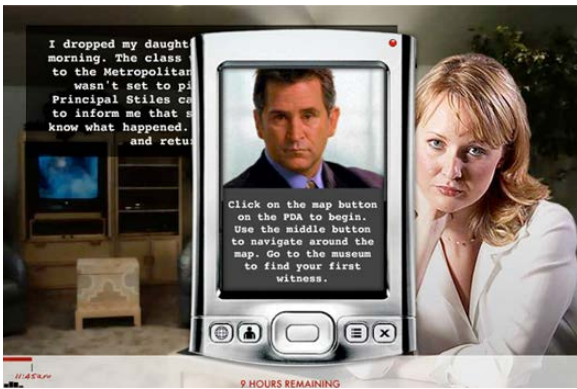
**Don't Forget The Lyrics** was one of the first play at home, interactive games that directly matched the television show, hosted by Wayne Brady. This game served as both a promotion for the **RDF Productions** show on **Fox**, as well as an innovative casting system to source contestants for Season 2 of the program. More than 18 million plays over 2 months. 5 gold awards.



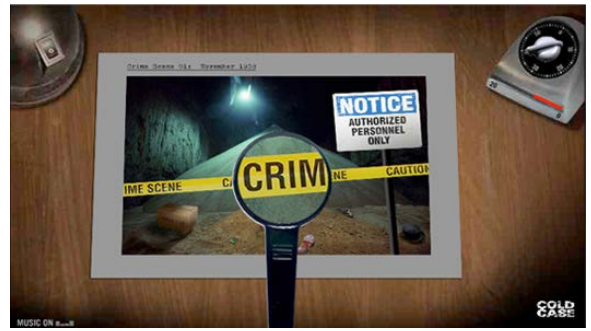
Developed for **Warner Bros. TV**, **The Sopranos** game enabled fans to try out to become a member of Tony Sporano's family. Massive audience approvals and over 30 million plays worldwide. Winner of 5 gold awards and one silver award.



**Evasion** promoted the **Warner Bros. Terminator: The Sarah Connor Chronicles** television show on **Fox**. This game was one of the very first escape room in 3D experiences online. Extremely favorable audience response. More than 20 million plays over a 3 month window. Audience polling for this experience was very high. This game won 6 gold awards, and 2 silver awards.



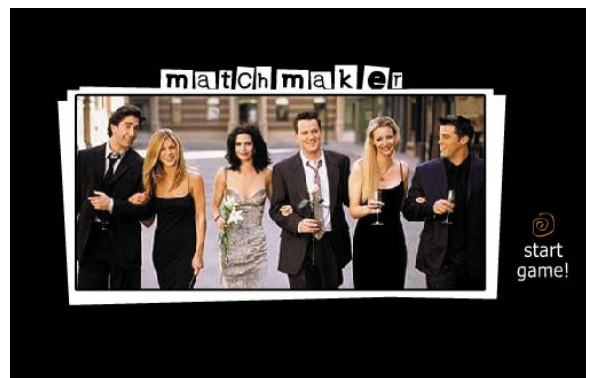
**Without a Trace** for **Warner Bros. TV** and **Jerry Bruckheimer Productions**, gave audiences a chance to apply the same techniques as the show uses to find missing people. 7 million plays.



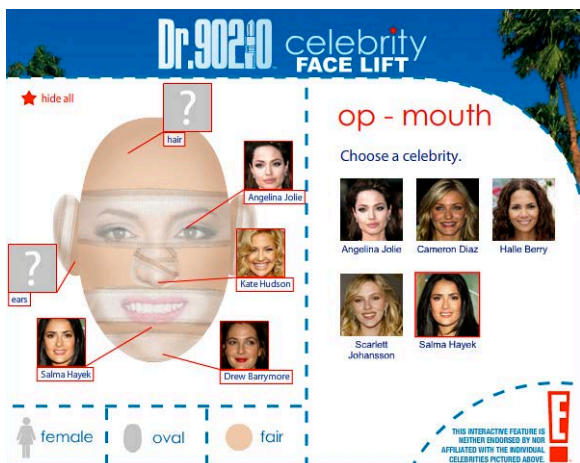
**Cold Case** for **Warner Bros. TV** and **Jerry Bruckheimer Productions**, gave audiences a chance to solve cold cases. 5 million plays.



