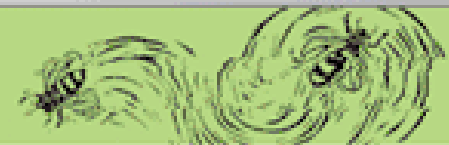




GDC 2005 Experimental Gameplay Workshop
I Love Bees ~ 42 Entertainment ~ Jane McGonigal





They
they
they make
Couldn't v
something
be

HALT - MODULE CORE HEMORRHAGE

Control has been yielded to the
SYSTEM PERIL DISTRIBUTED REFLEX.

This medium is classified, and has a
STRONG INTRUSIVE INCLINATION.

In 4 days, network throttling will erode.

In 18 days this medium will metastasize.

COUNTDOWN TO WIDE AWAKE AND PHYSICAL:

31:11:00:54:544

Make your decisions accordingly.

FAQ

Q: What happened to this site?

A: No idea. Help me out [here](#).

and I
like





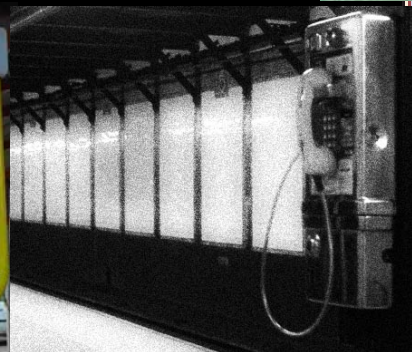
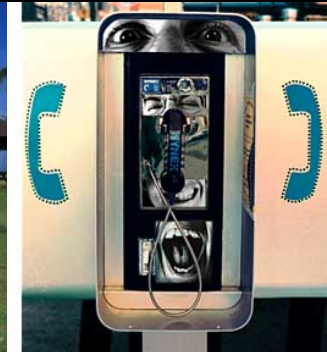
HALT - MODULE CORE HEMORRHAGE

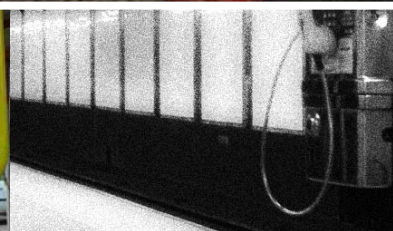
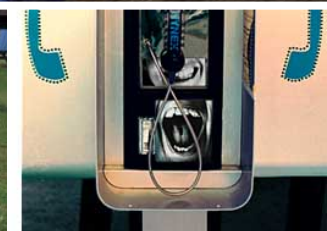
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31:11:00:54:544







I LOVE BEES

JULY 16 2004 -

NOVEMBER 9 2004

R.I.P.

GDC 2005 Experimental Gameplay Workshop
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I Love Bees was designed as a pervasive experience of the backstory to Bungie's *Halo 2*.



Real world timeline.



2004. Real people on real Earth.

2552. Real future on real Earth.

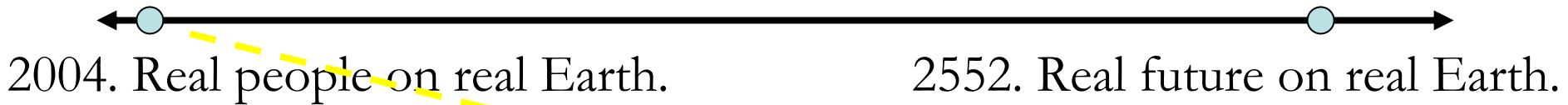
Halo 2 timeline.



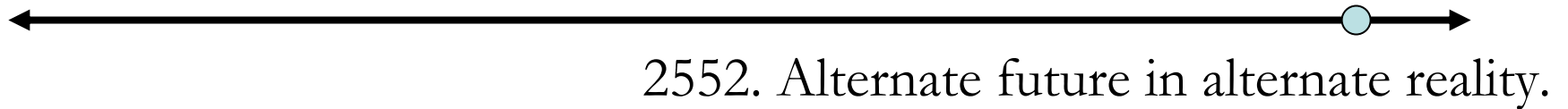
2552. Alternate future in alternate reality.



Real world timeline.



Halo 2 timeline.



How can we make *real people* on *this* Earth responsible for a *fictional* future in an *alternate reality*?





