



PRODUCT OVERVIEW

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INTRODUCTION



Fully geared to capitalize on the upcoming World Soccer Cup, Football Fred combines intuitive and straightforward core mechanics with deep management and progression options.



MULTIPLAYER



Football Fred provides a fresh Football experience with an appealing visual style.

STADIUMS



MAIN FEATURES



3D mobile action soccer gameplay.



Fully customizable players.



Detailed Emblem Editor.

Single Player Campaign / Competitive Multiplayer Ranking.

Live Operations Dashboard (Events, messages, special sales)



Complete Social feature set: Chat, tournaments, clans.

200+ unique collectables.

GAMEPLAY



Football Fred's intuitive controls are developed specifically with mobile devices in mind. In order to maximize session opportunities for users, a portrait layout is employed and optimized without compromising the real time, reactive experience of matches.



The management phase provides a blend of classic gacha box mechanics, events and rewards designed to boost retention.

UNIQUE FEATURES



Users are tasked to build their own Ultimate Team from hundreds of players across several game modes.



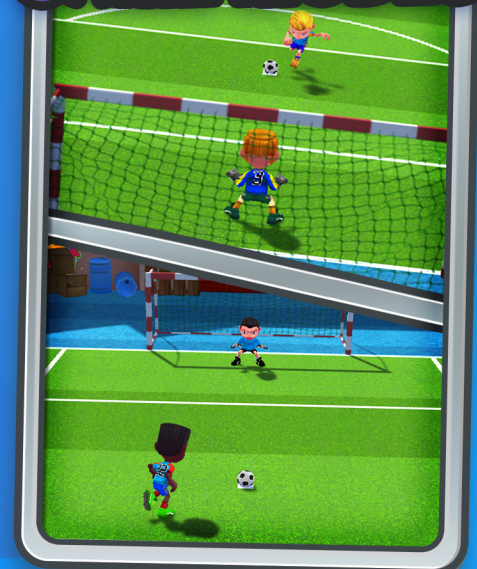
INTENSE ACTION



Matches are short and loaded with meaningful user decisions. A vast repertoire of events, skills and an over-the-top approach to their visualization ensure that each session is both rewarding and memorable.

Users can choose their favorite style of challenge, either a lengthy and eventful singleplayer campaign, a ranked asynchronous multiplayer coup or regular custom challenges that combine single and multi-player with special variations of game rules.

DIVERSE GAME MODES



PLAYER ROSTER



Football Fred features hundreds of unique players, each with its own distinctive characteristics suitable for a wide array of situations, making them unique and valuable on their own.

A three-faction system introduces a background rock-paper-scissor mechanic require users to build a wider set of players.



Players have special skills that profoundly alter their use in the playfield.

PROGRESSION



Users are encouraged to advance along multiple interconnected threads of progression, each with complementary rewards.

The different Cups provided by the singleplayer campaign are the main source of Experience, which allows access to game features, player skills and other items. Player Experience allows players to fulfill their potential, in turn enabling further progress on the core Campaign and on multiplayer competitions.



To further emphasize the initial progress of an user, the base stadium evolves accompanying the growth in user level.

Special rewards (such as emblem items, balls and players) are earned by completing collectible sets, which can be created and published in real time via a live operations dashboard.