For **The West Wing**, The Illusion Factory created the **Run For President** game for **John Wells Productions** and **Warner Bros. TV** to give viewers a chance to be President Bartlett running for office. The game enabled each player to answer the most controversial questions and then delivered their favorability ratings based upon the Gallup Poll.. Over 20 million plays of this game worldwide.



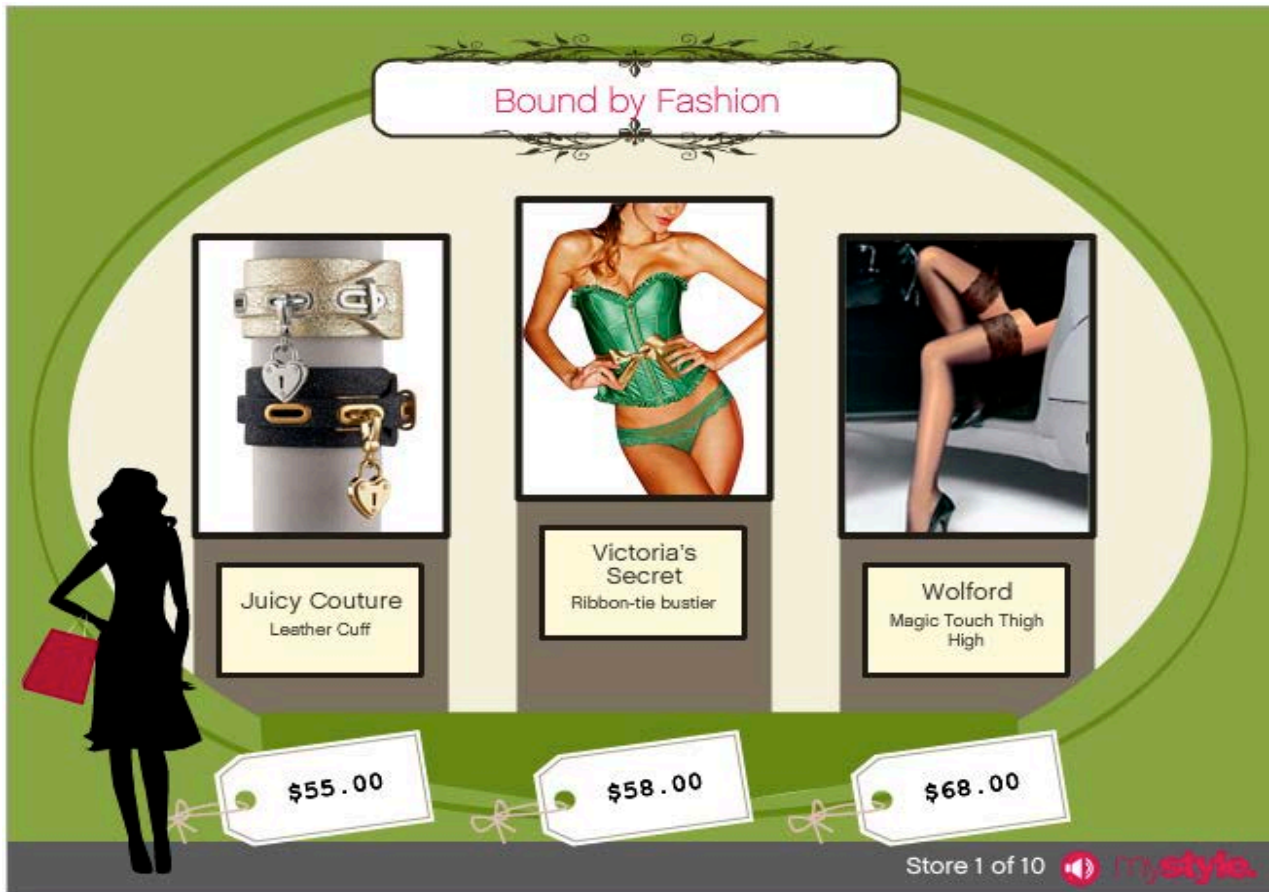
The **Friends Matchmaker** game for **Warner Bros. TV** and **Bright, Kauffman, Crane Productions** delivered the massive global Friends audience into a fun romantic comedy-themed game that was played over 33 million times and launched a special contest for an autographed script that received 41 million entries worldwide. Winner of 3 gold awards and one silver award.