Our experimental design challenge:

- Make the first ever *massively multiplayer, persistent-world* pervasive game,
or, from another POV,
- the first ever *massively pervasive* alternate reality game.



What is pervasive gaming? <http://iperg.sics.se>

IPeRG

- Home
- Vision
- About IPerG
- Work Packages
- News
- Press
- Download Area
- Intranet

WELCOME !

Pervasive games are a radically new game form that extends gaming experiences out into the physical world. To achieve a high quality interactive experience for these games, new technologies to support the creation of new compelling forms of content will be explored by this consortium.

WHAT'S NEXT?

IST 15-17
November 2004, "Netherlands Congress Centre", The Hague - project exhibition and presentation.

SATELLITE WORK PACKAGES

- Crossmedia Games**
Bridging the gap between different media channels and game spaces.
[info](#)
- Socially Adaptable Games**
Exploring how pervasive games can fit into as well as change social environments.
[info](#)
- Massively Multiplayer Reaching Out**
Extending MMR0 with ubiquitous game play accessed via mobile technology.
[info](#)
- Enhanced Reality Live Role-Playing**
Entirely in a physical environment but enhance experiences through technology.
[info](#)
- City as Theatre**
City as Theatre focuses on artistic games that take place online and on-the-streets.
[info](#)

What is alternate reality gaming? www.argn.com

ARGn
ALTERNATE REALITY GAMING NETWORK

MAIN

- home
- about
- chat
- press
- archives
- announce list
- ARG graveyard
- contact

FEEDS

- My Recent
- My Yahoo!
- My MSN

SEARCH

Search ARGn:

November 06, 2004

Halo2 I LoveBees Game Ends With a Bang

November 4th brought the final chapter to the 16-week Alternate Reality Game that became known as I Love Bees. A promotional game for Bungie's eagerly anticipated game Halo2, Ilovebees caught the attention of thousands of gamers and media alike over the past few months. The journey culminated on November 4th, with a live event in four cities attended by hundreds of players (San Francisco, New York, Chicago and Austin). At this event, referred to in-game as a Combat Training Exercise, players got an exclusive chance to play Halo2 before its release on November 9th, and received a commemorative DVD and Ilovebees lanyard. What's more, the lucky players in San Francisco got a chance to meet some of the Ilovebees Puppetsmasters.

Ilovebees was developed by a team headed by Elan Lee and Sean Stewart, who headed up the first real Alternate Reality Game, The Beast, in 2001. Since then, they teamed up to form 40rty2wo Entertainment, and began production of Ilovebees in February. Ilovebees, which launched on July 16th, told the story of an A.I. from the future named Melizza who crash landed on a website server here in 2004. Over the 16 weeks of the game, players completed a series of web-based puzzles and realworld challenges to reveal a compelling story that formed a prequel to Halo2, following its characters through the weeks leading up to the invasion of Earth by an evil race of aliens known as the Covenant. The story was revealed in over 6 hours of audio drama using some of the best voice talent and post-production in Hollywood.

Ilovebees broke new ground in its innovative use of realworld distributed puzzles, stellar writing and sheer numbers of players. At it's culmination, the Ilovebees site received as many as 500,000 unique visitors per day, making it by far the most followed Alternate Reality Game to date.

A post-game chat is scheduled with the Ilovebees Puppetsmasters on November 7th at 2:00 pm Pacific Standard Time. You can have a chance to ask questions and get the inside scoop on what went on behind the game by stopping by #apocalypse on irc.chat-solutions.org (browser based access).

Posted by vpietave at November 6, 2004 11:55 PM | [Print this](#)

Ads by Google

Halo 2
Get Halo 2 absolutely free simply for evaluating it.
www.cosmosilentsidej.com

and yet I remember what are these errant memories?
www.errantmemory.com

SUBSCRIBE

Be instantly informed of new games!



