**Martha Is Dead Marketing Text**

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| **PRODUCT NAME**  | Martha Is Dead |
| **What is…** | The first Indie game to launch using the native Italian language as the default settingThe second game from LKA, the award-winning developer of “The Town of Light” and specialists in reality based narrative games based on tough subjectsDark first-person psychological thriller set at the end of the Second World War, during the Battle of Chianti, in Tuscany, ItalyDeep and dark multi-layered narrative – covering difficult topicsPhoto realistic graphics and meticulous reproduction of real locationsEngaging camera photography mechanicsMixing folklore with superstition Authentic and original period Italian music *Includes an all-star cast VO talent (tbc)* |
| **Strapline** | *“And those who were seen dancing were thought to be insane by those who could not hear the music.”* |
| **10+ Words** | Martha Is Dead is a dark first-person psychological thriller that blurs the lines between reality, superstition and the tragedy of war. |
| **25+ Word** | Martha Is Dead is a dark first-person psychological thriller, set in 1944 Italy, that blurs the lines between reality, superstition and the tragedy of war. |
| **50 ++ Word** | Martha Is Dead is a dark first-person psychological thriller, set in 1944 Italy, that blurs the lines between reality, superstition and the tragedy of war.As conflict intensifies between German and Allied forces, the desecrated body of a woman is found drowned… Martha!Martha is dead, and her twin sister Giulia, the young daughter of a German soldier, must alone deal with the acute trauma of loss and the fallout from her murder. The hunt for the truth is shrouded by mysterious folklore and the extreme horror of war that draws ever closer. What will prevail?  |
| **Gameplay****(Steam Description Adder)** | Explore the Italian surroundings as you experience nightmares, take photographs, listen, read, play with puppets, whilst finding and summoning entities as you look for clues to reconstruct the timeline of events and discover the truth about what happened to Martha!  |
| **Key Features Full** | **Unashamedly authentic voice acting in Italian.**The first Indie game to launch using the native Italian language as the default setting – for full immersion into the story and the characters. **From the creator of The Town of Light**The second game from LKA, the award-winning developer of “The Town of Light” and specialists in reality based narrative games focused on tough subjects.**Deep and dark multi-layered narrative**Martha Is Dead is an exploration of loss, relationships and the psychological undertones of a dark period of history through the eyes of a young woman who seeks the truth, but who also has secrets of her own to hide.**Explore a detailed recreation of the Italian countryside**Freely explore the breath-takingly realised Tuscany countryside on foot, by boat, or bike. Grounded in reality, Martha Is Dead’s setting and historical context are inspired by real facts and places that have been faithfully reconstructed in true LKA fashion.**Play with dolls**Play with numerous marionette sequences in the mechanical theatre to remember repressed memories.**Mixing folklore with superstition** Unlock symbols and use tarot cards for unveil new aspects of the game and to summon the spirit of The Lady.**A backdrop of War**Collect newspapers, telegrams and listen to the radio to keep updated on what is occurring in the world during the war.**Virtual photographic greatness** Take pictures for the sheer pleasure of doing so, and also to progress through the story and discover more about the game world. A simulator will guide you through 1940s photography, where you’ll be able to developer your actual photos through a fully working in game darkroom!**Authentic Italian music of the era**Immerse yourself in a deeply evocative and atmospheric soundtrack containing underwater music specialists Between Music and their Aquasonic project; The Town of Light composer Aseptic Void and his moody yet spinetingling tones; and held together in true vintage style featuring reimagined versions of classic tracks including Schubert's Ave Maria, O Bella Ciao, with original tracks written and sung by Francesca Messina, AKA 90s disco star, Femina Ridens. |
| **Key Features Full** | * The first Indie game to launch using the native Italian language as the default setting.
* The second game from LKA, the award-winning developer of “The Town of Light” and specialists in reality based narrative games focused on tough subjects.
* Deep and dark multi-layered narrative – covering difficult topics.
* Explore a detailed recreation of the Italian countryside, photo realistic graphics and meticulous reproduction of real locations.
* Capture your progress with Engaging camera photography mechanics
* Play with numerous marionette sequences in the puppet theatre to remember repressed memories.
* Collect newspapers, telegrams and listen to the radio to keep updated on what is occurring in the world during the war
* Unlock symbols and use tarot cards for unveil new aspects of the game and to summon the spirit of The Lady.
* Authentic and original period Italian music.
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| **Key Features Short** | * Unashamedly authentic voice acting in Italian.
* From the creator of The Town of Light.
* Deep and dark multi-layered narrative.
* Explore a detailed recreation of the Italian countryside.
* Play with dolls.
* Mixing folklore with superstition.
* A backdrop of War.
* Virtual photographic greatness.
* Authentic Italian music of the era.
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| **Content Warning** | * The game is recommended for an adult audience and is rated ESRB M (Mature), PEGI 18 and USK 16. It is not recommended for players who may find depictions of mature scenes containing blood, dismemberment, disfigurement of human bodies, miscarriage and self-harm disturbing.
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| **Keywords** | Dark, adventure, graphic, next gen, indie, atmospheric, narrative, deep, multi layered, WW2, partisan, artistic, Italian, German, beautiful, uncomfortable, controversial, claustrophobic, picturesque, Tuscan, true, real, psychological horror. Italian Developer, Narrative, War, Music. Technology, Graphics, Sound, Camera. Movie. |
| **Format(s):** | **Xbox Series S|X****Xbox One** | **PS4 / PS5** | **PC** | **Streaming**  |
| **Age Ratings:** | **PEGI 18+** | **ESRB M (Mature)**  | **USK 16** | **AUS M** |
| **Languages (Text)** | * EFIGS, BP, RU, KO, JP, CN
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| **Languages (Audio)** | * Italian, EN, DE, CN
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| **Copyright Micro** | Martha Is Dead © 2021 LKA. All Rights Reserved. |
| **Developer name** | LKA |
| **Publisher** | Wired Productions  |
| **Publisher URL** | [www.wiredproductions.com](http://www.wiredproductions.com)  |
| **Game URL** | [www.MarthaIsDead.com](http://www.MarthaIsDead.com) |
| **Release Date** | February 24th 2022 |
| **About LKA**  | LKA is a leading and award-winning video games studio based in Florence, Italy. Founded more than 20 years ago specialising in artistic production across all media, LKA’s debut video game The Town of Light received critical acclaim, including a Drago D’Oro award for Greatest Artistic Achievement. Martha Is Dead, LKA’s upcoming release continues the studio’s signature multi-layered narrative style combined with real world locations, and is tipped for a 2021 release. |