



**Anja Heppelmann**  
+49 (0) 2504 / 73 99 601  
anja@spielworte.de  
www.spielworte.de

## Anja Heppelmann / Spielworte

Freelance Translator / Translation, Localization (English > German)

The language used in-game is a vital component in the enjoyment of a title; a translation may be technically correct, but will strike a false note if it fails to achieve the tone and feel required for the game. Other crucial factors in the success of a game are dialog that sounds authentic, language that is both clear and consistent and a good helping of humor.

Besides all this, my love of language and long-standing passion for games will ensure that I provide the right German version for your title.

### Key Strengths

- 100+ translation projects
- Translation of various genres and types of text (dialog, manuals, on-screen text, etc.)
- Expertise in console-specific terminology and requirements
- Linguistic testing
- Knowledge of the market



**Anne-Petra Lellwitz**  
+49 (0) 160 / 20 143 64  
info@apl-mafo.de  
www.apl-mafo.de

## Anne-Petra Lellwitz / AP Lellwitz Marktforschung

Market Research, Concept Testing, Target Group Analysis

With overall growth and consumer diversification in the games market taking place at an unprecedented pace, it has never before been more critical for producers and publishers to understand just who is buying and playing their games. APL Marktforschung draws on a vast experience within the games industry (since 1995) and can create appropriately tailored market research activity to meet your requirements, such as: product development research, concept testing, target group analysis, advertising effectiveness testing, analysis of media data, support and reinforcement of clients' own existing marketing and analysis effort.

### Key Projects

- Bonga Online (development research)
- Gamechannel.de (concept test, brand awareness tracking)
- GO Gamer's Opinion
- GOMM
- ANNO 1602, ANNO 1701 (development research)



**Falko Löffler**  
www.falkoeffler.com  
www.fluidtext.net  
mail@falkoeffler.de  
+49 (0) 6643 / 918 577  
+49 (0) 160 / 85 400 80

## Falko Löffler / Fluidtext

Story Design, Writing, Translation

I make up whole worlds, characters and gripping stories. And I can provide you with any kind of text you need when you're developing or marketing your product.

In 15 years in the game business I have written, reviewed and translated all kinds of text assets. I design and review plots, characters, backgrounds, storylines, dialogue, on screen text etc. Furthermore, I have published novels and worked as a screenwriter for a TV series. Combining classic storytelling with interactivity is my favourite challenge.

### Key Projects

- Star Trek – Infinite Space (Story, Dialogue)
- Drachenwächter (based on my novel)
- Venetica (Story, Dialogue)
- Treasure Island ( Dialogue)
- Jack Keane (Story, Dialogue)
- Kingdom Hearts II ( Translation)



**Kim Lange**  
+49 (0) 178 / 237 54 18  
lange@eins2design.de  
www.eins2design.de

## Kim Lange / Eins2Design

Full Service Agency

Your idea should be a huge success, but you just can't seem to break through? Placing products efficiently in the market is now more important than ever. And – more than ever before – unique visuality communicates the significance of a product.

I understand myself as a full service advertising agency and not only provide you with the complete package of an individualized corporate design, including an innovative multi-media approach for your marketing strategy. Any form of digital marketing or traditional print advertising belongs to my portfolio as well.

### Key Skills

- Webdesign and programming
- Corporate design
- Support from the first sketch to the final product
- Software development
- iPhone Apps development
- Print products of any kind



**Knut Brockmann**  
+49 (0) 177 / 631 31 96  
knut@needs-more-coffee.com  
www.i-need-more-coffee.com

## Knut Brockmann / I-Need-More-Coffee.com

Project / Product Supervision, Game Design / Narration Consultancy, Creative Writing

Strong knowledge of the theoretical basics, molded with extensive practical experience, crowned with great soft-skills, and deftly seasoned with the panache and enthusiasm of an avid gamer and film fan – this is the formula my work is based on. I can help you out in many ways: organizing event content and contacting, supervising projects and products, helping development teams in assessing their work, and providing creative writing in German as well as in English. Never forget that I also provide consultancy for narration in video games and give advice on how to integrate film-like storytelling into the flow of a game.

### Key Projects

- Hero Engine representation / GD consultancy @ Idea Fabrik
- GAMEplaces International Conferences (2010/11)
- Lectureships for Games Academy (since 2008)
- Editorial work for various magazines (2000-2010)



**Martin Deppe**  
martin.deppe@wortspielmacher.de  
www.wortspielmacher.de

## Martin Deppe / Wortspielmacher

Producing, Game Design, Writing

Both sides of the story: I've been working in the games industry for 15 years, in leading positions for print & online media as well for game publishers. Thus knowing both sides of the market and working with an also experienced network of designers, programmers and further game experts, Wortspielmacher offers a wide project range – from a sales sheet or website to be translated in »Gamer language«, a game concept covering your target group's expectations, to a complete NDS or PC game. With excellent contacts to the major games media, Wortspielmacher even opens important doors for your games.

### Key Projects

- free2play Channel management IDG (2010)
- B-to-B Interactive Magazine Electronic Arts (2010)
- WAS IST WAS Abenteuer Erde
- Editor-in-Chief PC PowerPlay (2004-2008)
- Blitzkrieg (2003)



**Nicole Klinge**  
+49 (0) 89 / 45 20 97 90  
www.gconsultnet.de  
nk@gconsultnet.de

## Nicole Klinge / GCONSULTNET

Public Relations, Marketing- and Start Up-Consulting

Success in the games industry requires flexibility, innovative ideas and dependable partners. GCONSULTNET is the first port of call for efficient and reliable realizations of your PR and marketing projects or events. All our services are available for favorable flat fees and without binding you to a long term contract. Just book the modules you need and we'll start working straight away – always swift, reliable and with custom-tailored support.

GCONSULTNET has more than nine years of experience in the games industry and excellent ties to all relevant media and industry contacts.

### Key Projects

- gamescom Jobs & Career, IDG
- Making Games Talents, IDG
- Key Players 2009 - 2011, IDG
- Making Games Magazin, IDG
- Event and trade fair organization for QANTM Institute
- Marketing- and Start Up-Consulting for Lingoona GmbH



**Tom Putzki**  
+49 (0) 30 / 720 100 80  
tp@tom-putzki-consulting.com  
www.tom-putzki-consulting.com

## Tom Putzki Consulting

Consulting & more

The team of Tom Putzki Consulting provides direct access to the key players and relevant market participants in the games industry. Developers, publishers, hardware manufacturers, associations and companies from convergent industries receive comprehensive advice and support in the areas of contacts, sales, strategy and human resources.

Similarly, TPC has many years of experience creating expertise and in support of business start-ups. TPC is also available for lectures and will be posted regularly on national and international universities and educational institutions in the games industry and related areas.

### Key Strengths

- Direct Access to the Key Players of the Games Industry
- Networking
- Strategic Advice
- PR and Marketing Support
- Recruiting
- Lectures and Speaker