

# Media Kit

Catch Light Interactive, LLC

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# Explore our worlds...

## Company Overview

- Catch Light Interactive, LLC is an independent game development studio founded by Paul Kardos and Jorgen Tandberg.
- The company is registered as a limited liability corporation based in St. Petersburg, Florida, USA.
- The studio is currently developing its first PC release, [Project: New Light City](#), a non-linear, third person psychological thriller. The company completed a fully functional proof of concept demo on March 14, 2021. The prototype was created as a recruitment vehicle and to assist in the solicitation of investors and publishers.
- On June 15, 2021, the company acquired a minority interest in SYGO Studios, LLC, developer of the third person action game, *Pirates and Plunder*.
- One unique fact about the company is that the founders live in two different countries, operate on a 100% virtual basis, and have never met in person.
- Every game developed by the studio must meet the following five key fundamentals :
  1. **Tell a Compelling Story**...to engage and captivate an audience
  2. **Utilize Innovative and Intuitive Game Mechanics**...to make gameplay fun for all levels of players
  3. **Provide High Quality Visuals**...to tell our stories through stunning graphics and smooth animations
  4. **Employ Immersive Sound Effects, Professional Voice Actors, and Original Musical Scores**...to add another layer of emotion to our games
  5. **Optimized for the Target Platform**...to insure maximum reach for our target audience.

**Our Mission** is to tell exciting stories featuring interesting characters and innovative plot ideas in a unique, fun to explore environment. Our games are story-heavy action-adventures designed to immerse the player from the opening credits to a climactic and satisfying conclusion. Every release is produced with re-playability in mind so as to insure our customers have a positive gaming experience and receive value for their money.

## Executive Team

The company founders are highly accomplished business professionals who also happen to be avid gamers. They met in April 2020 while working as the Lead Artist (Paul) and Lead Developer (Jorgen) for an indie game studio. After realizing they had complimentary skills and the same desire to make a name in the industry, they established Catch Light Interactive, LLC and began working on the studio's first title, *Project: New Light City*.

**Paul Kardos**, *co-founder and CEO of Catch Light Interactive*, has over twenty-five years experience as an executive level manager. After cutting his teeth for ten years in manufacturing, Paul found his people skills and an exceptional understanding of business operations translated perfectly to the retail industry. He served as the Regional Manager of the Northwestern United States for a publicly traded company, the Director of Operations for a multi-state retail chain, and the Vice President of Operations for a health and wellness company operating on a global basis. Paul is a published author and has had an affinity for creating games his entire life, writing his first title back in 1985 on an Apple //e computer. He divides his time between Tampa, Florida and Phoenix, Arizona, USA.

**Jorgen Tandberg**, *co-founder and COO of Catch Light Interactive*, discovered a talent and affinity for programming while working as the Sales and Marketing Manager for a welding automation manufacturing company in Norway. After the company sent him to a programming class in order to learn how to market their new robotics line, it didn't take Jorgen long to realize how to apply his new-found skills as a game developer. He spent the next two years learning how to code in C# and C++ for both Unity and Unreal Engine 4. He now spends most of his waking hours designing code for Catch Light Interactive. Jorgen lives Larvik, Norway.

# Product Lineup



## *Project: New Light City*

Inspired by *Detroit: Become Human*, *Sherlock Holmes: Crimes and Punishments*, and a sprinkle of the TV series *Black Mirror* just for fun, *Project: New Light City* is a non-linear, third person action-adventure game currently under development for the PC platform. Planned as an episodic release over an estimated 18 month development period, the studio has produced a working proof of concept prototype which displays all of the major mechanics scheduled to be featured in the game, an introduction of some of the characters the player will encounter, and backstory of the game's environment.

In the game, the player plays as Max Boston, a Special Investigator of the Enforcement Unit Branch in a fictitious city called New Light City. Max has the unenviable task of leading the investigation behind a murder-suicide crisis taking place in an otherwise idyllic, technologically advanced society. In addition to the pressure of solving the case, Max must also contend with a tragic backstory which appears to be the cause of post-traumatic hallucinations that are detrimental to his efforts as a detective as well as to his personal life.

The player uses dialog, object manipulation, evidence gathering, and conclusion-drawing skills to uncover the culprit behind the otherwise inexplicable, seemingly motiveless crimes. Other activities and features include multiple-ending story possibilities, challenging stealth sequences, non-story-breaking puzzles, futuristic forensic tools inspired by real world science, and decision trees which demonstrate to the player their choices have consequences. There are also hours of content in the game's codex, a world-building and narrated journal which gives the player clues and insight into the people, places and things which live in this masterfully constructed fictional setting. The story has numerous branches and arcs, each revealed depending on the decisions the player makes throughout the game. While there are also puzzles to solve along the way, it was important for us to not include repetitive obstacles which impede the progress of the story. Consequently, whether player wins or loses a particular challenge, the story continues.

[Chapter One](#) is projected for release in late Q1 2022 on the PC Platform. The company launched a [Steam Store page](#) for the game on June 9, 2021. In addition to Steam, the company intends to make the game available for sale world-wide on the Epic Games Launcher and via the company's own website. Upon completion and release of the final chapter, the company plans on releasing the entire game in a single, discounted package. The company is also looking into the viability of porting the game to PlayStation and Xbox consoles, and a Virtual Reality version (dependent on the technology available at development time.)

## Development Tools

Catch Light Interactive uses industry-standard game development tools to insure a high quality, well-optimized release. Below are examples of the brands employed by the studio to develop its games.



# Company Logos and Game Artwork

Approved logos and images below are available for download by [clicking here](#). Please feel free to request any images not shown below.



## Contact Information

Catch Light Interactive values its reputation and relationship with all of our business partners. We welcome all studio inquires, interview requests, and guest contributions from interested parties. To inquire, please contact us at:

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## Social Media Presence

Catch Light Interactive, LLC has a presence on every major social media platform, including:

**Discord:** <https://discord.com/invite/ph7gyJ7f35>

**Facebook:** <https://www.facebook.com/CatchLightInteractive>

**Instagram:** <https://www.instagram.com/catchlightinteractive/>

**Reddit:** <https://www.reddit.com/r/CatchLightInteractive>

**Twitch:** <https://www.twitch.tv/catchlightinteractive>

**Twitter:** <https://twitter.com/CatchLightInte1>

**YouTube:** <https://www.youtube.com/channel/UCN2q21L5vc2HjiixjoZSCdA>