

PALIOXIS

A GRAPHIC DESIGN THESIS PROJECT

BY JASON REGINATO



PART 1

What is The Palioxis Project?

The Palioxis Project is an original science fiction story that is conveyed through an alternate reality game.

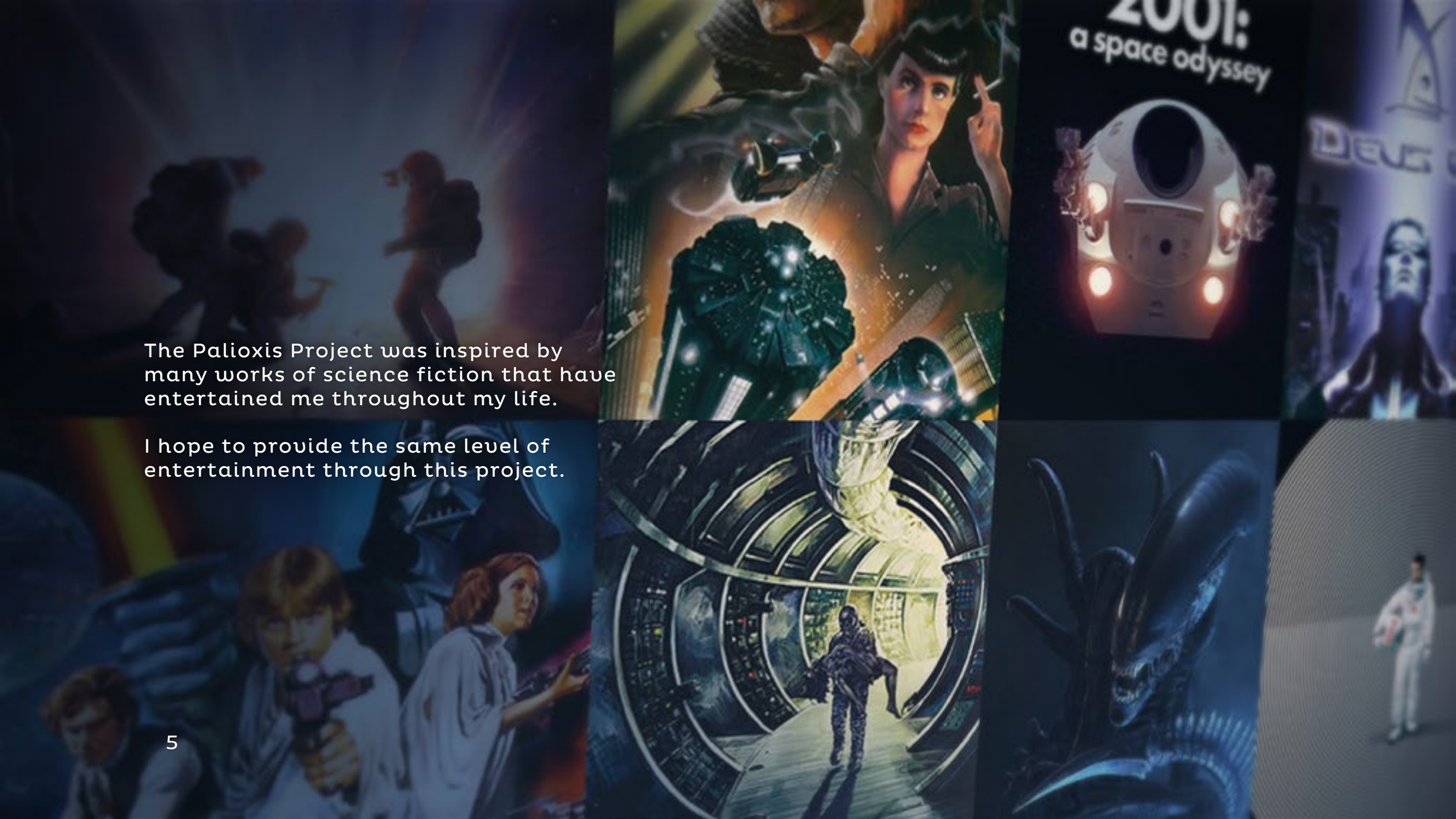
An alternate reality game (ARG) is a form of interactive storytelling that relies on multiple real-world media platforms to deliver pieces of a fictional narrative.



Alternate reality games often rely on a community of active players to find content, interpret clues and solve challenges.

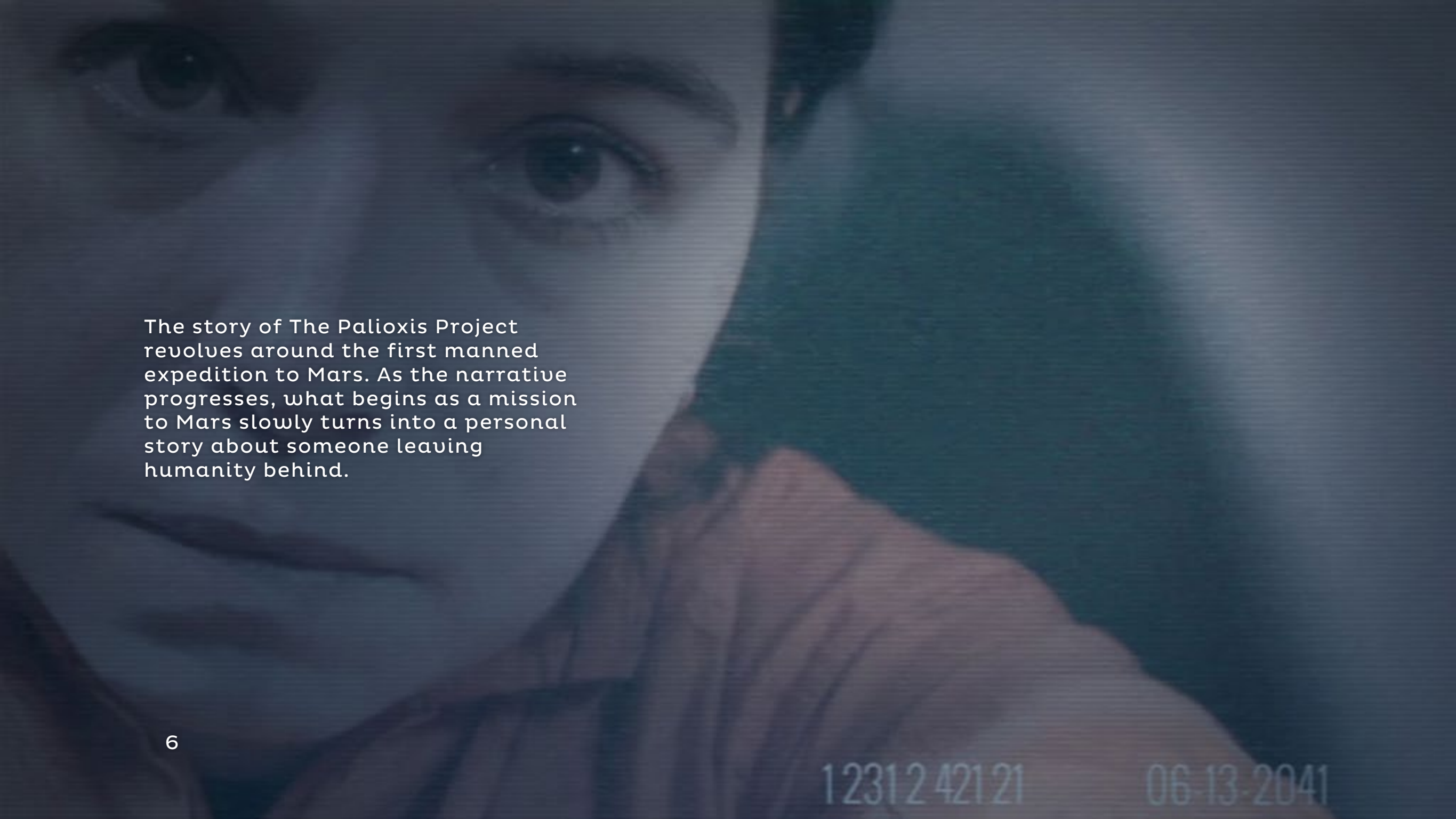
Alternate reality games have been used to promote films such as A.I. and The Dark Knight, video games such as Portal 2, and albums such as Year Zero.





The Palioxis Project was inspired by many works of science fiction that have entertained me throughout my life.

I hope to provide the same level of entertainment through this project.



The story of The Palioxis Project revolves around the first manned expedition to Mars. As the narrative progresses, what begins as a mission to Mars slowly turns into a personal story about someone leaving humanity behind.



PART 2

How Did This Happen?

During the summer of 2013, every thesis student was provided a blog and asked to list 20 design issues that they were interested in, and 20 communities which they belonged to.

