

UNLOCK AUDIO

ABOUT THE SYSTEM

The background of the slide is a blurred image of a recording studio console. A row of seven VU meters is visible across the top, each with a 'PEAK' indicator and a 'VU' scale. Below the meters, a keyboard is visible, with keys slightly out of focus. The overall color scheme is a monochromatic blue.

WHY UNLOCK?

MAKING GAME AUDIO DEVELOPER-CENTRIC

About Unlock

We listened to developers to understand what was lacking in their audio needs.

And uncovered that current audio practices don't align with the development process.

The Unlock system simply meets you where you are - giving you the ability to create a compelling audio experience that's right for you.

unlock 

The logo for 'unlock' features the word in a lowercase, rounded sans-serif font. To the right of the text is a graphic consisting of three vertical bars of varying heights, each composed of horizontal lines, resembling a stylized audio waveform or a bar chart.

What We Heard Were Your Goals

During our research, we heard game developers group their audio needs into (5) categories.

INTERFACE

“Facilitating interaction & reinforcing identity”

LOCATION/
LEVEL

“Creating a game world”

CHARACTER

“Developing a dynamic character, object or gameplay system”

CINEMATIC

“Intensifying & extending this world with memorable emotion”

TRAILER / PROMO

“Gaining attention through media channels”

What We Heard About The Process

And that there are (3) typical phases as part of almost every development process.

DISCOVER

“Figuring out the pieces that will tell the right story.”

CREATE

“Narrowing and developing the details towards each milestone.”

IMPLEMENT

“Final placement of the pieces before launch.”

Audio At The Intersection

So we analyzed the intersections to identify audio modules specific to your development needs.

	DISCOVER	CREATE	IMPLEMENT
INTERFACE	Figuring out the audio needs of the UI	Reinforcing aesthetic with UI audio solutions	Implementing final UI audio solutions
LOCATION/ LEVEL	Determining audio needs for an immersive experience	Designing audio elements to elevate the experience	Implementing final audio of the game world
CHARACTER	Identifying audio elements to define the personality of a character/object	Creating identity through character audio design	Implementing final audio elements for a character/ dynamic object
CINEMATIC	Discovering opportunities to deepen emotional expression	Refining audio based on emotional intent	Implementing final audio for narrative elements
TRAILER / PROMO	Identifying media outlets to promote the game	Designing trailer audio to drive hype	Implementing final audio for promotional materials

THE DETAILS

HOW IT WORKS

About Unlock Audio

Unlock's audio modules are designed so that you no longer have unpredictable "per minute", "per sound effect" or "per revision" agreements.

Instead, we use modules that combine all facets of sound & music to create audio scapes specific to each element of your game.

Our goal is to make exceptional audio simple & accessible to anyone. This is Unlock Audio.

	1. DISCOVER	2. CREATE	3. IMPLEMENT
A. INTERFACE/ MENU	A1 Figure out the audio needs of all UI	A2 Reinforce aesthetic with design of all UI audio solutions	A3 Implement all final UI audio solutions
B. LOCATION/ LEVEL	B1 Determine audio needs for one level/location of the game world	B2 Design all audio elements for one level/location of the game world	B3 Implement final audio for one level/location of the game world
C. CHARACTER	C1 Identify audio elements to define character	C2 Create all character audio design elements for character	C3 Implement final audio elements for character
D. CINEMATIC	D1 Discover opportunities to deepen emotional expression across game	D2 Refine all narrative and theme audio across the game	D3 Implement final audio for all narrative elements
E. PROMO MATERIALS	E1 Determine how to drive interest through emotion in marketing materials	E2 Refine all audio and music needs for defined marketing piece	E3 Implement final audio and music elements into marketing material

