



## **PRESS RELEASE**

### **QAJOO STUDIO RELEASES KURUSETRA MOBILE STRATEGY GAME, THE INDONESIAN ORIGINAL GAME**

***QAJOO STUDIO officially releases its new product, mobile strategy game "Kurusetra". The Role-Playing Game (RPG) inspired by colossal war Bharatayudha presents 5 heroic characters representing local cultural richness. Qajoo Studio targets a million downloads in one month.***

**Jakarta, April 22, 2015.** Qajoo (read: "kayu") Studio, a creative studio of games and Cerita Rakyat Indonesia (CERI) developer officially released mobile strategy game "**Kurusetra, The Mighty War**" on Wednesday (22/4). This mobile game release was marked with live game performance by Alexander Budiman (Alex), the founder and CEO of Qajoo Studio and Ariel, the Chief Creative Officer (CCO) of Qajoo Studio.

According to Alex, **Kurusetra** mobile game existed to answer the challenge of global game industry growth, (especially in Indonesia). "Number of gamers in Indonesia is very great, and it will keep increasing. Unfortunately, the existing games are dominated by foreign-developed games. Indonesian is actually a home of creative people."

Eliminating Indonesian reputation as a mere contractor, Alex and Indonesian young creative people through Qajoo Studio have declared themselves a local game developer who is capable of creating Mobile Strategy Game as great as the other countries. "Fueled by that spirit, we present mobile strategy game which exposes popular legendary story in Indonesia, **Kurusetra**," said Alex.

Kurusetra is the mobile strategy game inspired by colossal war Baratayudha, the world's most legendary and fairest war in a region, **Kurusetra**. This mobile game will



present 5 (five) heroic characters with Indonesian cultures background. Unlike other games with Kurusetra colossal war scene, this Qajoo Studio's Kurusetra game strongly highlights Indonesian cultures. The names of these five heroic characters – **Satria, Kandini, Trisna, Anom** and **Juna** – as well as their costumes are simply Indonesian. The musical illustration combines traditional music from all regions of Indonesia. "We want to present Indonesian cultural richness in this **Kurusetra** game. We do so as we love Indonesia and want to bring up Indonesian reputation to international platform through a game created by Indonesian developers," added Alex.

Ariel added that unlike other strategy games, **Kurusetra** would bring endless challenges to all online gamers everywhere. "In the beginning of the game, gamers must select heroic characters to play with and stay focusing in the story plot in addition to make strategic decision instead of intensifying the training," Ariel explained. Besides, this game promises profound knowledge about Indonesian cultures enabling gamers to know more about Indonesian cultural diversity.

Ariel further said that for now, **Kurusetra** could only be compatible with IOS cellphones, iPhone and iPad by simply downloading it for free on Apple's App Store. Gamers will get resources as capital – the money of 500 points, herb (plant) of 750 points and Zamrud (emerald) stone of 500 points – to play this game. Gamers will also get a thatched house to prepare the long war. Gamers can buy various armaments to upgrade their game by using credit card.

"The game actually aims at gamers aged 17-35 years old. However, this game is permissible for gamers aged 13 years old because the game is quite easy yet exciting. Parental guidance is absolutely required," explained Ariel. He does not expect children to be extremely agitated and provoked in updating the game by buying items using credit card.

#### **Team 20: Developers of Kurusetra**

**Kurusetra** Mobile strategy game has been created by local developers with fully idealism, engaging copywriters, storyboard artists, programmers, multimedia



designers, front-end developers and 3D artists of three locations, Bandung, Jakarta and Yogyakarta. "About 20 developers have been involved in the main team for **Kurusetra** game development," said Ariel. They are the Indonesian young talented developers who have spent time and energy in the last 1.5 years to create a strategy game with the challenging yet exciting Baratayudha colossal war scene.

"Indonesian cultural richness and great war movies have encouraged us to create a game which can satisfy gamers' imagination," said Ariel. That is why the game will be the longest colossal war game and challenge gamers to train leadership ability. "As a gamer, you should fight and win together as brother," affirmed Ariel.

Ariel further said the 3D artists at Qajoo had to create 2,000 pieces of animation to simply make 5 (five) heroic characters in this **Kurusetra**. 10 other supporting characters in this game are excluded. This game consisting of ten levels will bring challenge in its each level. "This game was not only created to play for 24 hours, but it will also be the good fellow in the spare time or at boredom," he said.

The developers were exploring the real sound resources and processing them in Qajoo Studio to produce sound effect for this game. "We have sound engineers to explore and process "raw" sounds into the right and artistic ones other than presenting Indonesian musical richness," Ariel said.

### **Kurusetra Mobile Strategy Game**

**Kurusetra** offers battle or colossal war experience with Baratayudha war historical background. Kurusetra is an epic game which offers colossal war challenge for gamers by choosing their own hero and leading army to win an epigraph. In **Kurusetra**, gamers are free to choose one of 5 heroic characters. Each hero has different power and characteristic who challenges gamers to play with.

**Juna**, for instance, is described as the most skillful warrior. Other than gifted with intelligence above the normal, he has amazing talent in archery. Meanwhile, **Satria** is described as the warrior with extraordinary physical strength. **Kandini** is described as



the fast learner. **Trisna** is the character with strong magic ability. The last character is the agile monkey, **Anom**.

To start playing **Kurusetra** game, gamers must choose the character to play with in this **Kurusetra**. The gamer should then build village, train the army of various uniqueness, defend the village and join the other gamers to win an epigraph, Segaragni Bayubhumi which is located on fully magical mountain "Megameru". All gamers will be challenged to play as leaders with capability to make strategy to use the existing resources and win the fight for the epigraph, Segaragni Bayubhumi.

There are **14 unique features** distinguished it with other mobile games. 1) Gamers must only choose one hero to play during game. 2) Hero is upgradeable, characterized with accessories and costumes. 3) Gamers can play Single War to unlock new army and the plot is already available. 4) The weapons in this game are crafted by an Empu (armorer) and are used to train army. 5) Empu is the character who creates weapons for army. 6) Market is available where gamers can sell the items which were already created by Empu. 7) Abdi (servant) is provided to help gamers seek all items needs in other markets. 8) Zamrud (emerald) is available as a means of germ barter facility among friends of a clan. 9) Gamers have a chance to accept challenge from other gamers. 10) This game requires the existence of clan leader (dewaraja) who will be assisted by his army. 11) Monthly inter-clan tournament for the epigraph is available. 12) Gamers will be sentenced for attacking other gamers at night. 13) Survived army in the battlefield will come back home. 14) Placard will be available for high-ranked gamers.

### **Qajoo Holds Competition for Communities**

Marking the release of **Kurusetra**, Qajoo Studio will hold event engaging online gamer communities in Jakarta on April 25, 2015. About 250 gamers will take part in this event. Qajoo Studio will also hold Game Competition to win epigraph. "We hope this gamers gathering will bring inputs for **Kurusetra** game development in the future in addition to raise gamers' love to Indonesian developers' works. This is the



support to art creativity growth, especially about game development in Indonesia,” Alex explained.

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