central park easter egg hunt



flash mobs



the Go Game

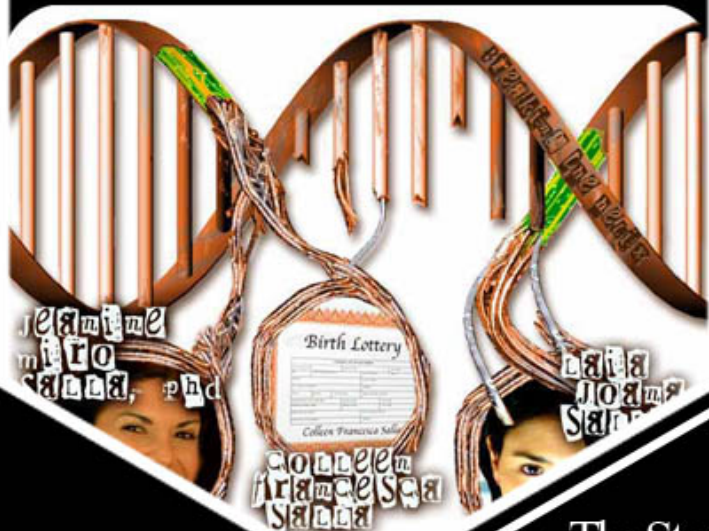


Chronicle / Kim Komenich

the Beast

(www.cloudmakers.org)

Salla Family Homepage



Vote Now!



It's for you

The Story So Far..





Our (secret) experimental design challenge:

- make a *more immersive* pervasive game with more lasting community, and
- make a *more accessible* and *more casual* alternate reality game with *more opportunities* to actually contribute for *more players*.



1. hard-core gamers FALL DOWN THE RABBIT HOLE

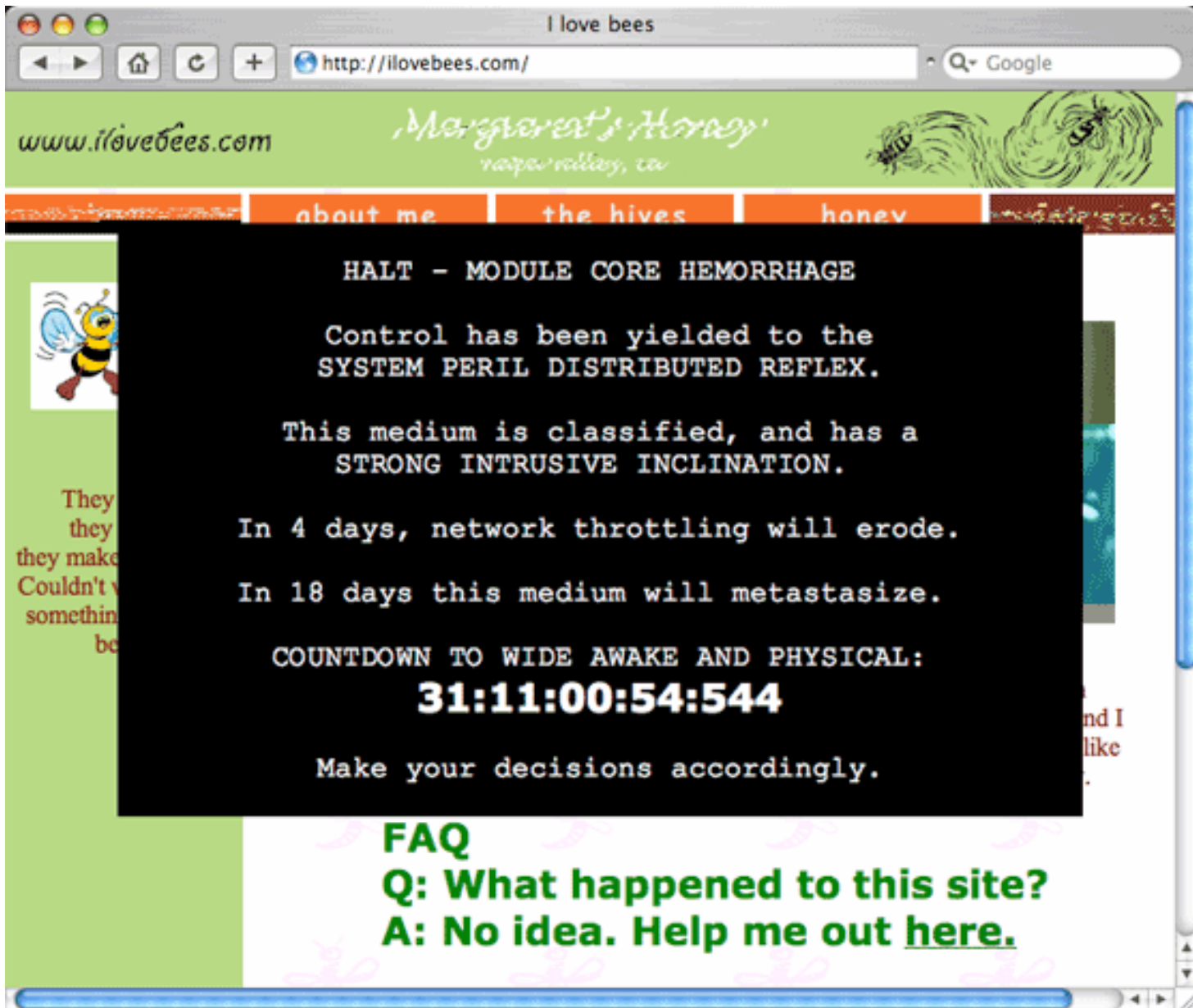
For ARG fans, a clue embedded in a jar of honey



