

NOTE TO EDITORS:

To download the P.A.M.E.L.A. Rebirth trailer, screens, art and logos visit: <http://www.pamelagame.com/media/>

To view the Rebirth trailer on Youtube visit: <https://www.youtube.com/watch?v=DSHhPDDLUPw>



Survive the Future in Open World Survival, Horror Game *P.A.M.E.L.A.*™ for Windows PC

NVYVE® Studios Unveil the Rebirth Trailer and Launches Steam Greenlight Campaign for Utopian Survival FPS

Mississauga, Canada - September 22nd, 2015 - Indie micro development team NVYVE® Studios, today released the Rebirth trailer for *P.A.M.E.L.A.*™, the open world utopian sci-fi survival horror FPS that is scheduled for release on Windows PC in 2016. In addition, the studio also announced that the Steam community can now vote for *P.A.M.E.L.A.*™ with the launch of the Steam Greenlight campaign. To pledge support for *P.A.M.E.L.A.*™ visit <http://steamcommunity.com/sharedfiles/filedetails/?id=498592198>.

“*P.A.M.E.L.A.*™ explores the unforeseen consequences of humanity's craving for technological and biological advancement”, said Adam Simonar, Studio Director of NVYVE® Studios. “With release scheduled for 2016, we are excited to reveal a taste of the background story behind the devastating fall of a technologically utopian civilisation gone wrong”.

Through the Otherworld Agency, the team enlisted the help of Jeff van Dyck, who worked as Audio Director on *Alien: Isolation* and Composer on the *Total War* series, to create a unique and memorable theme for the Rebirth trailer. The Rebirth trailer introduces a wide diversity of locations and reveals the omnipresent AI overseer Pamela, as well as the complex personality driven AI system that players encounter. *P.A.M.E.L.A.*™ begins as a Sleeper is awoken from cryosleep in Eden, a fallen utopia wrought with death and danger. As a Sleeper, the player will struggle to survive alongside Pamela as they explore the once vibrant utopian city.

Uncover the tragic events that lead to the downfall of a civilization, and fight for your life as the broken citizens of Eden defend their home against your intrusion. With a personality-driven AI system, no encounter will be the same as the Afflicted react in unpredictable ways, driven by their excruciating pain and disfiguring disease. Interact with various factions, including the Afflicted citizens, security droids, robotic custodians, and more. Each faction has its own unique behaviors and alliances, and will react dynamically to the player's behavior to become allies, or enemies.

Experience tense gameplay in a richly developed, believable sci-fi universe. Each decision is meaningful, and each encounter could be your last. Wield and customize an array of modular equipment to defend yourself and explore the environment. Utilize an immersive UI that incorporates full body awareness, where the player's involvement in the world is never broken. Manage the power reserves of the city, using energy only when necessary to avoid the dangers of being stuck in the dark. Upgrade your weaponry, and construct a safe haven

to defend against the denizens of Eden. Enhancing your body with Bio-Augmentations will give you an advantage over your enemies, but at what cost? Every decision has consequences in Eden.

Can you survive the future?

For the official website visit: www.pamelagame.com

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About NYYVE® Studios

NYYVE® Studios is a 6 person indie team that branched out, in late 2014, from NYYVE® Inc. an award winning visualization and interactive content firm. The team employed the skills gained in developing interactive non-game experiences towards creating their first game, P.A.M.E.L.A.™, a utopian survival horror game for Windows PC. The team includes a diverse background in architectural design, concept art, film, and more to create a unique mix of skills and direction. For more information about NYYVE® Studios, visit www.nvyvestudios.com.

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