**Dr. 90210** supported the program of the same name on **E! Entertainment** by enabling consumers to create hybrid faces by choosing body parts from other celebrities. Over 9 million engagements. 3 gold awards.

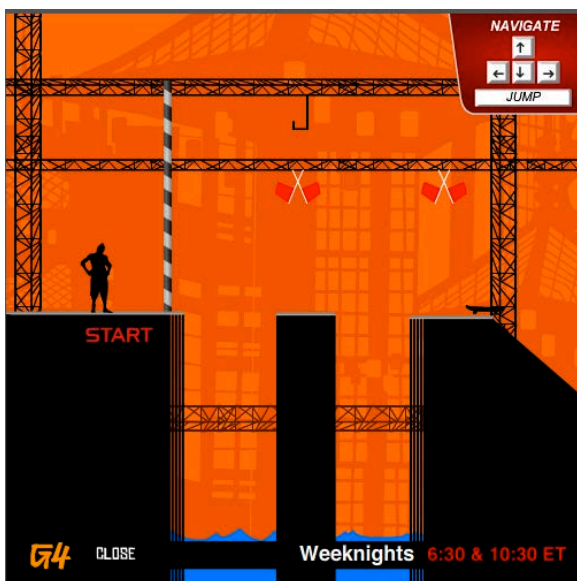


**ER** diagnostics game for **Warner Bros. TV** and **John Wells Productions** gave viewers a chance to practice being an ER physician having to diagnose a patient's condition by symptoms. Played over 22 million times worldwide. Winner of 5 gold awards.

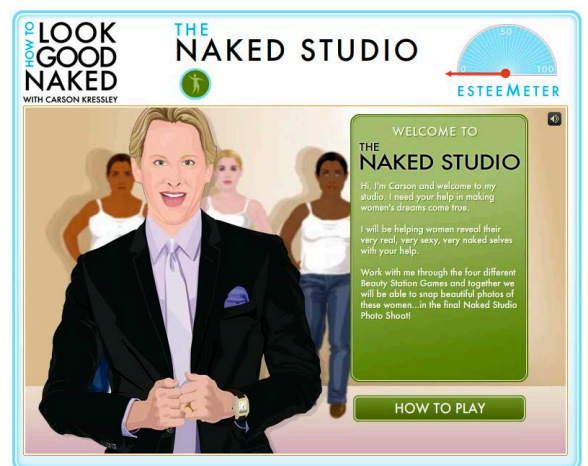


## CONSUMER ENGAGEMENT

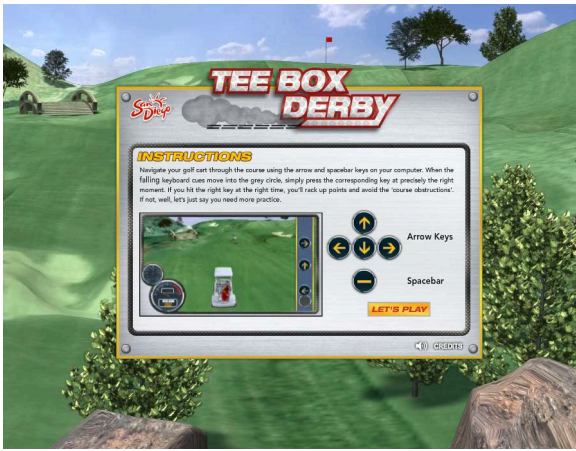
**High, Low, Whoa!** was created for **Universal Studios** and **MyStyle** network and launched from a banner ad. This game generated over 25 million plays and won 8 gold awards, 3 silver awards and one bronze award.