Types of Engagement

	1 DISCOVER	2 CREATE	3 IMPLEMENT
A INTERFACE	A1 0.2%	A2 0.5%	A3 0.5%
B LEVEL	B1 0.5%	B2 1.5%	B3 1%
C CHARACTER	C1 1%	C2 2.5%	C3 2%
D CINEMATIC	D1 0.2%	D2 2%	D3 0.5%
E PROMOTION	E1 0.1%	E2 2%	E3 0.5%

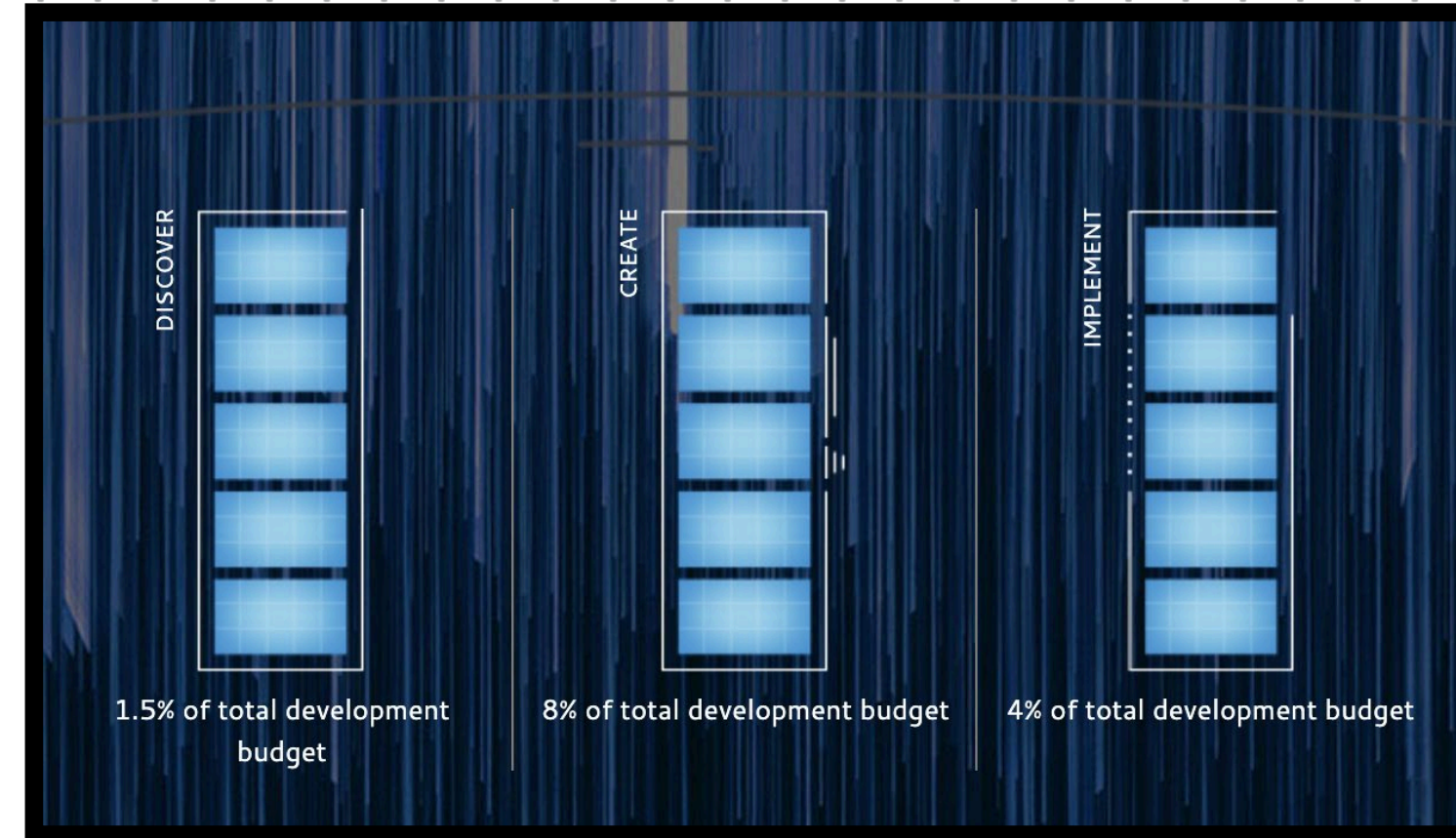
PER MODULE

Typical Developer Needs

Extra hands to meet a deadline. Wanting to “test” things out. A game format that needs extra attention in one spot. Changing particular audio that just isn’t “working.”