Narrowed Down List of Communities & Design Issues

BY JASON REGINATO · AUGUST 28, 2013

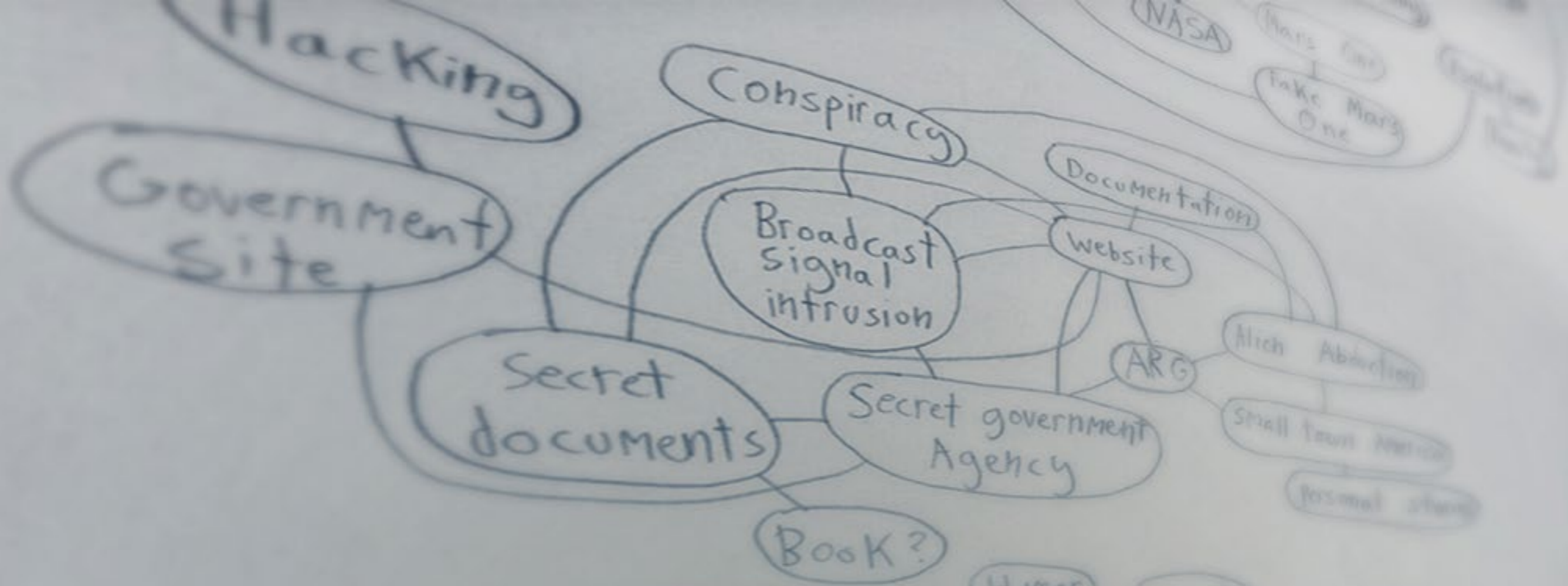
Both lists were narrowed down to ten each.

| Communities | Design Issues |
|---------------------------------|---|
| Video Games | Motion Design |
| Giant Bomb | The Future of UI |
| Science Fiction | Narrative in Design |
| Steam / Valve | Crazy Futuristic Movie Interfaces |
| My Family | Developing a CMS Template |
| New Paltz BFA | Motion Posters |
| Carbon-based Life | Verisimilitude |
| Star Wars Fan | When Will Print Media Die, and How Can I Contribute to its Death? |
| The International House of Mojo | The Ills of Advertising |
| Computer Building | Transmedia Design |



Each thesis students was then tasked with creating a visual representation of how those communities and design issues were linked. I created a short film that showed how they related to my life.





PART 3

Making a Decision

Five concepts needed to be finalized for the final thesis project.

Thesis Ideas

BY JASON REGINATO · SEPTEMBER 15, 2013

1) An Alternate Reality Game/Narrative about the first manned one-way expedition to Mars. The narrative would take place in the near-future, and would document the transmissions from the single crew member aboard a vessel that is bound for Mars. This would be accomplished with a series of fictional websites and maybe a log book. The crew member has to come to grips with the expectation of never returning to Earth and never seeing another person again, and at some point along the journey, something goes terribly wrong. I still haven't figured out how these transmissions are being received in the present time. Maybe some sort of temporal rift caused by... space stuff... I don't know.

2) An Alternate Reality Game/Narrative about a string of alien abductions within a small suburban American town and the secret government agencies that come to inhabit it. This project would consist of multiple fictional websites, and possibly some other forms of media. The main website would take the form of rogue investigative journalism trying to uncover a web of conspiracies.

3) A book and digital publication that teaches children how to do inappropriate and potentially illegal activities. It will be illustrated with cute, children-friendly illustrations. Parents probably won't like it, but kids will think it's funny! Possible examples: How to change fuses in a breaker box, how to siphon gas, how to make a Molotov Cocktail?

4) A promotional campaign that features video games that create a sense of empathy. The campaign would showcase games that are fun, but that also allow players to experience aspects of other people's lives and come to understand their hardships. Maybe I could even get in contact with the developers of the featured games and possibly use it as a real promotional campaign. Possible examples: Cart Life, Papers Please.

5) An animation and media campaign that centers on the founding of GiantBomb.com and the death of its co-founder, Ryan Davis. This is a weird idea, but I have a concept for an animation that could be turned into a full-fledged short film. However, I've been doing a lot of video work lately, and maybe the subject matter is a little too esoteric.

AARG

Ultimately, the concept for an alternate reality game about the first manned one-way expedition to Mars was chosen.



by Jason Reginato

A twelve page thesis proposal was written which outlined the topic background and provided a list of examples and practitioners of the alternate reality game genre.



The Alternate Reality Game for the 2011 video game Portal 2 involved multiple independent studios teaming together to hide clues within their video games. It began with a simple patch to the original Portal game that added some cryptic files that revealed a phone number which could only be connected to by an old computer with BBS software. More clues were discovered when the ARG text on the BBS was turned into imagery. After a few months, a group of thirteen games started to receive updates with unusual files and, eventually, playable content. The most adamant players (including me!) were rewarded with a free copy of Portal 2.

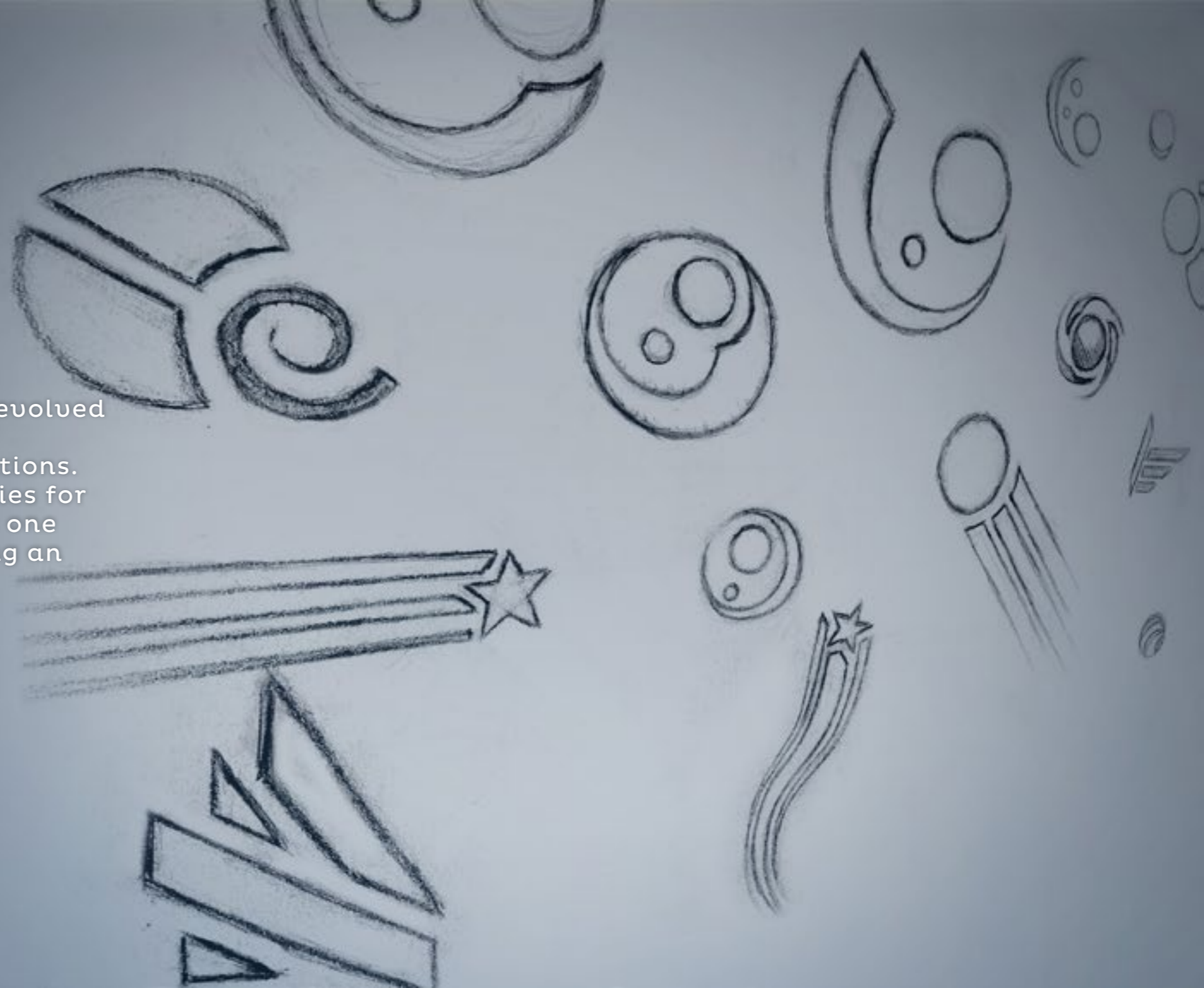
PRACTITIONERS

- "42 Entertainment." 42 Entertainment, LLC, Web. <<http://www.42entertainment.com/>>. The website of 42 Entertainment, the company that was a major contributor to many of the most successful alternate reality games.
- "ARG Stats." Web log post. Christy's Corner of the Universe. Christy Dena, web. <<http://www.christydena.com/online-essays/arg-stats/>>. A comprehensive list of stats related to every major alternate reality games (up to 2008). It includes the number of active participants, number of page views, number of video views, number of registered viewers, number of forum messages related to the game, etc.
- "CSS Tutorial." W3Schools. Refsnes Data, Web. <<http://www.w3schools.com/css/>>.
- "GiantMice.com." Brooke Thompson, Web. <<http://www.giantmice.com/>>. A website created by Brooke Thompson, who specializes in alternative reality games and transmedia design. She worked on the Dark Knight ARG, among



PART 4 Logo Design

This science fiction story revolved around various futuristic corporations and organizations. Creating corporate identities for these fictional groups was one of the first steps in creating an alternate reality.



After extensive sketching, one design was chosen for VoloGen Industries and Astronautics (the main corporation in the story). It symbolizes Earth, The Moon and Mars. Volo means flight in Italian, and the suffix Gen means a producer of something.





The final design eliminated the words “Industries and Astronautics,” strengthened the circular blue form, and added an x-height to the text.



VOLOGEN

Designing the Palioxis logo was considerably easier. It consisted of a typeface called Nevis which gave an imposing science fiction feeling.

