



OFFICIAL  
VIDEO GAME



Published by

**SEGA**<sup>®</sup>

# Bringing the ultimate sporting event to London

The Olympic Games are responsible for some of the most memorable scenes in sporting history. It's the global stage where dreams are realised, heroes are made, and moments that will be remembered for years happen right before your eyes. Now you too can create your own moments with London 2012 - The Official Video Game of the Olympic Games.

With new sports, new events and new gameplay modes, London 2012 brings the world's ultimate sporting event to life bigger and better than ever before. Take to the track, negotiate the Velodrome and dive into the deep end in stunning HD while you compete for the pride of your nation. Hone your skills in the Olympic Games mode, and play with or against your friends and family in a variety of multiplayer modes.

Additional information is contained below that forms a more in-depth look into some of the development processes that SEGA Studios Australia employed when creating London 2012.

## Factsheet / Additional Information

### Motion Capture

- With one of the largest motion capture setups in the southern hemisphere (consisting of 24 cameras and an adaptive volume), SEGA Studios Australia were able to film each athlete in natural motion. From the vertical challenges of shooting actors as they bounce, flip and spin on the trampoline, to capturing the bike and rider involved in Keirin events, the team put in a huge amount of effort to ensure that the final athletes were suitably representative of their real-life counterparts.

### Graphics Technology

- SSA's custom engine allowed them to render an incredible amount of detail on both the athletes and stadium, all in realtime. The skin and muscle technology involved helps the player visualise the raw energy and determination that athletes must pour into their craft in order to win Gold; muscles strain and flex with the heavy demands placed upon them.

### Environments & Design

- Environments were built from blueprints before the actual venues were even created - they looked so lifelike that early flythroughs were used to visualise the final venue itself!

### Beyond the Games - Party Play & Customisation

- Party Play provides fun and friendly challenges to the player by altering standard Olympic rules to create a fresh spin on world-famous events. SSA also worked hard on creating hundreds of athletes that can be chosen to form the player's ideal Olympic team. Build your stable of athletes to your individual tastes, and prepare to take on the world!



**PLATFORMS:** PS3®, Xbox 360®, PC

**PLAYERS:** Local 1-4, Online 1-8

**GENRE:** Sports

**PEGI RATING:** 3+

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