**Marketing Text**

|  |  |  |  |
| --- | --- | --- | --- |
| **PRODUCT NAME** | BENEATH | | |
| **Strapline** | FEAR THE DEEP | | |
| **Short (approx 25 words)** | Beneath is a Lovecraft-inspired survival FPS. Scarce ammo, merciless enemies and a sense of the unknown combine in a 10+ hour, story-driven single player campaign, built for both veteran gamers and those seeking a challenging old school experience | | |
| **Medium (approx 50 Word)** | Beneath is a Lovecraft-inspired survival FPS from a micro studio founded by two brothers, with a lifelong passion in horror and shooters. Scarce ammo, merciless enemies and a sense of the unknown combine in a 10+ hour, story-driven single player campaign, built for both veteran gamers and those seeking a challenging old school experience | | |
| **Full Description (Story)** | Beneath is a Lovecraft-inspired survival FPS from a micro studio founded by two brothers, with a lifelong passion in horror and shooters. Scarce ammo, merciless enemies and a sense of the unknown combine in a 10+ hour, story-driven single player campaign, built for both veteran gamers and those seeking a challenging old school experience  Seasoned diver Noah Quinn’s routine expedition plunges him into chaos, trapping him in the depths of the ocean, where an ancient evil lurks. As supplies dwindle and nightmarish creatures close in, Noah must confront horrifying mutations and unravel a sinister conspiracy that threatens humanity itself.  With his daughter’s life hanging in the balance, Noah is pushed to his limits in a desperate race against time. Can he uncover the truth and stop an ancient horror from surfacing, or will the abyss consume them all? | | |
| **Key Features** | **Story:** Created by two passionate brothers, Beneath fuses Lovecraftian horror with an action movie narrative set deep in the arctic ocean. You will race against time to find a cure for your daughter, fighting for survival as you travel between a series of research stations and discover the dark intentions of the Omnium Corporation.   **Survival:** Face a terrifying array of foes, from ruthless soldiers to grotesque Lovecraftian monstrosities. With limited ammunition you must manage your supplies, upgrade your arsenal and make smart use of environmental hazards to survive.  **Supernatural:** Nightmares have awoken in the depths.With your sanity slipping, you become vulnerable to the twisted visions and Eldritch abominations that attack your body and mind. | | |
| **Key Features Short** | **Going Old School:** Created as a love letter to the classics by a micro studio founded by two brothers with a lifelong passion for the genre.  **Fight for your life**: Soldiers are hunting you with maximum aggression and unearthly horrors stalk your every move.  **Lock and Load:** Use a variety of upgradable weaponry to survive close quarter fights in destructible environments.  **Sanity Under Siege:** Keep your wits as you face nightmarish visions and creatures.  **Secrets of the Deep**: Explore the remains of research stations, investigating emails, PDA’s and survivor accounts to unravel a dark conspiracy. | | |
| **Keywords** | Survival Horror, FPS, Indie, Underwater, Lovecraftian, Atmospheric, Deep Sea, Eldritch, Mystery, Horror, First-Person, Exploration, Stealth, Combat, Resource Management, Weapon Upgrades, Puzzle Solving, Submarine, Single-player, Underwater, Deep Ocean, Claustrophobic, Dark, Conspiracy, Limited Ammunition, Sanity Meter. | | |
| **Format(s):** | **PC (Steam, GOG, Epic Games Store)** | **Xbox Series X|S** | **Playstation 5** |
| **Age Ratings (TBC)** | **TBC** | **TBC** | **TBC** |
| **Languages (Text)** | English, French, German, Italian, Spanish, Japanese, Korean, Simplified Chinese, Polish, Brazilian Portuguese, Russian. | | |
| **Languages (Audio)** | English, Mandarin | | |
| **Copyright FULL** | Beneath © 2025 Camel 101. Published by Wired Productions Ltd and developed by Camel 101. Beneath and the Beneath logo are trademarks of Camel 101. All rights reserved. | | |
| **Copyright short** | Beneath © 2025 Camel 101. All Rights Reserved. | | |
| **Copyright Micro** | Beneath © 2025 Camel 101. All Rights Reserved. | | |
| **Twitter** | https://x.com/BeneathGame | | |
| **Game Wiki** |  | | |
| **Reddit** |  | | |
| **Tik Tok** |  | | |
| **FB** | https://www.facebook.com/p/Beneath-Game-61565382406483/ | | |
| **Game URL** | https://www.beneathgame.net/ | | |
| **Developer name** | [www.camel101.com](http://www.camel101.com/) | | |
| **Publisher** | Wired Productions | | |
| **Publisher URL** | [www.wiredproductions.com](http://www.wiredproductions.com/) | | |
| **Release Date** | Q3 2025 | | |
| **Engine & Version No** | Unity | | |
| **About Camel 101** | Camel 101 is an independent and self-funded game development studio, focused on creating fun and entertaining games. Bolstered by a team who have wide ranging development and creative experience, the team have worked on a wide range of projects ranging from casual games, to strategic and tactical wargames, and horror adventures. | | |