

DVD REVOLUTION | Rebirth of traditional family fun



**INTERACTIVE:** Imagination production staff Lisa Hammill, Rob Henschke, Xena Habel and Daniel Palcini. Picture: MORNE DE KLERK

# Pirates join battle of the board games

**SEAN FEWSTER**  
MEDIA WRITER

AN ADELAIDE company and its band of pirates have taken over the board game revolution, forcing more traditional family pastimes to walk the plank.

Imagination Entertainment, based in Kent Town, has just released the *Pirates of the Caribbean DVD Treasure Hunt Game* to local stores.

It follows the game's success overseas, where it is leading the \$US400 million DVD games market. The game has also been translated into 11 languages so it can hit the global market in time with the film *Pirates of the Caribbean: Dead Man's Chest*.

Imagination chief executive Shane Yeend said DVD games had "turned the industry on its head".

"They have been the rebirth of traditional board games," he said.

"In today's digital world, the TV



is central to our lives and its broad appeal and accessibility make it adaptable to bringing tired and stale games back to life."

Mixing board games with visual cues began in 1991 with the release of *Nightmare*.

Players moved their pieces at the direction of a character called "the Gatekeeper", who shouted instructions from a pre-recorded video tape.

In 2002, the concept moved to DVD players with *Scene It*, wherein players answered trivia

questions about movie clips. *Nightmare* was resurrected as the DVD game *Atmosfear* in 2004, and sold 60,000 copies in just six months.

The *Scene It* franchise, meanwhile, spawned *Harry Potter* and *Star Wars* editions, while a *Turner Classic Movies* version covers films from Hollywood's golden age. This prompted the inclusion of interactive DVDs with old favourites such as *Cluedo*, where a butler provides players with extra hints.

Mr Yeend said *Pirates of the Caribbean* took the idea "one step further". Instead of answering trivia questions, they use the DVD remote to "navigate the oceans" and uncover clues to direct them to treasure.

"DVD games will change the way the world plays games forever, and I am proud of the fact that we have generated this revolution from Kent Town," he said.