For Halo fans: a clue embedded in a trailer



2. they FIND THE ONLY WEB SITE www.ilovebees.com



www.ilovebees.com

Margaret's Honey
napa valley, ca

about me | the hives | honey

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A: No idea. Help me out [here](#).



3. Casual players consult a BLOG www.ilovebees.blogspot.com

I Love Bees: 07/11/2004 - 07/17/2004 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://ilovebees.blogspot.com/2004_07_11_ilovebees_archive.html

Google ilovebees blog Search Web PageRank 875 blocked AutoFill Options ilovebees blog

I LOVE BEES

ONE MORNING, AS GREGOR SAMSA WAS WAKING UP FROM ANXIOUS DREAMS, HE DISCOVERED THAT IN BED HE HAD BEEN CHANGED INTO A MONSTROUS VERMINOUS BUG.

FRIDAY, JULY 16, 2004

Counting down to WHAT?

So the bug – or virus, or spyware, or, whatever it is – is now apparently counting down to something, and that something looks like it's going to happen while I am somewhere in Szechuan province and I can't fix it and yeah it's creeping me out and yeah I'm not happy about this. (The recent appearance of words like "mayday", "metastasize", "hemorrhage," and "classified" isn't cheering me up, either.)

What the hell is this thing. And why would a site as harmless, I mean utterly and completely harmless, as www.ilovebees.com attract its attention?

POSTED BY DANA AT 7/16/2004 01:31:35 PM 503 COMMENTS


WEDNESDAY, JULY 14, 2004

Delinquent

Best case scenario: [the delinquent site](#) gets fixed before the 29th, when I'm flying to Beijing. There's no way I'm just going to bail and leave Aunt Margaret to deal with this until who knows when. (She bought me my All-Asia air pass in exchange for 7 years of indentured tech support, and ... I'm not going to let her get the raw end of the deal here. Not an option.)

(The trip is hard to defend. Beijing is the first stop on an open-ended backpacking trip through East/Southeast Asia, a trip I have no good reason to be taking (as my parents like to remind me), except (as I point out to them, though sometimes kind of quietly and maybe even after they've left the room) I've been "home" – in one way or another – for 22 years now, and absolutely

ABOUT ME



DANA
SAN FRANCISCO,
CALIFORNIA, UNITED
STATES

[VIEW MY COMPLETE PROFILE](#)

Is a phone ringing near you?
Current live axons.

ALLIES
[beekeepers forum](#)
[beekeepers blog](#)
[beekeepers chat](#)
[fireflies guide](#)

TOOLS
[timeline and transcripts](#)
[payphone locator](#)

Days investigating: 50

In early July, an AI named **Melissa** crash landed, badly damaged, onto the server that hosts [my aunt's website](#). The AI tried to orient and repair itself. The result: It turned 'I Love Bees' into a holy mess.

Now we're investigating the mess. We need all the help we can get.

*

Here's what we know so far:

Melissa, a.k.a. **"The Operator,"**



4. They FIND THE GPS COORDINATES: missions, not puzzles

www.f... AXONS GO HOT! 01:17:37:55:528

about me fun stuff!