**American Ninja Warrior** was created for **Universal Studios** and **G4 Network** and launched from a banner ad to enable fans to run a ninja obstacle course in a timed session. Over 4 minute dwell time on this ad with 17 million plays. Winner of 3 gold awards and 2 bronze awards.



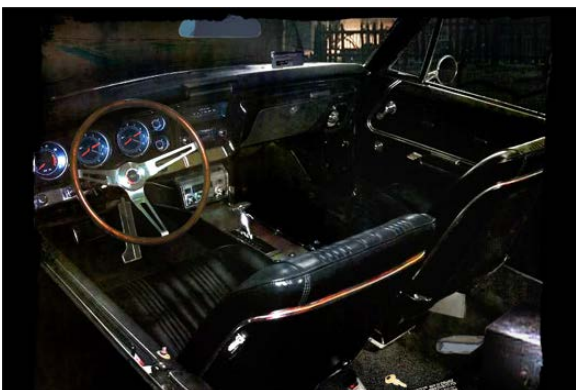
**How To Look Good Naked** was created for **RDF Productions** for use to promote their program on the **Lifetime Network**. 4 million plays.



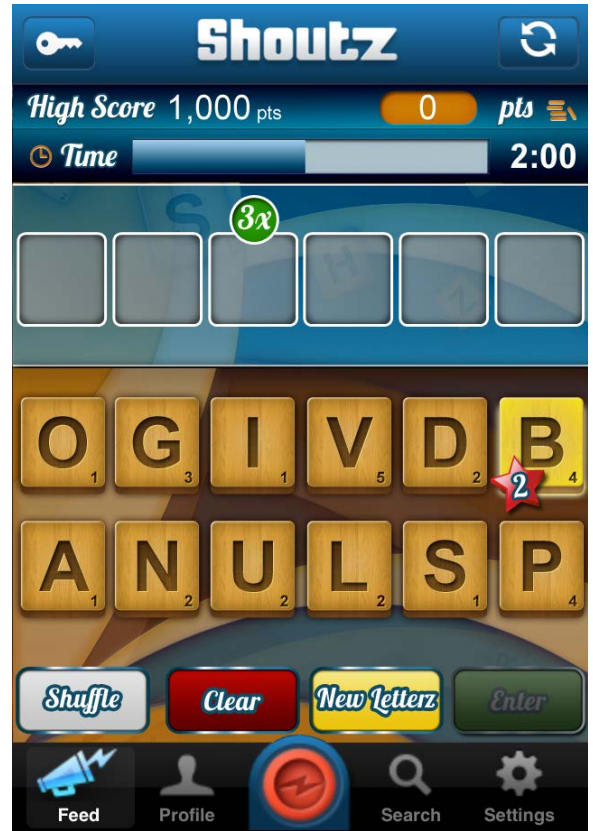
**Tee Box Derby** was created for the **Mering Carson Agency** and their client, **The City of San Diego** and launched from a banner ad. Users navigate golf carts on 4 landmark holes from San Diego golf courses. Over 6 minutes average dwell time from this ad, dwarfing all previous tourism advertisements. This game generated over 13 million plays and won 2 gold awards and one bronze award.



**The Simple Life** was created for **Universal Studios** and **E! Entertainment** for use within a banner ad campaign. 3 million plays.



**Supernatural** was created for **The WB Network** and was a completely experiential game for the launch of a show that has lasted 16 years since. 9 million plays. Winner of 2 gold awards.