End Deliverable

Everything to Discover, Create, or Implement audio for a specific facet of your game.



PHASE BUNDLE

Typical Developer Needs

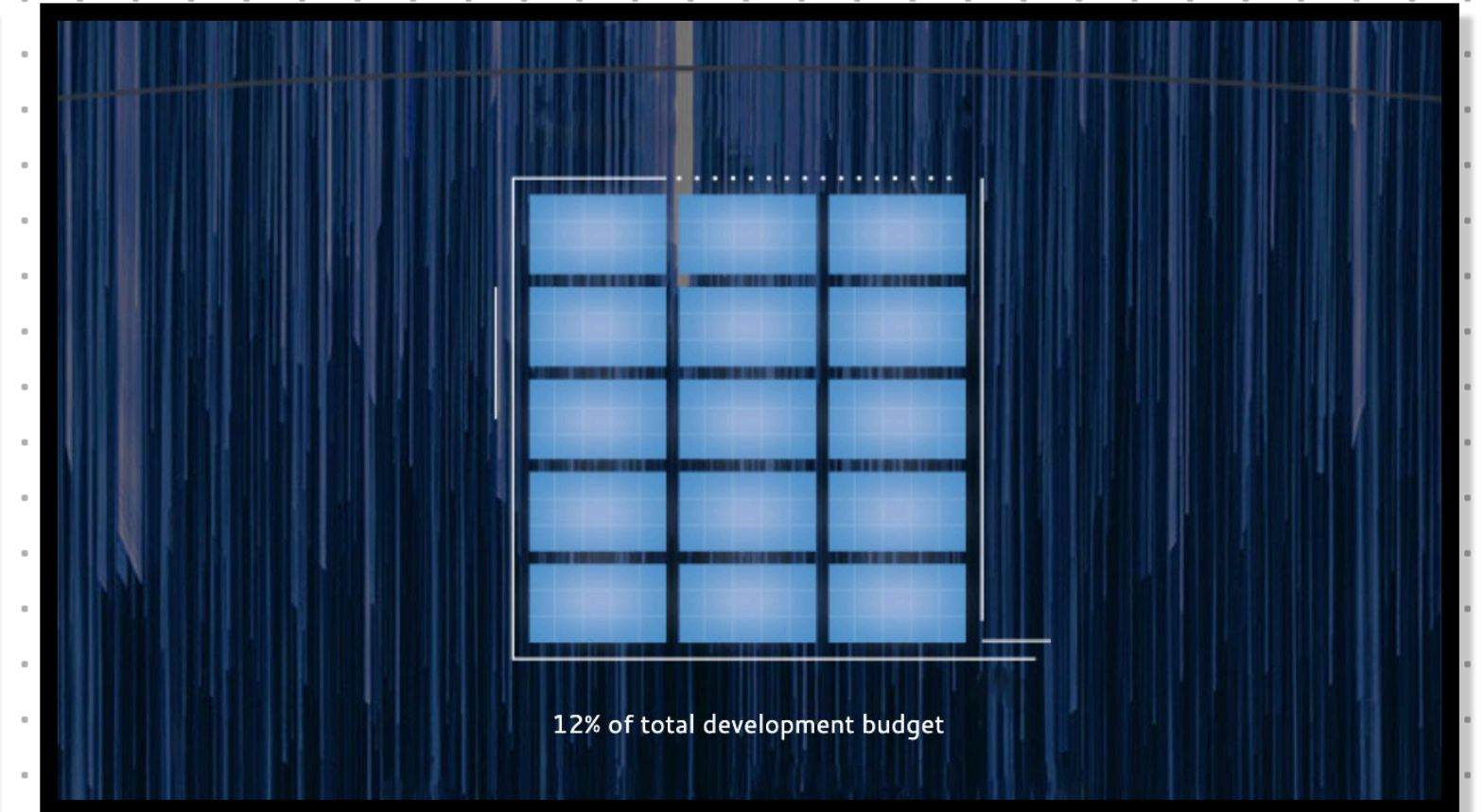
Skills and bandwidth vary by team. Some know what they need, some don't. Some only need their assets created or have a programmer that will handle implementation - or not!