Goodies	38.891883 -077.826817 06:07 PDT	41.511567 -081.687317 06:11 PDT
Amazing facts!	42.970906 -077.328967 06:13 PDT	41.652314 -078.289091 06:19 PDT
Hive-Ku	35.247483 -088.848158 06:23 PDT	48.451597 -079.832884 06:27 PDT
The Fable of the Bee	31.217259 -085.368847 06:31 PDT	33.794257 -084.387394 06:35 PDT
Delicious Chocolate Chip Cookies	38.885250 -077.828167 06:39 PDT	39.804469 -077.428227 06:43 PDT
Bee Sting Cake	38.792165 -085.376517 06:47 PDT	41.667164 -078.291681 06:51 PDT
Saffron Honey Ice Cream	38.799738 -081.348157 06:53 PDT	41.153867 -081.356258 06:59 PDT
Honey Butter	41.889273 -087.826523 07:03 PDT	36.859238 -073.979429 07:07 PDT
Honey Roasted Carrots	38.561793 -090.369923 07:11 PDT	38.270063 -087.688176 07:15 PDT
Honey Cough Medicine	41.360234 -072.878524 07:19 PDT	35.218683 -088.848817 07:23 PDT



5. They TRANSLATE THE GPS COORDINATES

Time	Latitude	Longitude	Town(ish)	State	Rand City	MAP rand acme
11:00 PST 40.45897		-74.47242	Milltown NJ	New Jersey	North Brunswick	map rand acme
11:00 PST 43.2125		-71.53087	Concord NH	New Hampshire	Concord	map rand acme
11:00 PST 40.73203		-74.03955	Hoboken NJ	New York	New York	map rand acme
11:00 PST 40.34853		-74.66343	Princeton NJ	New Jersey	Princeton	map rand acme
11:00 PST 40.34987		-74.66295	Princeton NJ	New Jersey	Princeton	map rand acme
11:00 PST 39.896		-75.036086	Haddonfield NJ	New Jersey	Cherry Hill	map rand acme
11:00 PST 33.922767		-84.342483	Dunwoody GA	Georgia	Dunwoody	map rand acme
11:00 PST 40.73863		-74.02931	Hoboken NJ	New York	New York	map rand acme
11:00 PST 41.82058		-71.49749	Cranston RI	Rhode Island	Providence	map rand acme
11:00 PST 40.77458		-74.0388	Union City NJ	New Jersey	Union City	map rand acme
11:00 PST 51.752101		-1.2579	Oxford	United Kingdom	Oxford	map rand acme
11:00 PST 39.682651		-75.754051	Newark DE	Delaware	Newark	map rand acme
11:00 PST 38.950344		-104.7993	Pikeview CO	Colorado	Colorado Springs	map rand acme
11:00 PST 36.087925		-94.170446	Fayetteville AR	Arkansas	Fayetteville	map rand acme
11:00 PST 33.12819		-117.16113	San Marcos CA	California	San Marcos	map rand acme
11:00 PST 27.98103		-82.386362	Mango FL	Florida	East Lake-Orient Park	map rand acme
11:00 PST 40.48053		-74.42428	Highland Park NJ	New Jersey	North Brunswick	map rand acme
11:00 PST 26.706022		-80.049062	West Palm Beach FL	Florida	West Palm Beach	map rand acme
11:00 PST 37.9913		-121.313	Stockton CA	California	Stockton	map rand acme
11:00 PST 51.512801		-0.132001	London	United Kingdom	London	map rand acme
11:00 PST 40.435801		-79.957633	Pittsburgh PA	Pennsylvania	Pittsburgh	map rand acme
11:00 PST 36.964052		-122.020054	San Lorenzo River CA	California	Santa Cruz	map rand acme
11:00 PST 36.000883		-78.94045	Durham NC	North Carolina	Durham	map rand acme
11:00 PST 37.792786		-122.396824	San Francisco CA	California	San Francisco	map rand acme
11:00 PST 39.97775		-105.243039	Marshall CO	Colorado	Boulder	map rand acme
11:00 PST 30.670746		-88.101535	Mobile AL	Alabama	Mobile	map rand acme
11:00 PST 31.217259		-85.360847	Dothan AL	Alabama	Dothan	map rand acme
11:00 PST 35.776983		-78.638117	Raleigh NC	North Carolina	Raleigh	map rand acme
11:00 PST 34.076978		-118.388915	Beverly Hills CA	California	Beverly Hills	map rand acme
11:00 PST 37.862998		-122.490357	Sausalito CA	California	San Francisco	map rand acme
11:00 PST 35.227326		-80.842683	Mecklenburg County NC	North Carolina	Charlotte	map rand acme
11:00 PST 35.375354		-119.022591	Bakersfield CA	California	Bakersfield	map rand acme
11:00 PST 39.937652		-74.956441	Moorestown NJ	New Jersey	Cherry Hill	map rand acme
11:00 PST 33.566497		-112.25509	Peoria AZ	Arizona	Peoria	map rand acme
11:00 PST 38.897183		-77.006517	Washington DC	D.C.	Washington	map rand acme
11:00 PST 37.86935		-122.254683	Berkeley CA	California	Berkeley	map rand acme
11:00 PST 35.908075		-79.024834	Chapel Hill NC	North Carolina	Chapel Hill	map rand acme
11:00 PST 28.336159		-81.591948	Loughman FL	Florida	33 km SW of Orlando	map rand acme
11:00 PST 34.41552		-119.84355	Goleta Point CA	California	Isla Vista	map rand acme
11:00 PST 40.958019		-74.069796	Paramus NJ	New Jersey	Paterson	map rand acme