PALIOXIS



PALIOXIS

PART 5

Early Website Design



Palioxis.org was the first step in the game. It served as an introduction to the alternate reality narrative and allowed players to participate directly in the fiction. People were encouraged to sign up to be the first person to travel to Mars. The website established the importance of the mission and provided a clue to another website...

VoLoGen

PALIOXIS

BECOME THE FIRST PERSON TO JOURNEY TO MARS

VoLoGen Industries and Astronautics, the leader in aerospace engineering and mechatronics, is proud to announce the initiation of a project which will change the course of human development for centuries to come. Spearheaded by the brightest minds from around the world in a global initiative that will span several decades, THE PALIOXIS PROJECT will accomplish what no institution has managed to produce in nearly a century of space exploration. In 2041, one person will journey to Mars to establish the first extraterrestrial human settlement, and to conduct a lifetime's worth of research that will enhance and broaden the lives of every individual on Earth. One person will have his or her name cemented in the cobblems of legends such as Yuri Gagarin, John Glenn, Neil Armstrong and Cody Winston. One person will travel farther and see more than any other person throughout history.

VoLoGen Industries and Astronautics will conduct an intensive search process to find the most suitable person for THE PALIOXIS PROJECT. That search process begins here. We're reaching out to all people around the world in an attempt to find the person who will embody the best qualities of humanity. The person who will ultimately be selected will need to have the resilience and mental fortitude to endure the journey to Mars, and the independent spirit and tenacity to rely on him or herself. To reiterate: the selected applicant will establish a permanent settlement on Mars for the continued benefit of the human race. Only those with the strongest willpower will be considered. Should you feel that you are the appropriate candidate for THE PALIOXIS PROJECT, please submit your information for preliminary settings below. More details to be released soon.

BECOME THE EMBODIMENT OF HUMANITY'S GREATEST AMBITIONS

Name

Email

What makes you special and?

Submit

Only the most exceptional person will be selected to journey to Mars as representative of THE PALIOXIS PROJECT

Cody Winston

The text on Palioxis.org revealed the name of a fictional character, Cody Winston. This lead players to CodyWinston.com.

The copyright information that appeared on every website (and other promotional materials) revealed the year that the storyline was taking place. The narrative spans seven years in total.

© VoloGen Industries and Astronautics 2035

...that no institution has managed to produce in nearly a century of space exploration. In 2041, one person will journey to Mars to establish the first extraterrestrial human settlement, and to conduct a lifetime's worth of research that will enhance and broaden the lives of every individual on Earth. One person will have his or her name cemented in the echelons of legends such as Yuri Gagarin, John Glenn, Neil Armstrong and Cody Winston. One person will travel farther and see more than any other person throughout history.

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BECOME THE EMBODIMENT OF HUMANITY'S GREATEST AMBITIONS

Name

E-mail

Only the most exceptional person will be selected to journey to Mars as representative of THE PALIOXIS PROJECT.

What makes you exceptional?

© VoloGen Industries and Astronautics 2035

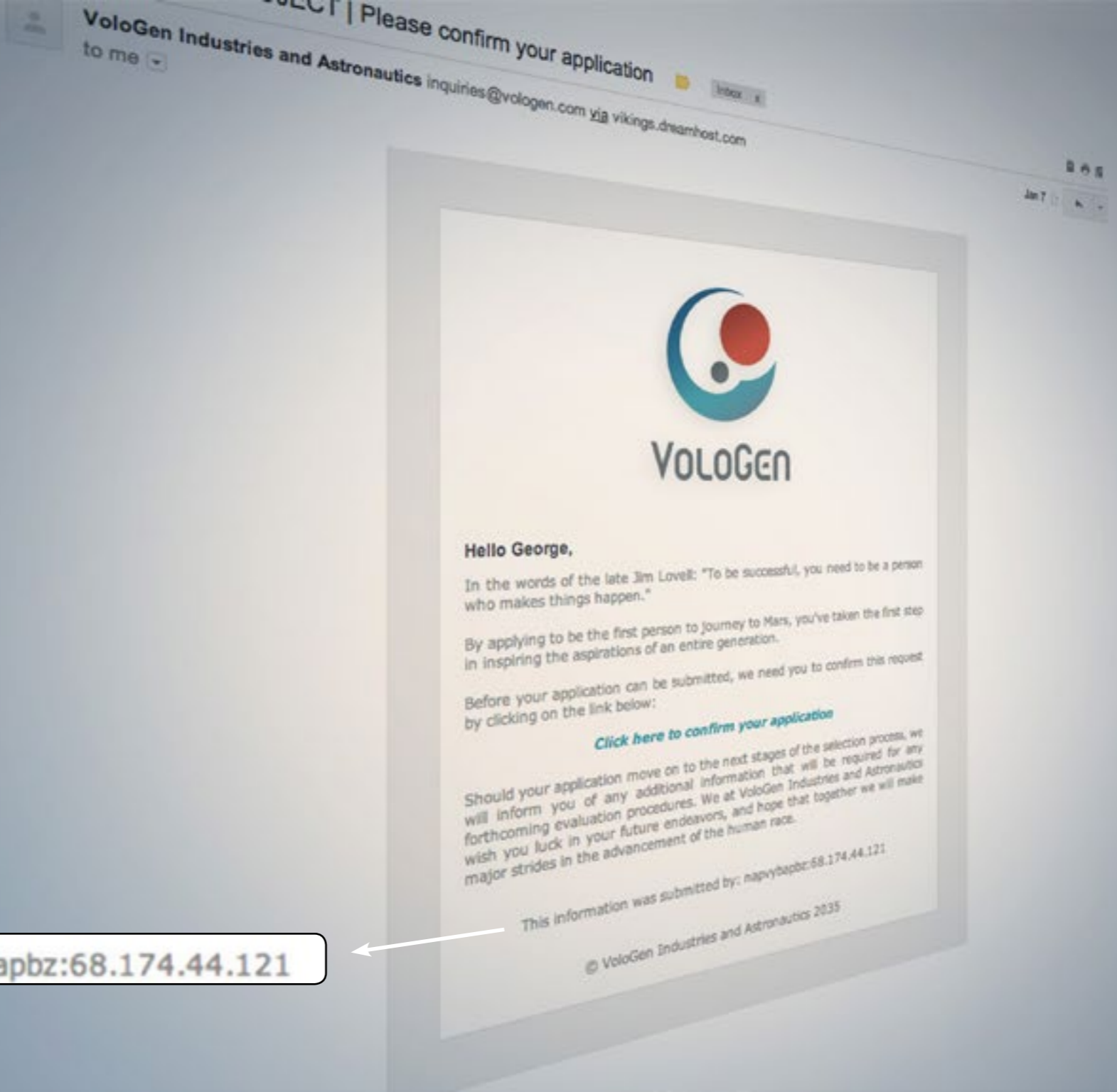
CodyWinston.com is a memorial site for a character who died while attempting to land on an asteroid. His situation provided foreshadowing for the events to come.

IN MEMORIAM 1996-2032

When NASA began preparations for the first asteroid surface rendezvous mission, Cody Winston was the one of the earliest and most adamant volunteers. Despite objections concerning the value of sending a human to explore the surface of an asteroid, Winston won approval from not only his peers, but the world at large. Through his charming and gregarious personality, Winston established himself as a figure on the forefront of humanity's growing interest in new frontiers of science and space exploration. As an accomplished engineer, Winston was a prime candidate for the expedition to TV135, and proved to be a fast learner by completing training three months ahead of schedule. When Artemis I launched on April 22, 2032, Winston piloted the command shuttle with steadiness of a seasoned veteran. Always in high spirits, Winston commented that even if he didn't find anything of interest on TV135, he would at least be the farthest he's ever been from his ex-wife. Unfortunately, an error in trajectory calculations caused Artemis I to drift too far off course to be able to make a direct abort maneuver. Winston perished after all oxygen reserves aboard the command shuttle had been depleted. Cody Winston is survived by his two children and mother.


Every person who signed up on Palioxis.org received a confirmation email. This email contained a string of text that converted to "anciloncom" when deciphered through a substitution cipher called ROT13. This challenge was too difficult, so another method was used in the following month to point people to Ancilon.com.

This information was submitted by: napvybapbz:68.174.44.121



\\ Neville Paulson \\ Founder of NPI Systems and VoloGen Industries and Astronautics. Born in 1989 in Sheffield, England. One of the most prolific and profitable entrepreneurs currently living. \\ End of stream.

Ancilon.com is a cryptic website that exists for purposes that are currently unknown. Players are able to enter queries into this site and receive information related to topics that exist within the narrative.




neville paulson



PART 6 The Rabbit Hole

In order to bring people to the first step of the game, Palioxis.org, a large sign was constructed and placed on the SUNY New Paltz campus. The sign was made out of 22 feet of blackout cloth and stretched over a foldable wooden frame. The lettering was measured and painted by hand.





The sign stayed on the campus for a week and caught the attention of not only the students, but people from around the world.



PALIOXIS.ORG

500 flyers were printed and placed around the Old Library Building.





Google Analytics was used to track visitors to the sites. On the first day, visitors appeared from various cities, including Seattle and Moscow.

- New Paltz
- Seattle
- Greenfield
- Yogyakarta
- New York
- Sainte-Gemine-de-Bain
- Toulon
- Szczecin
- Moscow
- West Hartford
- Boston
- Newton
- Albany
- Rochester
- Mykolaj



PALIOXIS

A presentation from VoloGen Industries and Astronautics
Presenter: Jason Reginato

December 16, 2035

PART 7 PechaKucha

In December, every thesis student had to give a presentation in a PechaKucha format. This consisted of 12 slides which were displayed for 20 seconds each.



