

Hatena Satena

Refreshing and Engaging Illustrated Logic Puzzles Featuring Adorable Characters
by a Popular Designer

On sale: October 4, 2001
Retail price: 5,200 yen (+ sales tax)
Equipment type: Game Boy Advance
Genre: Non-action Puzzle

On October 4, 2001, HUDSON SOFT Co., Ltd. will launch "Hatena Satena", a new title for the Game Boy Advance. The title is a non-action puzzle game based on illustrated logic (see following clause) that employs Hudson's unique new rules for a refreshing gaming experience. It also features the fancy game environment and charming character design of Hideyuki Tanaka, who has created countless popular characters through his design work for the hit show "Ugo Ugo Luga" and the hip fashion brand "Super Lovers".



©2001 HUDSON SOFT

Illustrated Logic Puzzles that Employ the New Game Environment of Hudson's Original "Coloba Rules"



Players become investigators for "SCRPU", a secret organization whose mission is to protect world peace. They must contact aliens from outer space and discover the purpose of the aliens' visit to Earth. The four aliens - including Grecko, who is searching for the vaccine that will save his home planet from a deadly contagion, and Azuab, who is plotting to conquer Earth - have come in search of information to achieve their individual goals. Players must solve puzzles (complete pictures) in order to answer their questions.

The pictures required for communication with the aliens are hidden in 5 X 5 and 30 X 20 grid fields. Players must color in the squares and complete the pictures by using "Coloba Rules", new puzzle rules that combine color hints such as "X number of squares adjacent to the one just played are of the same color," and vertical and horizontal number hints such as "there are X number corresponding colors in that column" (see following clause for details). When color hints reach their maximum (normally four), "Autodraw" initiates, filling in the surrounding squares with the same color in a chain reaction. Activating a certain number of chain reactions will trigger an "Autodraw Animation" creating a spectacular and exhilarating display.

The story unfolds as players complete the illustrations in order to answer the aliens' questions and give them presents. Doing so will allow players to make friends with the aliens, triggering a variety of game events.



In addition to "Story Mode", where players try to communicate with the aliens, there are also an "Edit Mode", where users can create original problems, a "Basic Problems Mode", where they can simply solve problems one after another, and a "Lesson Mode", where beginners can learn the rules while enjoying the game.

A Multilevel Marketing Campaign with Distribution of i-appli Version and "Super Lovers" Tie-in

Hideyuki Tanaka's must-see character design brings forth unique, comical characters with a slightly dark twist. Mr. Tanaka's design work for Fuji Television's popular early morning show "Ugo Ugo Luga" and the up-and-coming fashion brand "Super Lovers", which focuses on high school girls, have made him an extremely successful designer. Through a merchandising deal with "Super Lovers" and sister brand "Lovers House", products such as original "Hatena Satena" T-shirts and cellular phone straps are also scheduled to be launched. These features, along with a game system that push aside traditional action play, are designed to attract female users.

In addition, "Hatena Satena" was also distributed as an i-appli service for NTT DoCoMo cellular phones. On September 17, "Hatena Satena" joined the lineup of Hudson's "Chakushin appli" site (300yen/month), a popular general gaming site where over 20 varieties of games can be downloaded. A total of 18 puzzles can be enjoyed, just as with the GBA version. Moreover, a demo version of "Hatena Satena" can be played on Hudson's game portal site, webbee .

What are "Coloba Rules" Original Illustrated Logic Puzzles?

Illustrated logic is a puzzle game system where players color in squares on a grid-style "field" with the help of various hints in order to complete a hidden picture. In "Hatena Satena", "Vertical/Horizontal Hints", displayed at the edge of the field, and "Color Hints", displayed when colored squares are selected, combine to form the original "Coloba Rules" adopted by Hudson.

Vertical/horizontal hints use numbers to indicate that "there are X number of corresponding colors in that row." In figure 1 below, two red squares and three yellow squares are hidden in the vertical column farthest to the left. "Color hints" indicate how many adjacent squares are of the same color as the selected square. In figure 2 below, it is indicated that two of the four squares adjacent to the selected one are blue (as shown in figure 3)

Players can complete the picture by guessing the number and colors of the squares from these two hints. The letter "G" is formed in the solution for this problem (figure 4).