6. SHOW UP, ANSWER RINGING PAYPHONES



7. UNLOCK RADIO DRAMA ONLINE

Error 404 - Not Found - The server has not found anything matching the Request-URI. - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.ilovebees.com/humptydumpty.html

Google ilovebees Search Web PageRank 875 blocked AutoFill Options ilovebees

Chapter One
Jan: ["The Walk-away Girl"](#)
Kamal: ["The Arrangement"](#)
Jersey: ["Boy Meets Girl"](#)
Herzog: ["I Had a Receipt"](#)

Chapter Two
Jan: ["Witness"](#)
Kamal: ["The Red Button"](#)
Jersey: ["If Someone Was Listening"](#)
Herzog: ["Old Spies"](#)


Chapter Three
Jan: ["Thin Kinkle"](#)
Kamal: ["Chicken Dinner"](#)
Jersey: ["Taxes Suck"](#)
Herzog: ["The Apocalypse"](#)

Chapter Four
Jan: ["Big Dog"](#)
Kamal: ["Totally Legitimate Business"](#)
Jersey: ["The Audit"](#)
Rani: ["The Recruitment"](#)
Herzog: ["Enigma"](#)

Chapter Five
Jan: ["Bang"](#)
Kamal: ["Casino"](#)
Jersey: ["A Soldier's Duty"](#)
Rani: ["The Wedding"](#)
Herzog: ["Feeding the Ducks"](#)

Chapter Six
Jan: ["Ice Cream"](#)
Kamal: ["The Affair"](#)
Jersey: ["Stormy Weather"](#)
Rani: ["Jumper"](#)
Herzog: ["My Conscience"](#)

start | McGonigal ... | EGW ILB Files | band_and_... | Adobe Phot... | EGW notes ... | Document1... | Inbox - Micr... | Internet ... | 12:48 PM





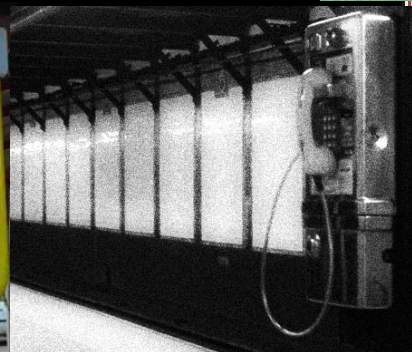
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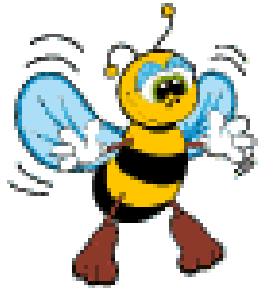
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Thank you.



For more information:

www.4orty2wo.com

www.avantgame.com/ilovebees.htm