End Deliverable

Discover: creative and implementation consultation. With this, you'll have the audio roadmap you need.

Create: all your custom audio assets. Music; sfx, foley, VO, production and mixing. We'll handle everything to make it happen.

Implement: all final audio programming using the engine itself, or audio middleware.



PREMIUM BUNDLE

Typical Developer Needs

Someone to act as a complete audio department. Music, sfx, foley, voice acting, recording, editing, production, mixing, implementation – basically, everything!

End Deliverable

All materials for Discovering, Creating and Implementing your audio.

Simply put, anything and everything to make a great audio experience.

PER MODULE

EXTRA HANDS TO MEET A DEADLINE. WANTING TO “TEST” THINGS OUT. CHANGING PARTICULAR AUDIO THAT JUST ISN’T “WORKING.”

END DELIVERABLES

• Per Module in the Discover Phase

- A roadmap of creative and implementation considerations for one specific aspect of your game
- List of audio and music assets to make that aspect have a compelling audio identity
- Voice actor auditioning and recommendation

• Per Module in the Create Phase

- All audio files needed for one facet of your game
- No creative revision limit

• Per Module in the Implement Phase

- Audio import, programming and QA for one facet of your game

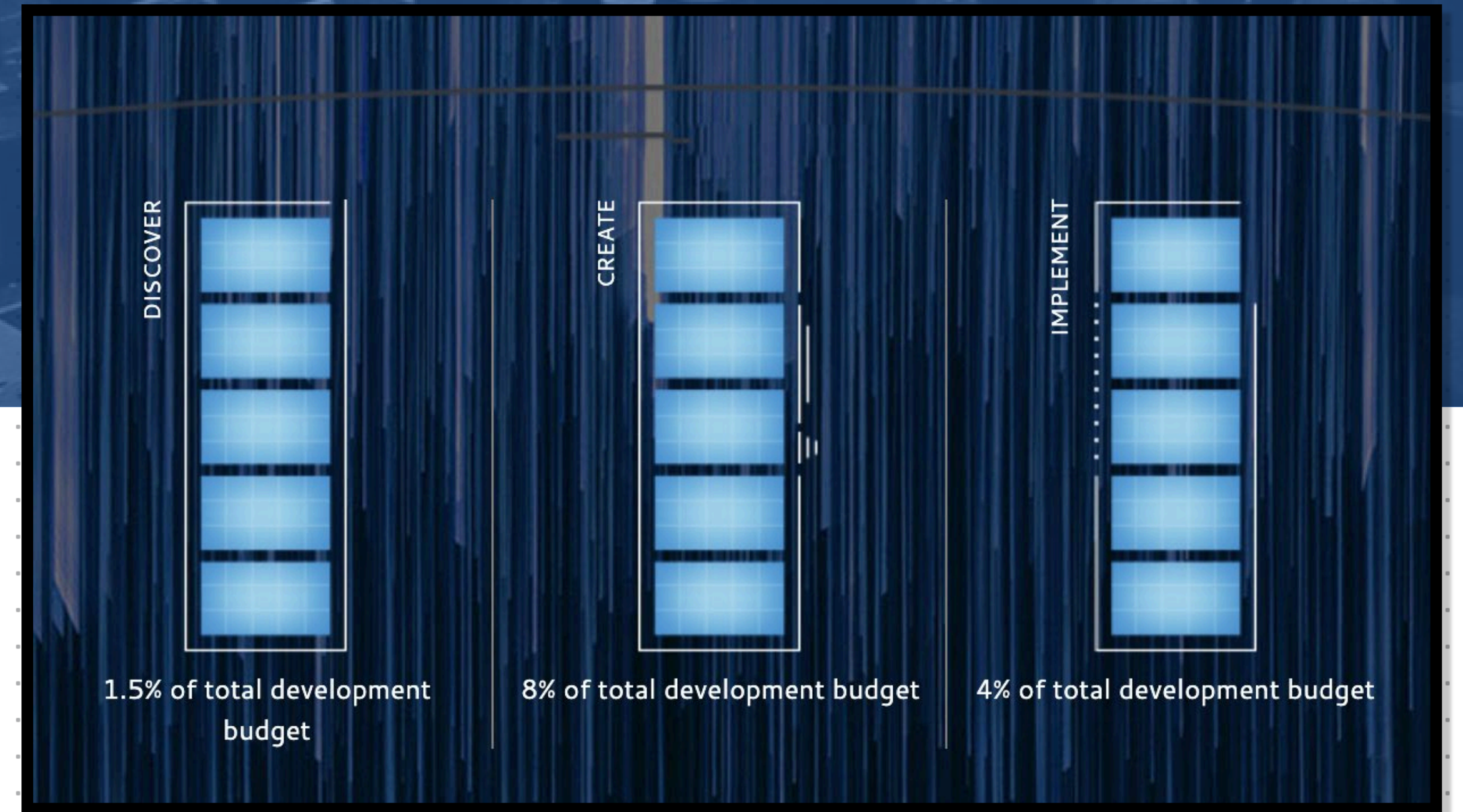
	1 DISCOVER	2 CREATE	3 IMPLEMENT
A INTERFACE	A1 0.2%	A2 0.5%	A3 0.5%
B LEVEL	B1 0.5%	B2 1.5%	B3 1%
C CHARACTER	C1 1%	C2 2.5%	C3 2%
D CINEMATIC	D1 0.2%	D2 2%	D3 0.5%
E PROMOTION	E1 0.1%	E2 2%	E3 0.5%

PHASE BUNDLE

SOME ONLY NEED THEIR ASSETS CREATED, OR A ROADMAP, OR HAVE A PROGRAMMER THAT WILL HANDLE IMPLEMENTATION - OR NOT!

END DELIVERABLES

- **Discover Phase**
 - Consultation to identify creative vision for the entire game with team
 - List of audio and music assets with implementation notes to make your game have a compelling audio identity
 - Voice actor auditioning and recommendation(s)
- **Create Phase**
 - All sfx and music needed for your game
 - Edited voice actor performances
 - Audio for all cinematics
 - Trailer music for promotion
 - No creative revision limit
- **Implementation Phase**
 - Asset import and organization
 - Middleware Licensing
 - Audio Programming & QA