**Shoutz**, an innovative word game amassed over 5 million plays.



**Genuine Ken, The Great American Boyfriend** was created for **Mattel** and was a completely experiential internet and app experience to cast a reality series on Hulu of the same name. 2 million entries.



**The Fresh Prince of Bel Air Mixing Board** was created for **Warner Bros. TV** to enable fans to be a DJ and mix their own tracks. 6 million plays.



## WAGERING SYSTEMS

**Dice Roller V** a unique hybrid of craps and roulette was created for use in the **Sizzle** platform and for license to casino wagering platforms.



**Sports Wagering Kiosk** was created for **Leroy's Sports Book** for use to facilitate legal sports wagering in casinos throughout the state of Nevada.



**William Hill Sports Wagering App** was created initially for **Leroy's** and was the very first app to facilitate legal sports wagering in the United States.



**3D Avatar Poker** was created for **PlayerMadness**.



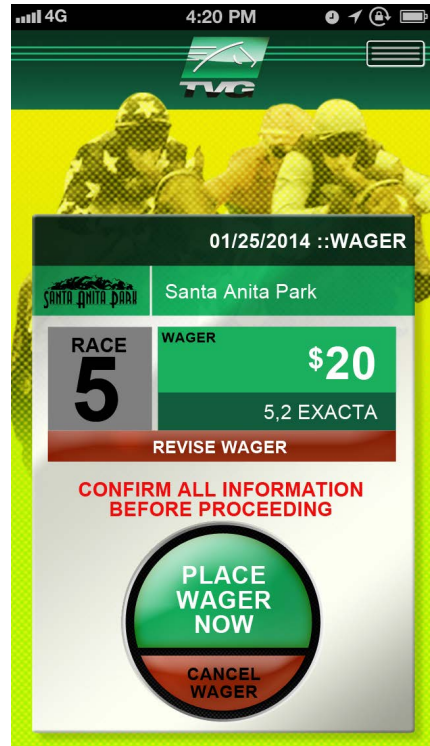
**Live Baccarat** was created for **RVG** and debuted on iPhone 1.



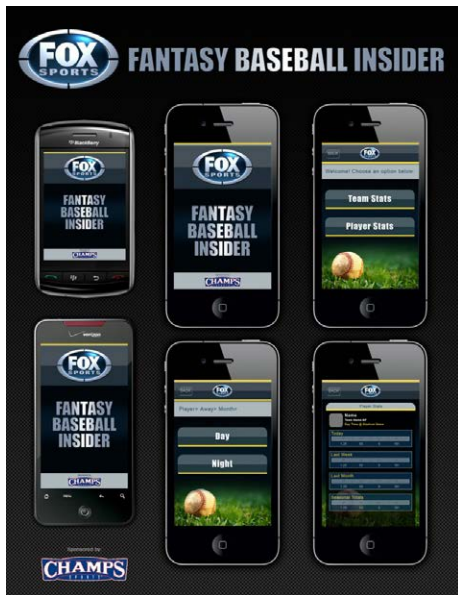
**Cinema Roulette** was created for **The Venetian** to play roulette in their theater in the Vegas casino.



FantaZ Live, a predictive sports game, was created for use in the FantaZ platform.



Horse Racing wagering app was ideated for TVG.



Fox Fantasy Baseball Insider was completely ideated for Fox Sports.