ACTOR NEEDED: Short, live, semi-improvisational role (SUNY New Paltz Un

An actor named Samuel Chilton was hired to play the role of a secret government agent. On the day of the presentations, he stormed into the room and threatened the audience with a warning.

| | |
|-------------|-----------------|
| Ad id: | 512130070067355 |
| Views: | 1 |
| Date listed | 2 weeks ago |
| Price | Contact Us |

I'm a BFA student in the graphic design program at SUNY New Paltz University who's currently working on a project that is interactive and am creating an interactive science fiction story that will crossover into the real world. I've received permission to perform a short, live, semi-improvisational role that is bold and brazen, but slightly comical. The actor will be playing an agent from an undisclosed U.S. government agency who has been leaking information about the agency's involvement in the mission, and the actor will briefly attempt to stop my presentation. The actor will be at SUNY New Paltz for a meeting and rehearsal during the week of December 8-15 and then the actual performance will be on December 16th at SUNY New Paltz University. do NOT contact me with unsolicited services or offers Compensation: \$50 for initial meeting and rehearsal.

Unfortunately, due to technical difficulties, the recording of this live performance was lost.

NCILON

There were clues in the slides as well. This slide was doctored to look as though it had been digitally corrupted. In fact, it held the word ANCILON, pointing players back towards ancilon.com.



Another slide gave information about companies that had partnered with VoloGen Industries and Astronautics. One of them had a clearly defined name: OkuloTec.





**OkuloTec is proud to announce a multiyear partnership
with THE PALIOXIS PROJECT.**

OkuloTec.com presented a new company that specialized in holographic and psychovisual apparatuses.



PALIOXIS

Randstad, NL - December 16, 2035 - OkuloTec has announced a new multiyear partnership deal with THE PALIOXIS PROJECT. Directed under the leadership of VoloGen Industries and Astronautics, THE PALIOXIS PROJECT will launch the first manned expedition to Mars in 2041. OkuloTec, a leading developer of holographic technologies and psychovisual apparatuses, will supply the Palioxis command shuttle with an array of volumetric console display interfaces and prototypal consumer electronic technologies. "We are tremendously excited to be working with VoloGen on what will surely be an historic moment for the human race," commented OkuloTec CEO, Eugene Mesman. "We want to assure that the chosen applicant will be supplied with the latest equipment and amenities for the six month journey to Mars." THE PALIOXIS PROJECT is currently conducting a worldwide search for the most competent individual to journey to Mars. More information about THE PALIOXIS PROJECT can be obtained at: www.palioxis.org.

VOLOGEN

PALIOXIS

VoloGen Industries and Astronautics is proud to announce the initiation of a project which will change the course of human development for centuries to come. Please visit PALIOXIS.ORG for the latest developments on THE PALIOXIS PROJECT.



Happy Valentine's Day from VoloGen Industries and Astronautics.

LATEST NEWS

- Final Palioxis Cargo Vessel Launched
- Meet Jerilyn Rosenthal
- Jerilyn Rosenthal: Representative of Humanity
- Happy Valentine's Day
- A Candidate has Been Chosen

PALIOXIS LAUNCH VESSEL

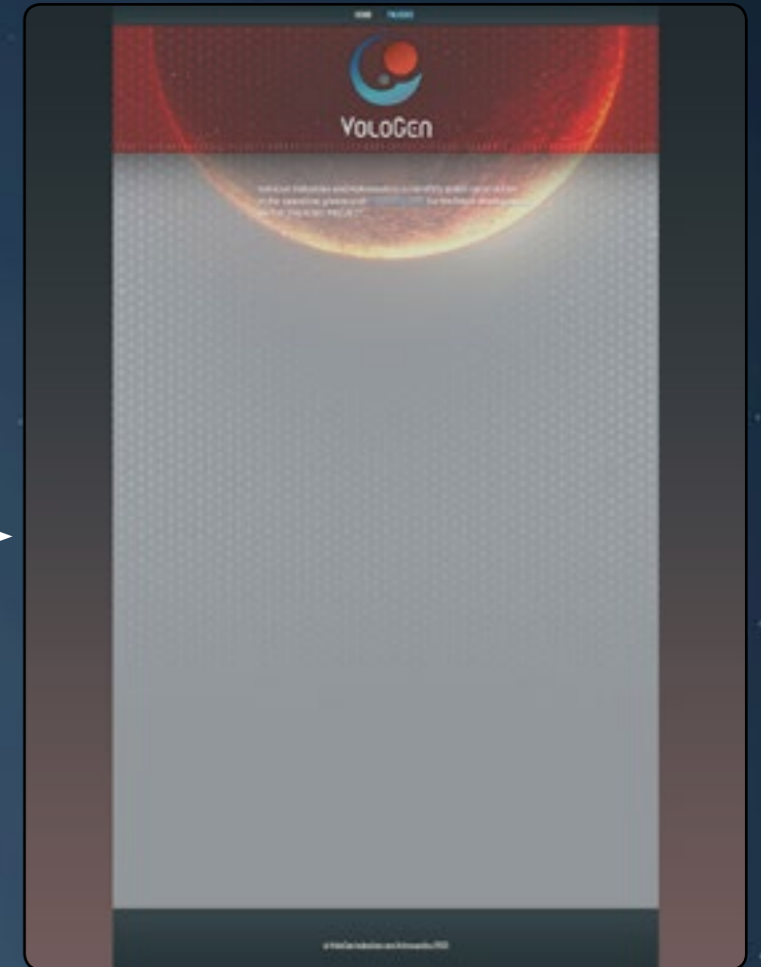


PART 8

VoloGen.com

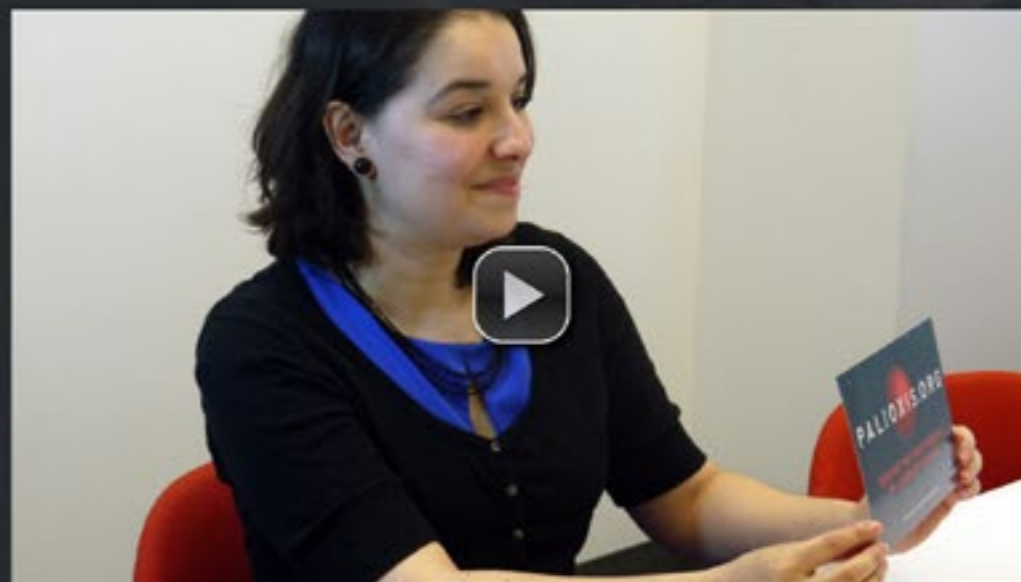


Vologen.com started as a simple single page. It then evolved into a design that was inspired by the PechaKucha presentation, but more work was needed before the settling on a final design.





MEET JERILYN ROSENTHAL



After five years, VoloGen Industries and Astronautics is finally prepared to reveal the identity of the individual who will become the first person to journey to Mars. In 2041, Jerilyn Rosenthal will fulfill the primary objectives of THE PALIOXIS PROJECT by embarking on humanity's most extensive journey. Jerilyn Rosenthal was selected among 1.4 million potential applicants from 127 countries after a rigorous search process which lasted over thirty-six months. Rosenthal's potential was evident from the beginning as she advanced through every testing phase, and met every criteria of resourcefulness and endurance. Eventually, she achieved placement in a select group of candidates, advancing past all other contenders to secure her place as the prospective representative of humanity. VoloGen Industries and Astronautics has the utmost confidence that Rosenthal will embody the greatest attributes of humanity, and that her pursuit of knowledge will serve as an inspiration for generations to come. Rosenthal is currently undergoing daily training in order to ensure that she will perform her duties at maximum efficiency by 2041.

Jerilyn Rosenthal was born in North Platte, Nebraska in 2004, but spent most of her life in Kansas after her family relocated to the McConnell Air Force base in 2010. Her father was a senior master sergeant and her mother was a pharmacist. Under her father's guidance, she would often practice on the basic military training courses on the base premises. Rosenthal attributes her childhood training to the success she received later in life. She has fond memories of laying in the fields once her training was over and trying to find Ursa Major in the night sky. Rosenthal attended the Missouri University of Science and Technology to study aerospace engineering and has held careers at Spirit AeroSystems and The Boeing Company. When asked to comment about her forthcoming journey, Rosenthal stated that, "this expedition is for the greater benefit of the human race. I plan to conduct myself with the highest degree of professionalism and efficiency."

LATEST NEWS

- Final Palioxis Cargo Vessel Launched
- Meet Jerilyn Rosenthal
- Jerilyn Rosenthal: Representative of Humanity
- Happy Valentine's Day
- A Candidate has Been Chosen

PALIOXIS LAUNCH VESSEL



The final design for VoloGen.com was a dark responsive theme based on the Bootstrap framework, and running on the Joomla content management system.