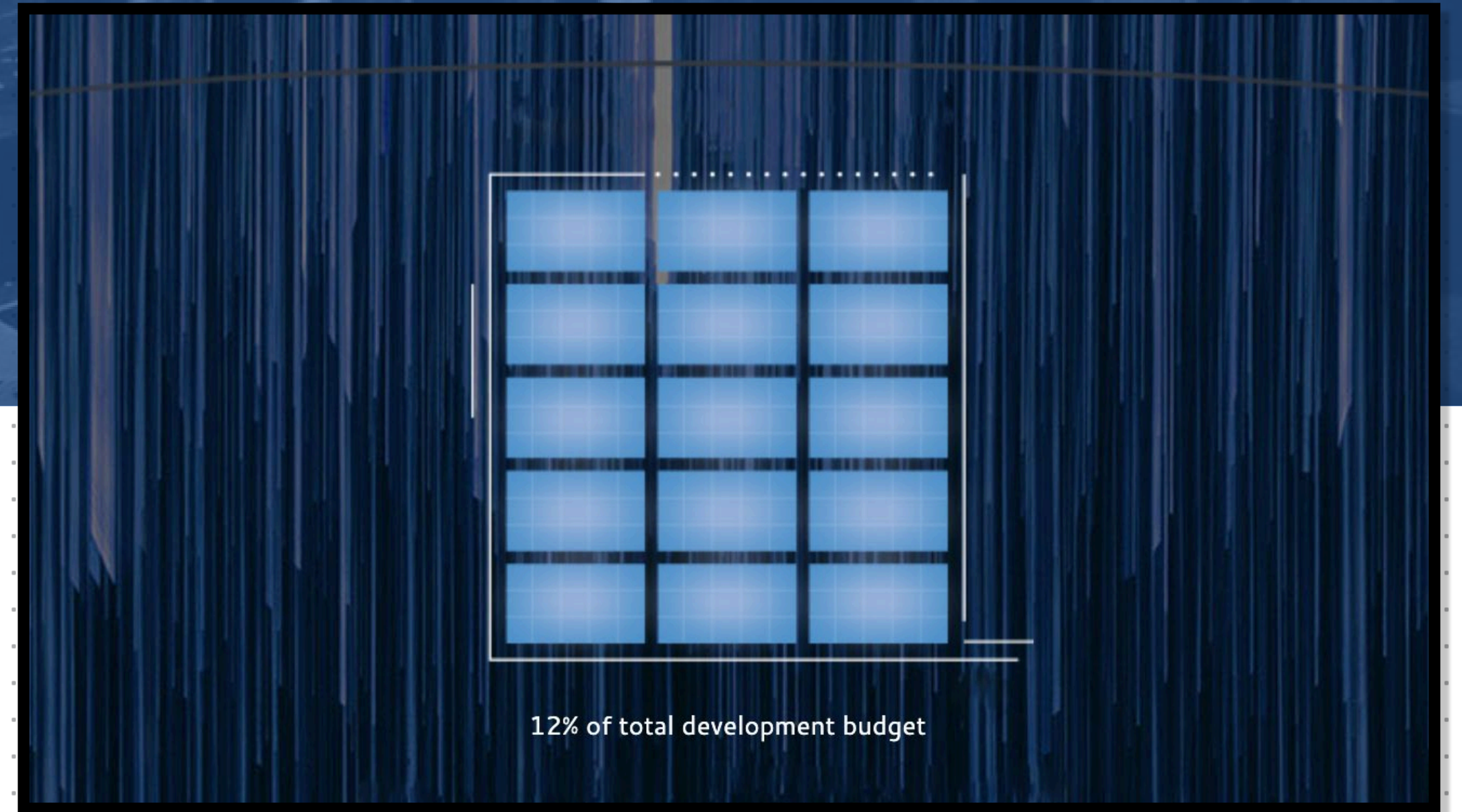


PREMIUM BUNDLE

A COMPLETE AUDIO DEPARTMENT
MUSIC, SFX, FOLEY, VOICE ACTING,
EDITING, PRODUCTION, MIXING,
IMPLEMENTATION.

END DELIVERABLES

- **All materials for discovering, creating & implementing your audio. Simply put, anything and everything to make a great audio experience. Premium includes but is not limited to:**
 - Regular consultations to ensure creative vision is met
 - SFX Asset list with implementation and creative guidance
 - Music Asset list with implementation and creative guidance
 - Voice actor auditioning and recommendation(s)
 - SFX audio files
 - Music audio files
 - Edited voice actor performance audio files
 - Audio files for all cinematics
 - Trailer music audio files
 - No Creative Revision Limit
 - No Scope Revision Limit
 - Asset import and organization
 - Middleware Licensing
 - Audio Programming & QA



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