654 Lottery was created for Razor Sports.

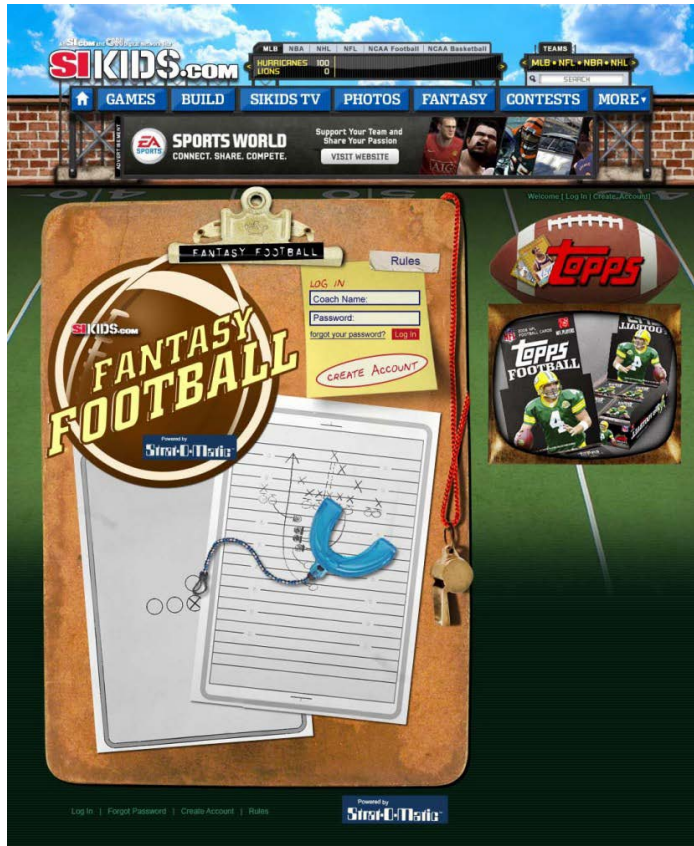


College Basketball Finals was created for Plus Minus Yada Yada and was the very first app to track the March Madness experiences and enable consumer engagement with these events on a real time basis.



Lucky Stars was one of 40 games created for Luckity, a division of Twin Spires, to gamify horse race wagering bets for new audience intake.

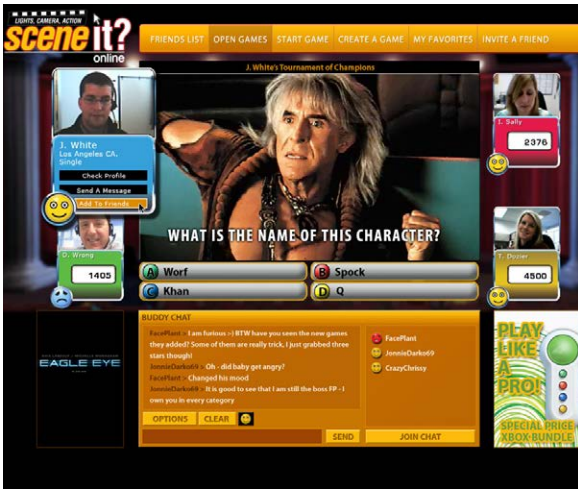




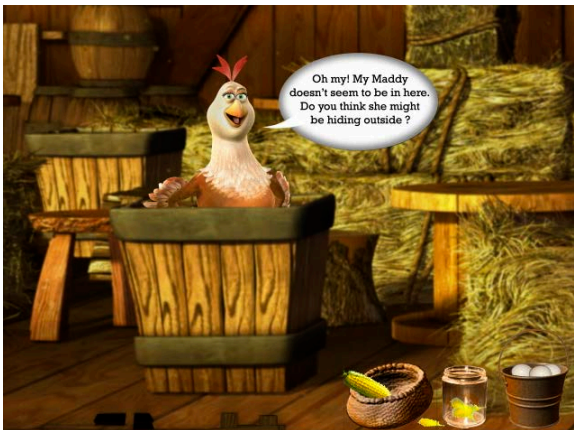
## FANTASY SPORTS

Fantasy Baseball and Fantasy Football were created for Sports Illustrated's SI Kids division. The baseball game featured avatar virtual recreation of the highlight plays. 53 million users combined.