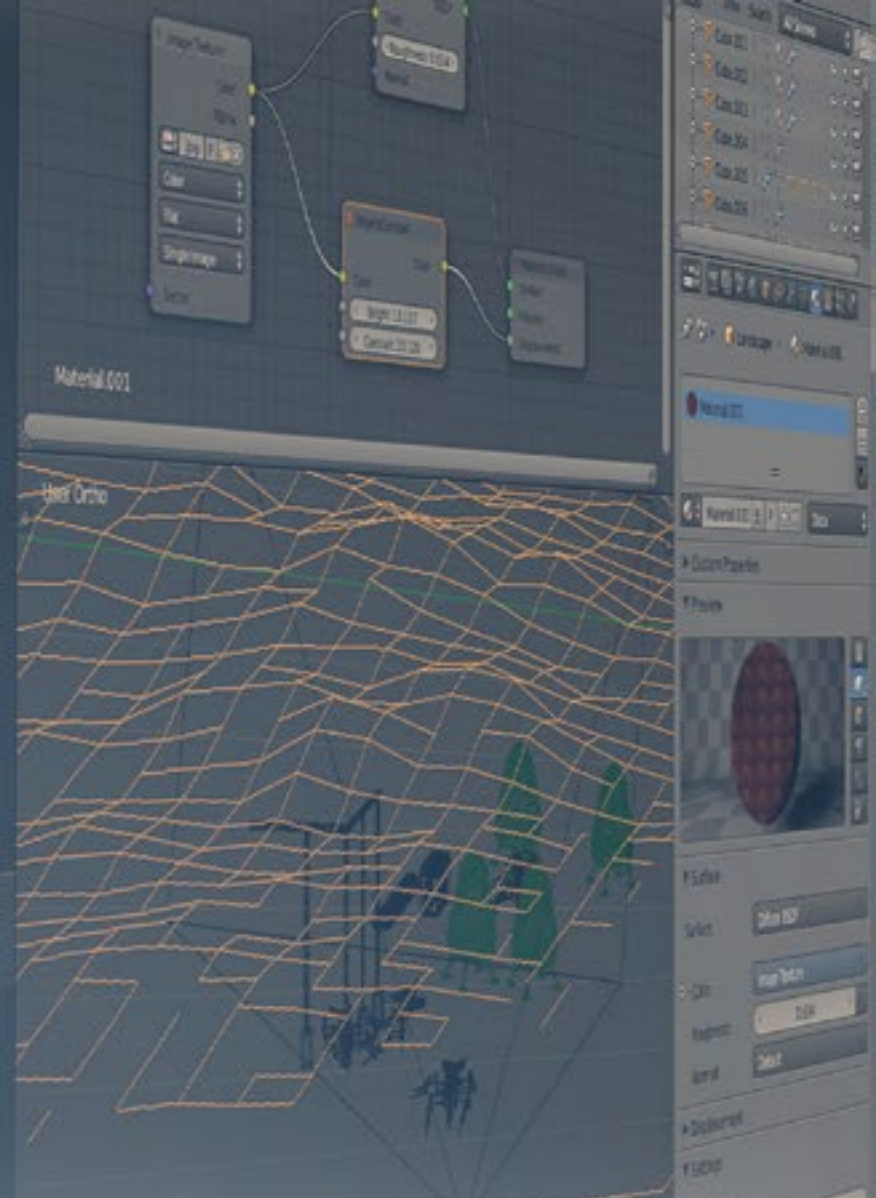
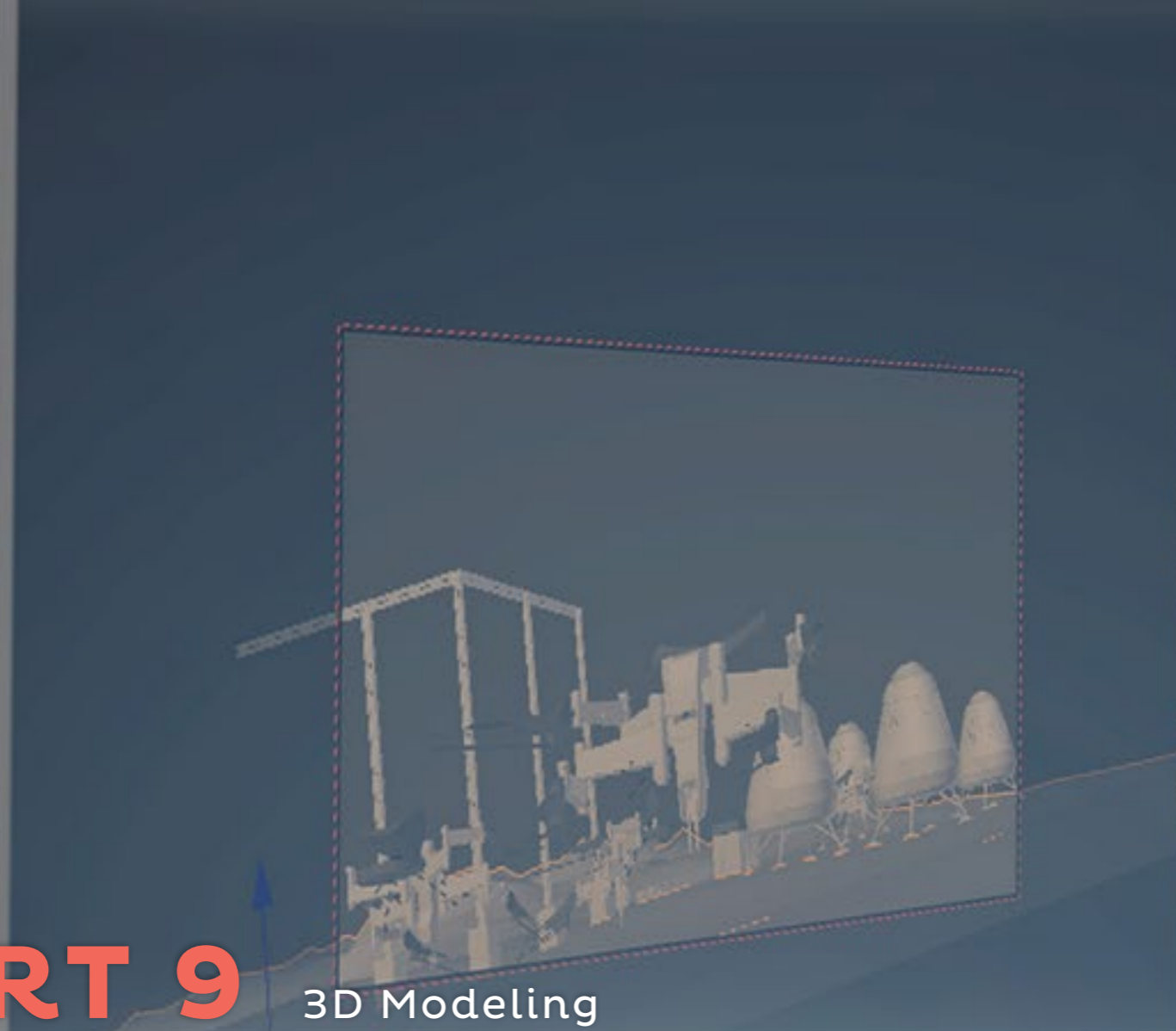
Shading:
Smooth Flat

Keyframes:
Insert Remove

Motion Paths:
Calculate Clear

Repeat:
Repeat Last
History...

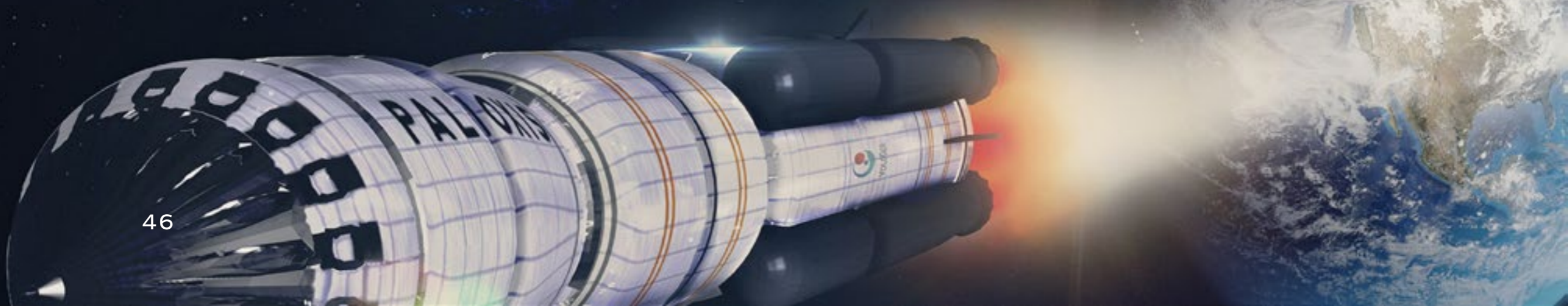
Grease Pencil:
Draw Line
Poly Erase
 Use Sketching Sessions
Ruler/Protractor



PART 9

3D Modeling

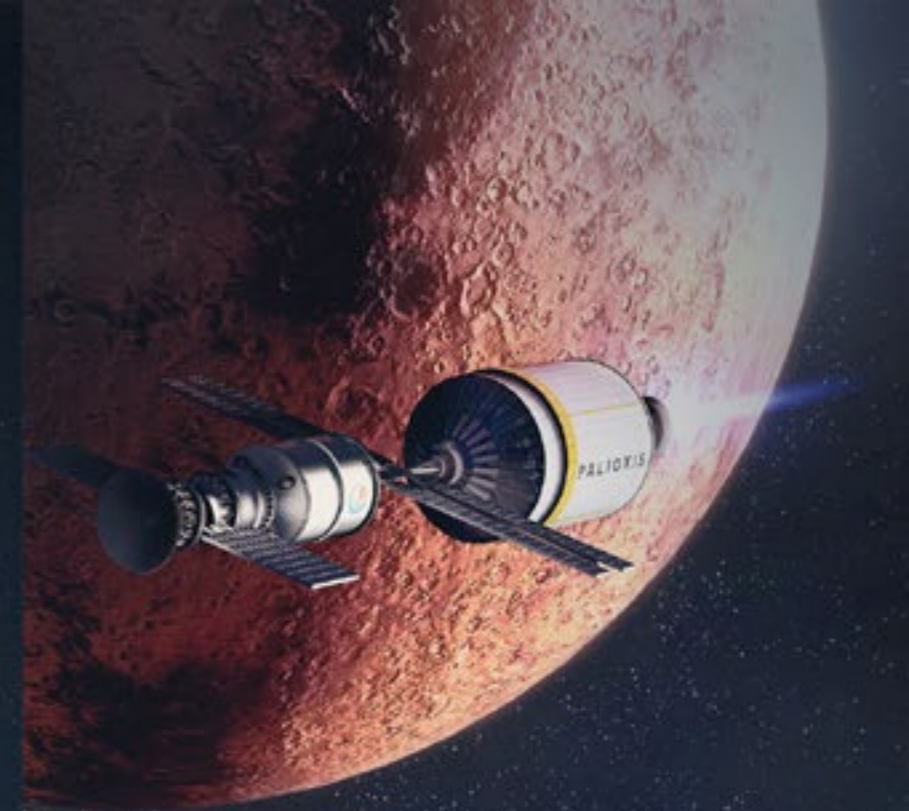
In order to depict scenes with original spacecrafts, I needed to learn how to do 3D modeling, texturing and rendering. I learned how to use an open-source modeling software called Blender to depict important events within the timeline of The Palioxis Project.



