

BANDAI NAMCO Studios Establishes Indie Game Brand GYAAR Studio

Game brand established to realize ideas of rising creators as part of effort to foster top talents. First title, *Survival Quiz CITY*, planned for release.

BANDAI NAMCO Studios Inc. (Koto City, Tokyo; CEO & President Daisuke Uchiyama) established indie game brand GYAAR Studio on October 15, 2021. The brand was created as a place for rising creators to exercise their creativity and be directly involved in the creation of new ideas as part of the company's efforts to foster top creative talent.

The brand is currently developing its first title for release, *Survival Quiz CITY*. (Published by Phoenix Inc.)

■ GYAAR Studio

BANDAI NAMCO Studios handles game development as part of its directive to create major titles for a worldwide audience: titles with avid fan bases that are loved by players all around the world, like the *Tekken*, *Tales Of*, or *Ace Combat* series. GYAAR Studio was established as a place to produce top-class creators who can create such major titles for a worldwide audience.

The current plan is to have GYAAR Studio release one indie-scale title per year. Each title's development will be entrusted to a staff member who is recognized as a hero amongst our rising creators. This staff member will put together a team and conduct development within a predetermined period and budget.

Our brand name, GYAAR Studio, was taken from the character GYAAR-kun in our first title, *Survival Quiz CITY*. We adopted this character as our brand name and logo as a way to constantly embrace the passion and beginner's mindset that fueled the development of *Survival Quiz CITY*.

■ Comment from Daisuke Uchiyama, President & CEO of BANDAI NAMCO Studios

GYAAR Studio was established as a game brand that, while compact, allows the creators in BANDAI NAMCO Studios to work with players in shaping their breakthrough ideas.

I want our teams to have fun with development, and to approach it with a mindset to try out anything and everything that could spice up the game, including the wild stuff that you only find in indie games.



BANDAI NAMCO Studios
President & CEO
Daisuke Uchiyama

Not even we know what types of games we'll output; they might be action games, they might be horror games, maybe even sound novels.

But I think the ultimate compliment for us would be to get players to say that GYAAR Studio games are off-the-wall but fun, so I hope that you keep an eye out for our titles from now on!



**GYAAR Studio
Brand Mascot GYAAR-kun**

■ Comment from Brand Mascot GYAAR-kun

While I was lost in thought about how nice it would be to make amusing games, somebody started up a new game brand with me on it! We don't know what we're making yet, but keep a lookout!

■ GYAAR Studio Links

- GYAAR Studio Official Website (Japanese)
<https://www.bandainamcostudios.com/gyaarstudio>
- GYAAR Studio Official Website (English)
<https://www.bandainamcostudios.com/en/gyaarstudio>
- GYAAR Studio Official Twitter (Japanese)
[@GYAAR_Studio](https://twitter.com/GYAAR_Studio)

■ GYAAR Studio's First Title, *Survival Quiz CITY*

We are currently developing our brand's first title, *Survival Quiz CITY*. This title is a multiplayer online quiz action game. Players answer a quiz and are placed into groups based on their answers. The groups then compete for survival in an action stage, and the last player left standing is crowned winner!

Even though *Survival Quiz CITY* is still in development, it has received positive responses for the ludicrousness of giving the upper hand to people who correctly answered quiz questions, and game mechanics that let players stay in the game in ways other than answering the quiz, like by using weapons or items. All of these factors give the game the reputation of an unprecedented quiz action game. The third Steam playtest (user participation test) is scheduled to be held on the weekend of October 16 and 17. Please check Twitter or the Steam page for the latest information.



Survival Quiz CITY Concept Image



Survival Quiz CITY Gameplay Video

- Survival Quiz CITY* Official Website
<https://sqcgame.com/>
- Survival Quiz CITY* Twitter Account (Japanese only)

https://twitter.com/SQCGame_JP (@SQCGame_JP)

• *Survival Quiz CITY* Steam Page

<https://store.steampowered.com/app/1466930/>

■ **Comment from Yusuke Shigeta, *Survival Quiz CITY* Producer**

The time and budget limits gave us the freedom to take a “just get it done” approach to development, and I felt that it helped our development members grow. We gave development our all to turn this title into an amusing game that players would say could only be created by GYAAR Studio.

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◇ **Information about BANDAI NAMCO Studios** <https://www.bandainamcostudios.com/>

Our business activities include the planning, development, and operation of home console game software, mobile content, PC content, etc. One of our primary directives is to create major titles for a worldwide audience, and we are currently engaged in fostering creators and conceiving new development teams and methods that succeed on the global stage.