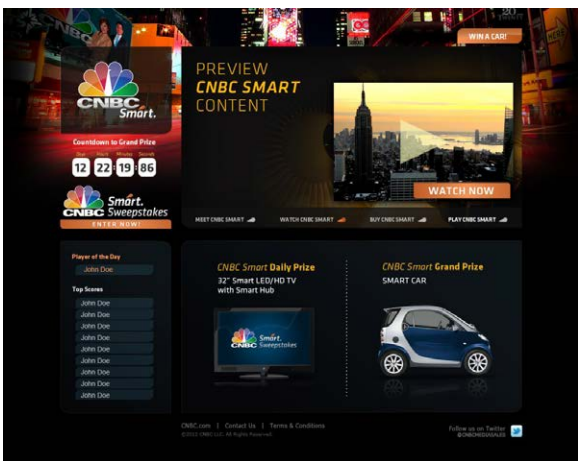




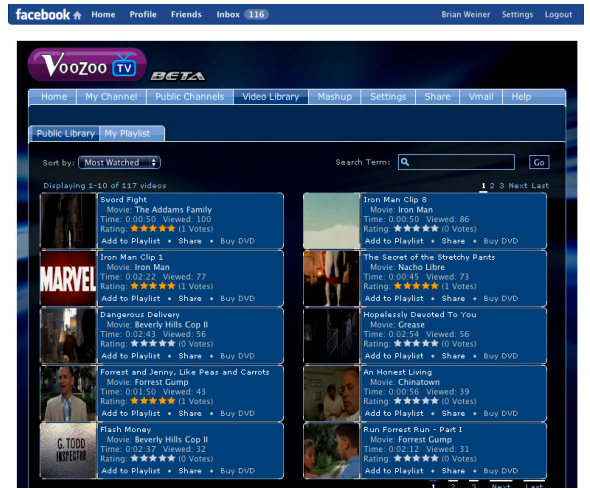
**Scene it?** Multiplayer version, was conceptualized for **Paramount Digital Entertainment**. Using Illusion Factory technology, users could play this successful dvd game online in face to face mode.



**Chicken Launch, Where's Maddy and Which Animal Are You** are a suite of games installed on the Barnyard DVD for **Paramount Home Entertainment**.



**CNBC Smart** was created for **Universal Studios** and **CNBC** and was used to promote this program for the advertising upfronts.



**VooZoo** was created for **Paramount Digital Entertainment**. This first of its kind platform was built inside Facebook to enable fans to watch movie clips, video chat and send V-Mails.



**IN2The70s** was a fully interactive, experiential world created for **Warner Bros. International TV**.



**Lego Battles** was created as immersive experiences for **Warner Bros. Worldwide Creative** and **Lego**.



**WB Kids Jr.** created for was a suite of games created for the preschool audience and early grade students. The games are all educational and feature the kids' favorite characters.



**TWorks** was simultaneously built in the metaverse for 3 dimensional experiences.



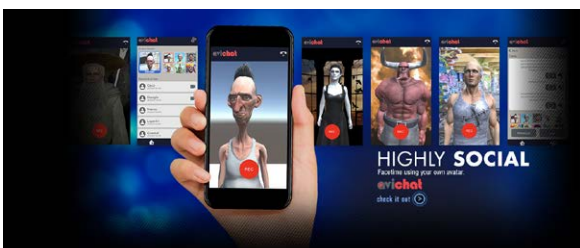
**Ozzy & Drix** suite of games was created for **Warner Bros. Animation**.



**TWorks** was created for **Warner Bros. Animation** and represented the first time that **Hanna Barbera**, **Looney Tunes** and **DC Comics** characters would coexist in this new metaverse 2D and 3D model.