These images depicted events such as the launching of communication satellites and cargo shuttles. Each image was accompanied by a news article which provided more background information.

COM SAT ONE

LAUNCHED



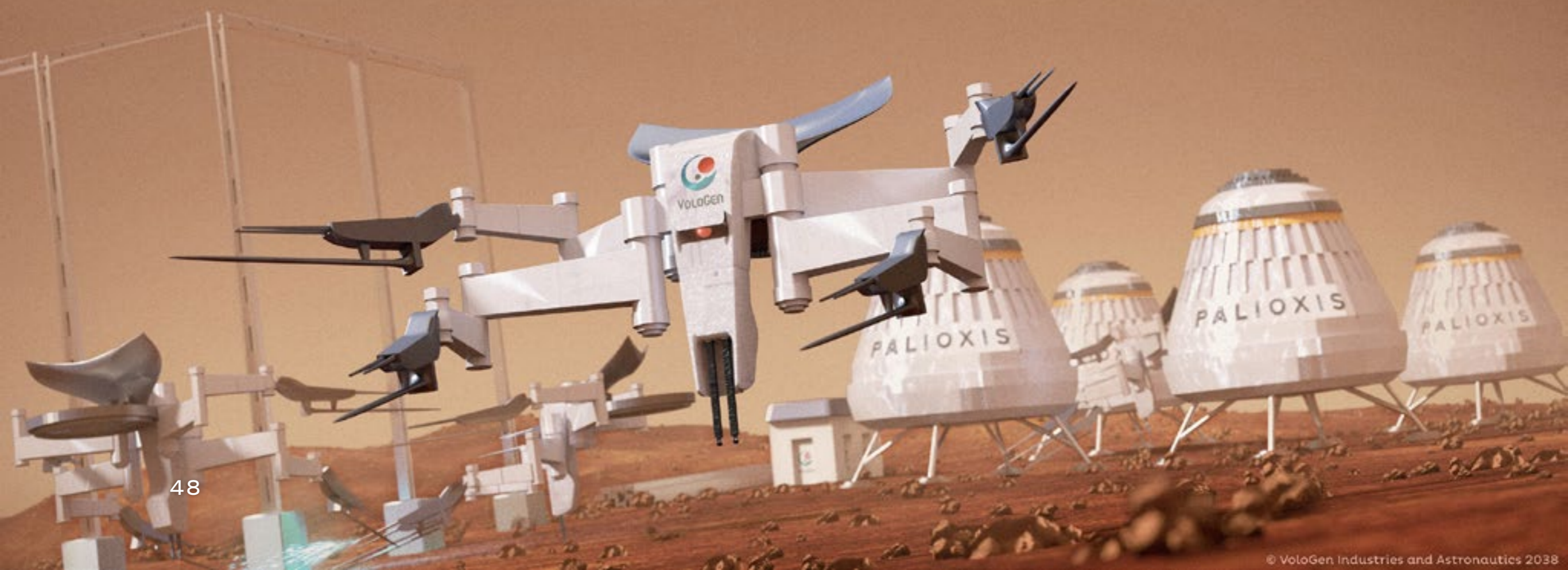
COM SAT TWO

LAUNCHED

PALIOXIS



MARK VII CONSTRUCTION
AND MAINTENANCE OPERATIONAL
ENVIRONMENT DRONE (CAMOED)



VOLOGEN

MARS
AWAITS

LOGIN

Group

Password

Log in

PART 10

Player Grouping

Players were sent an email which divided them up into six groups. Each one was given a specific name (based on a color) and password. An elite seventh group called group BLACK was mentioned in the email, but no actual players were assigned to it.



Greetings, Super User

We at VoloGen Industries and Astronautics are pleased to inform you of your recent acceptance into a select group of potential candidates for THE PALIOXIS PROJECT. You have come one step closer to becoming the first person to journey to Mars, and one step closer to realizing the dreams of an entire generation. You have been personally selected out of a group of 1.4 million applicants from 127 countries. We have faith in your ability to conduct yourself as the best representative of humanity that Earth has to offer. The journey to Mars will be arduous, and the lifelong pursuit of knowledge on the Martian surface will be highly demanding. Thorough testing must be conducted before we at VoloGen Industries and Astronautics can determine whether you have the mental and physical dexterity to accomplish these goals.

Selected applicants have been divided into seven groups:

GREEN
RED
BLUE
YELLOW
ORANGE
VIOLET
BLACK

You have been assigned to the following group:



RED

Login Information

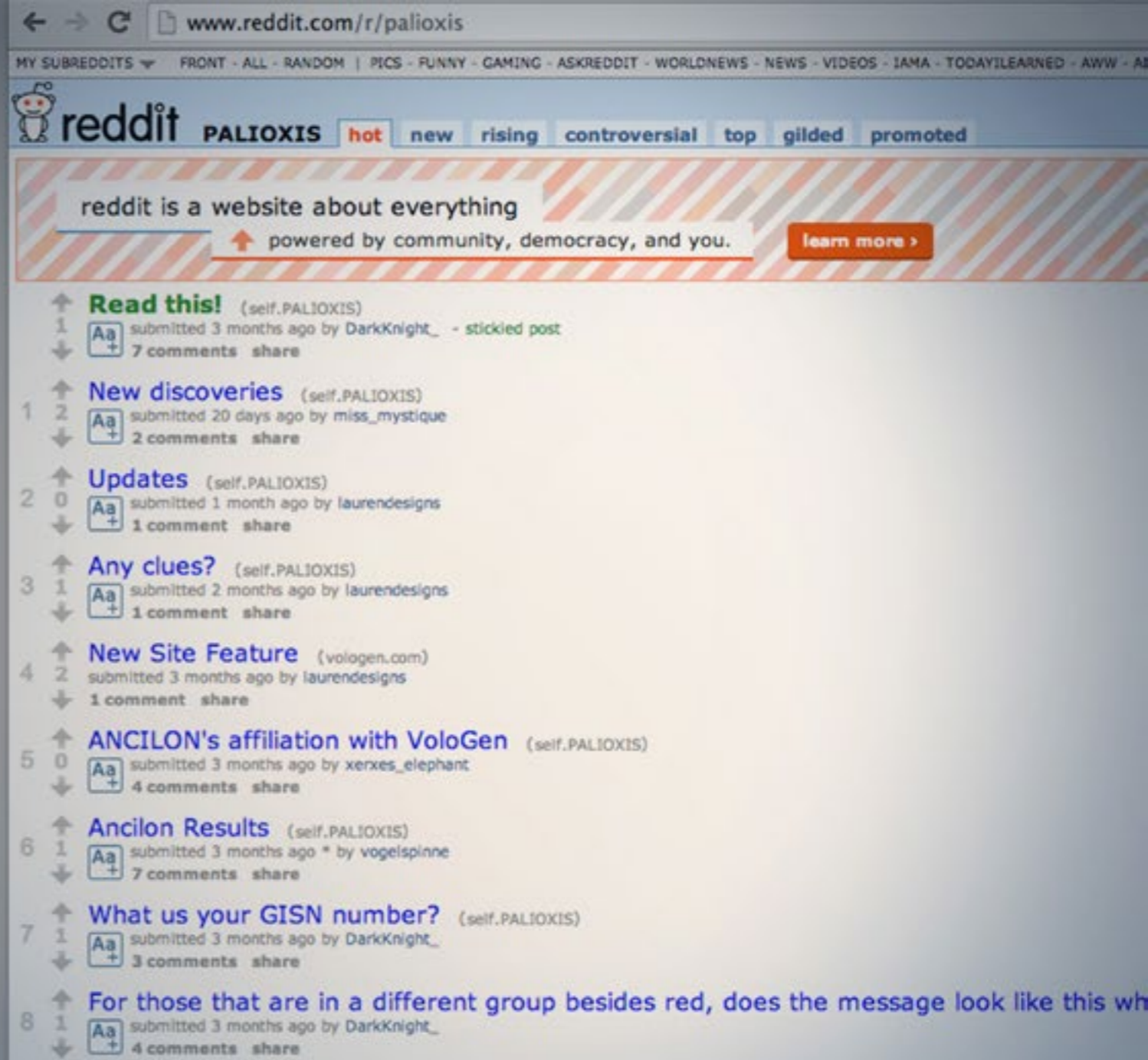
Group: red
Password: nan13

Please log into <http://vologen.com/login> with your group and password information to receive further instructions.

NOTE: Those who have been appointed to group BLACK have achieved the highest level of accomplishment and are qualified for advanced testing. Placement in group BLACK indicates a vote of confidence in your abilities, and signifies a level of performance above and beyond all other groups.

We at VoloGen Industries and Astronautics are grateful for your involvement with THE PALIOXIS PROJECT. Keep your ear to the ground and your eyes to the stars. Mars awaits.

A Subreddit community was created where players shared their group names, passwords and any other bits of information they could find. However, no one could figure out how to access the information from group BLACK.





VOLOGEN

VI-87 MEDICAL FORM

VOLOGEN INDUSTRIES AND ASTRONAUTICS MEDICAL INFORMATION FORM

Last Name: _____ First Name: _____
 Middle Initial: _____ Date of Birth: _____ Sex: _____
 Residential Address: _____ City: _____
 Province/State: _____ Country: _____
 PAGES ID: _____ Group Identification Serial Number: _____
 Current Employer: _____ Current Physician: _____

- Have you ever been hospitalized for a major operation? Yes No
- Are you currently affected by any allergies? Yes No
- Are you currently taking any medications? Yes No
- Do you currently have any offspring? Yes No
- Do you plan on raising children in the future? Yes No
- Are you currently married, or in a long-lasting relationship? Yes No
- Do you live with an extended family? Yes No
- Have you been affected by any psychologically traumatic events? Yes No
- Have you ever spent long periods of time in isolation? Yes No

Have you ever had any of the following? (Check all that apply)

| | | |
|--|---|---|
| <input type="radio"/> Agnosia | <input type="radio"/> Drug Addiction | <input type="radio"/> Kidney Failure |
| <input type="radio"/> Amnesia | <input type="radio"/> Dysarthria | <input type="radio"/> Leukemia |
| <input type="radio"/> Anaphylaxis | <input type="radio"/> Encephalitis | <input type="radio"/> Low Blood Pressure |
| <input type="radio"/> Anemia | <input type="radio"/> Emphysema | <input type="radio"/> Mood Disorder |
| <input type="radio"/> Aneurysm | <input type="radio"/> Epilepsy | <input type="radio"/> Parathyroid Disease |
| <input type="radio"/> Aphasia | <input type="radio"/> Fainting | <input type="radio"/> Peripheral Neuropathy |
| <input type="radio"/> Apraxia | <input type="radio"/> Folate Deficiency | <input type="radio"/> Renal Dialysis |
| <input type="radio"/> Arthritis | <input type="radio"/> Glaucoma | <input type="radio"/> Rheumatism |
| <input type="radio"/> Asthma | <input type="radio"/> Heart Failure | <input type="radio"/> Shingles |
| <input type="radio"/> Autonomic Neuropathy | <input type="radio"/> Hemophilia | <input type="radio"/> Sickle Cell Disease |
| <input type="radio"/> Blood Disease | <input type="radio"/> Hepatitis A, B or C | <input type="radio"/> Stroke |
| <input type="radio"/> Cancer | <input type="radio"/> Herpes | <input type="radio"/> Thyroid Disease |
| <input type="radio"/> Chest Pains | <input type="radio"/> High Blood Pressure | <input type="radio"/> Tuberculosis |
| <input type="radio"/> Concussion | <input type="radio"/> HIV or AIDS | <input type="radio"/> Tumors |
| <input type="radio"/> Convulsions | <input type="radio"/> Hypoglycemia | <input type="radio"/> Ulcers |
| <input type="radio"/> Diabetes | <input type="radio"/> Jaundice | <input type="radio"/> Venereal Disease |

Signature: _____ Date: _____

A medical form mentioned in the briefings was found by simply using the search bar on VoloGen.com. The form made multiple references to brain-related activity.

Despite the fact that the secrets of group BLACK had not yet been discovered, this 3D rendering was created to announce that a fictional character from the group had been chosen to become the person to journey to Mars.



A
CANDIDATE
HAS BEEN
CHOSEN



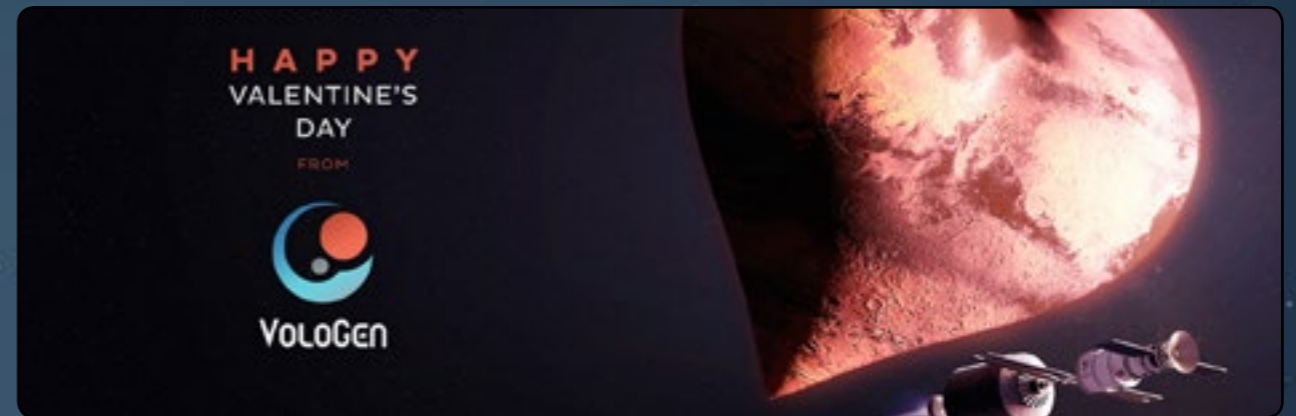
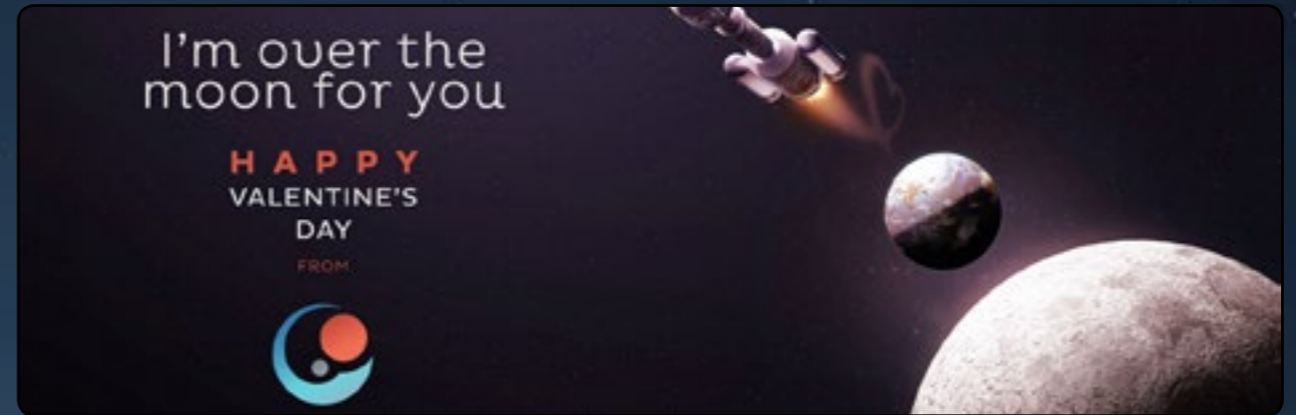
PART 11

Diversions

Four Palioxis-themed birthday cards were produced for four thesis students who had birthdays which occurred during the spring semester.



Three Valentine's Day cards were also produced which gave a subtle hint about the clues that still existed within the group challenge.



PART 12

Unveiling The Main Character

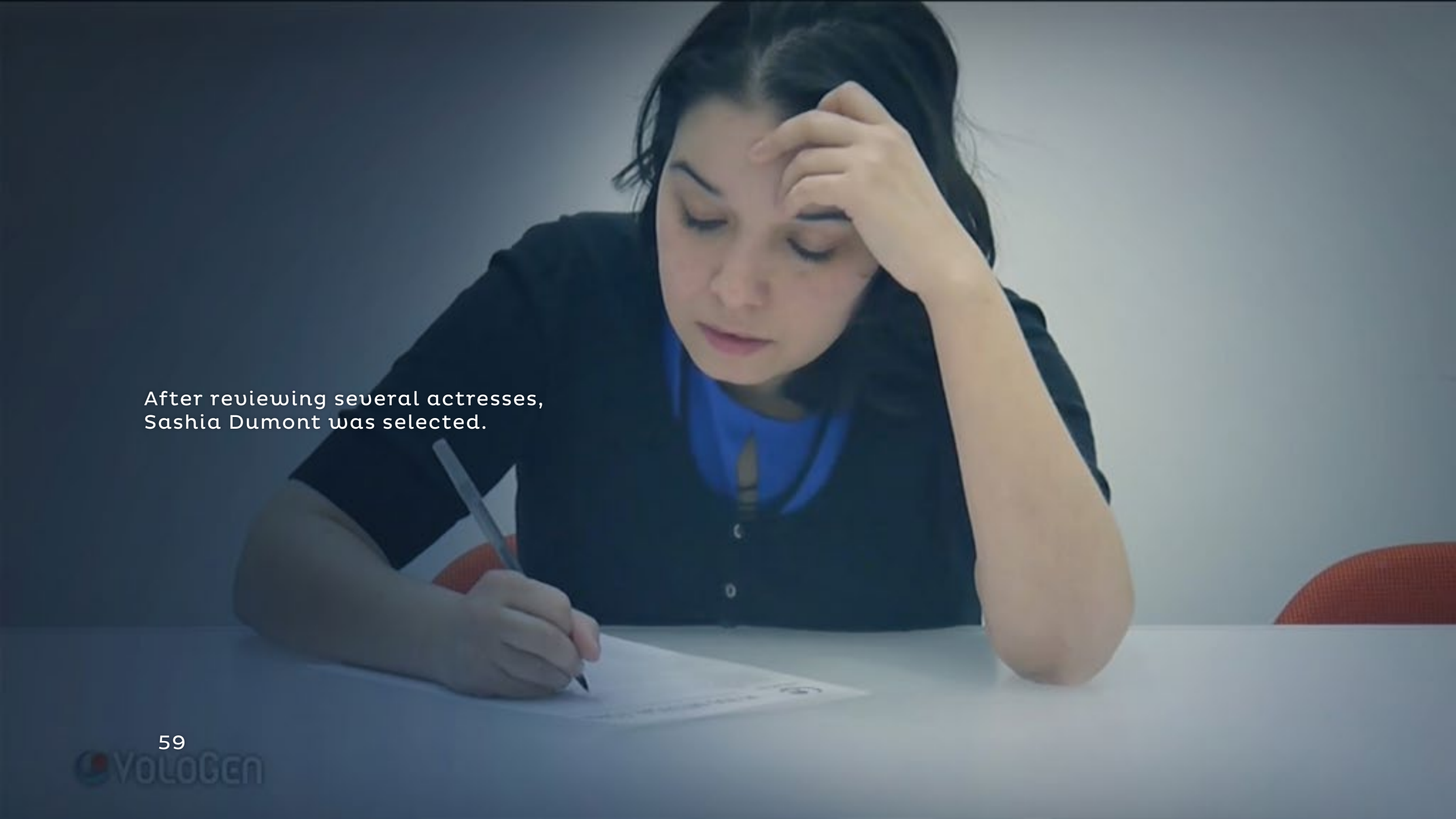


An actress needed to be hired to play the role of the main character, Jerilyn Rosenthal.