**Dirk Derby** was an experiential game for users to engage with this hilarious new series from **O Entertainment**.



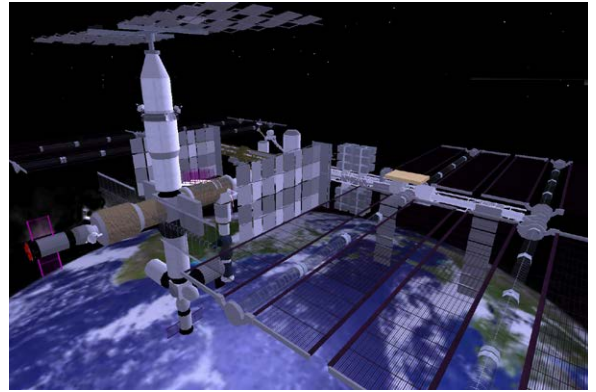
**AviChat** was created to facilitate consumers speaking using avatars.



**Happy Feet** was the first feature film promoted in the metaverse.



**G.R.E.E.D.** was an online game conceived to enable consumers to earn money, mining gold in the metaverse.



**International Space Station** was built for **NASA** as an educational metaverse experience for students to tour the ISS.



**Anomaly** was a very early stage augmented reality experience to promote a new web series, **RCVR**.



**National MS Society** used Illusion Factory to build a fully inclusive promotion to raise money in the metaverse. This was the very first time MS patients were empowered to enter a virtual marathon to raise money for their cause all on their own!



**Scream Pic!** was built as a gag app for Rahat, a top YouTube artist at **Maker Studios** that enables people to request that an unsuspecting person shoot a photo which scares them along the way.



**Scoop Deluxe** was created for the **National MS Society** to teach players how difficult the ordinary is when you are suffering from Multiple Sclerosis. Taking the simple act of scooping ice cream and intentionally making it much more difficult bred considerable compassion.



**Premiere Player cards** were produced for **Warner Bros. Domestic Cable** and **AMC Network**.

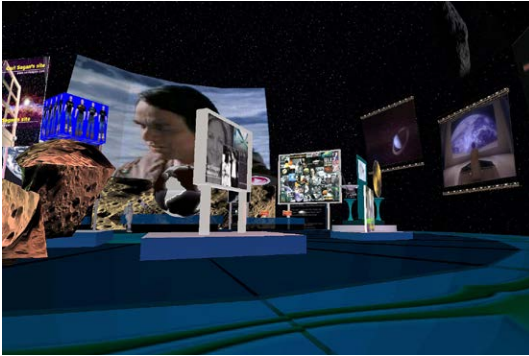
# METAVESE



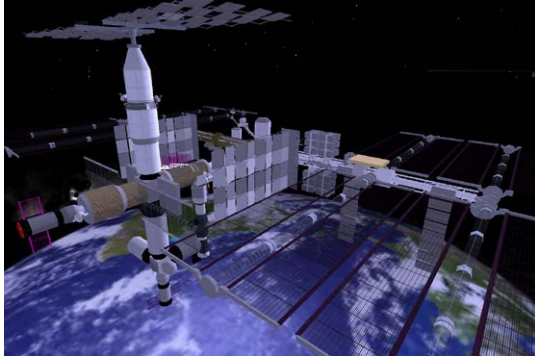
The Bellagio Casino



Angkor Wat Temple, Cambodia



Carl Sagan Memorial Museum



International Space Station



Illusion Factory Theme Park



Chan Poker



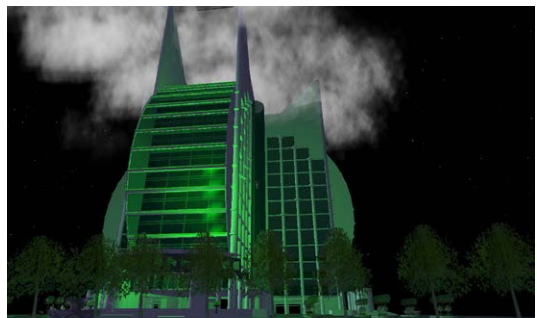
Chemical Brothers Live Concert



Warner Bros. Theme Park



Skyboarding



Metaversal Gaming Corporation



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