ACTRESS WANTED

AS

Main character in
science fiction role

A woman with dark hair, wearing a dark blue top with a blue collar, is sitting at a white desk. She has a stressed expression, with her right hand resting on her forehead and her left hand holding a pen over a document. The background is a plain, light-colored wall.

After reviewing several actresses,
Sashia Dumont was selected.

A script was written for a video interview that would serve as an introduction to Jerilyn Rosenthal.

JERILYN ROSENTHAL, as she looks through the glass panelling of the observation room. She is seated at a table, filling out a questionnaire.

THE CAMERA DOLLIES LEFT TO RIGHT

JERILYN ROSENTHAL
I remember the first time I heard about The Palloxis Project. It was back in 2034 while I was still working at The Boeing Company. In fact, I still have the flyer that I found in the company break room.

JERILYN ROSENTHAL picks up the flyer from the table and holds it towards the camera.

CUT TO CLOSE UP OF FLYER

JERILYN ROSENTHAL
"Become the first person to journey to Mars." I almost thought it was a joke at first. I never would have dreamed that this flyer would bring me worldwide recognition, let alone the opportunity to travel to another planet.


JERILYN ROSENTHAL
It all began with a question: "What makes you exceptional?" Quite frankly, it's a question that I've struggled with all my life. I don't think the answer comes easily to anyone.

JERILYN ROSENTHAL
Sometimes people ask me what my answer was... You know, what makes me exceptional, and, well... I think it's a secret I'll take along with me to Mars.

JERILYN ROSENTHAL
Sometimes people ask me what my answer was... You know, what makes

JERILYN ROSENTHAL (V.O.)
I didn't grow up like most children. I didn't have many toys or much leisure time. The only things that remained constant in my life were my fascination with the stars in the sky.

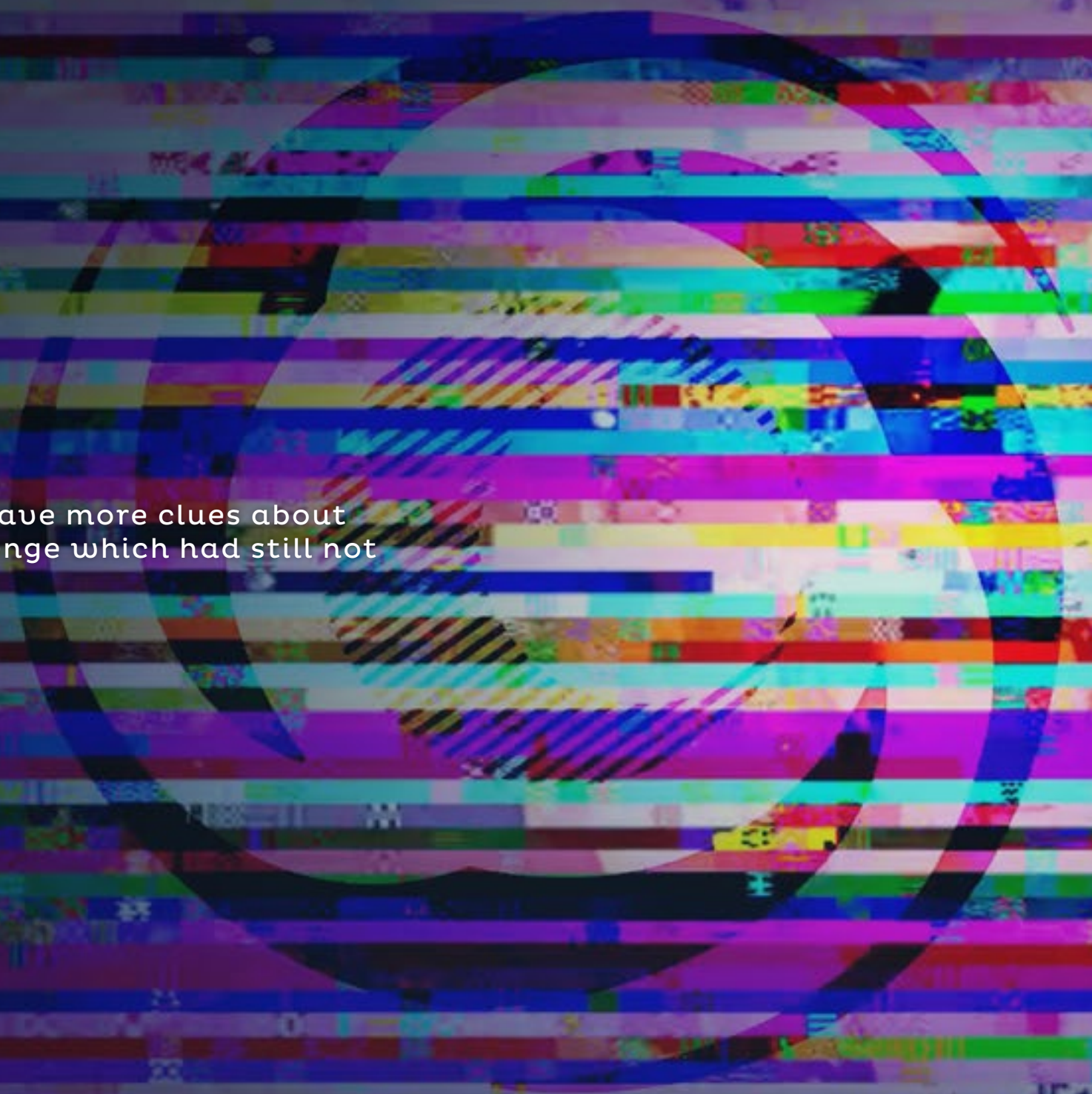
CUT TO CLOSE UP



The filming was done in a meeting room in the Student Union Building of the New Paltz campus. This posed as a VoloGen Industries and Astronautics test facility.

By hiring an actress to be the main character, the alternate reality game was given a more realistic premise. The video provided a back-story for the character and exhibited her personality.





The video also gave more clues about the group challenge which had still not been solved.

The First Person to Journey to Mars

March 1, 2039 Jerilyn Rosenthal

No Comments

Search for: Search



If you haven't heard the news by now, you probably will soon. Though, if you're viewing this blog, I'm assuming that you already know. Considering that the random, infrequent musings of an aerospace engineer don't produce a high level of internet traffic, my guess is that you're a newcomer. Well, if that's the case, then welcome newcomer. I suspect there's going to be an influx of attention heading my way, so allow me to introduce myself. My name is Jerilyn Rosenthal, and people tell me that I'm destined to become the first person to journey to Mars.

I realize that the sudden attention that's been attached to my name rests solely on lofty expectations. They do call me the representative of humanity, after all. But, believe me, it's a title I've accepted with a large dose of humility. It all started with a single question: "what makes you exceptional?" I must admit, it's a question I've struggled with all of my life, but after an enormous amount of pondering, I managed to arrive at an answer that satisfied myself, and apparently the people at VoloGen Industries and Astronautics as well. Some people have asked me what my answer was, but I think that's a secret I will take along with me to Mars. It wasn't just an answer to a question that brought me to this point in my life, however. If it were that easy, I would have been selected back in 2034. No, it took a lot of hard work to be the one chosen out of a pool of 1.4 million applicants.

For the past year I've been carrying around a secret, and though I managed to keep that secret well guarded, I sometimes wondered if my former colleagues at Boeing have been speculating about my recent whereabouts. Even though I've been anticipating this announcement with a great deal of apprehension, it is relieving to finally let the

A personal blog was created for the character at JerilynRosenthal.com, further fleshing out her past.

... words, and phrases, and here is what I got:

For "VoloGen":

Quote:
VoloGen Industries and Astronautics || Multinational corporation. Often considered the leader in aerospace engineering and mechanics after the founding of both. Founded by Neville Paulson in 2023. Initiators of THE PALIOXIS PROJECT. Recent partnership formed with OkuloTec. || End of stream.

For "Palioxis":

Quote:
|| Insufficient clearance level. || End of stream.

For "Ancilon":

Quote:
|| ERROR || End of stream.

What I received when I typed in random and irrelevant words, like "Pie":

Quote:
|| End of stream.

"Jerilyn Rosenthal" also received a blank result.

Things of note (which may have been lost in the chaos with the quote tags):
- A query about which terms retrieve basic data, most of it background information in nature.
- A query about relevant data and things return a simple "End of stream"
- A query about "Palioxis" returned "Insufficient Clearance Level"

- A query about "Ancilon" returned "Error"

- A query about the website itself returns an error

EDIT: Some more queries.

"The Boeing Company" and "Boeing Company" returned nothing. Same with "Spirit AeroSystems"

"Artemis I" returned with:

Quote:
... the last manned spaceflight program executed by NASA. The first asteroid surface rendezvous mission... || End of stream.

PART 13 New Players



On March 28th, a forum thread was opened on Unfiction, the most active community for alternate reality game players. Within a few days, the Unfiction users managed to discover every piece of content, including the password for group BLACK. The password involved the NATO phonetic alphabet and numbers in the Fibonacci sequence.

Well, it turns out there was a sub-reddit set up already at

<http://www.redditstuff.com/subs/details/PALIOXIS/>

and

<http://www.reddit.com/r/PALIOXIS>

and they were able to get a few other things, including the login passwords for

GREEN, RED, BLUE, YELLOW, ORANGE, and VIOLET groups:

from image from video in first post of this thread:

Spoiler (Rollover to View):

rearrange groups in order of rainbow and match with words on left and numbers on right in picture from video:

RED - nan13

ORANGE - easy21

YELLOW - charlie34

GREEN - tare55

BLUE - able89

VIOLET - roger144

now the words "nan, easy, charlie, tare, able, roger" are phonetic alphabet words use in WWII phonetic alphabet - see <http://www.history.com>

and we already know the numbers are from a fibonacci sequence, and the next number is 233

so, I deduced the password for the BLACK group is "nectar233".

when you log in as a BLACK group member, you are introduced to a new phase and a new company "CERECORP" and website is cerecorp.com

CERECORP



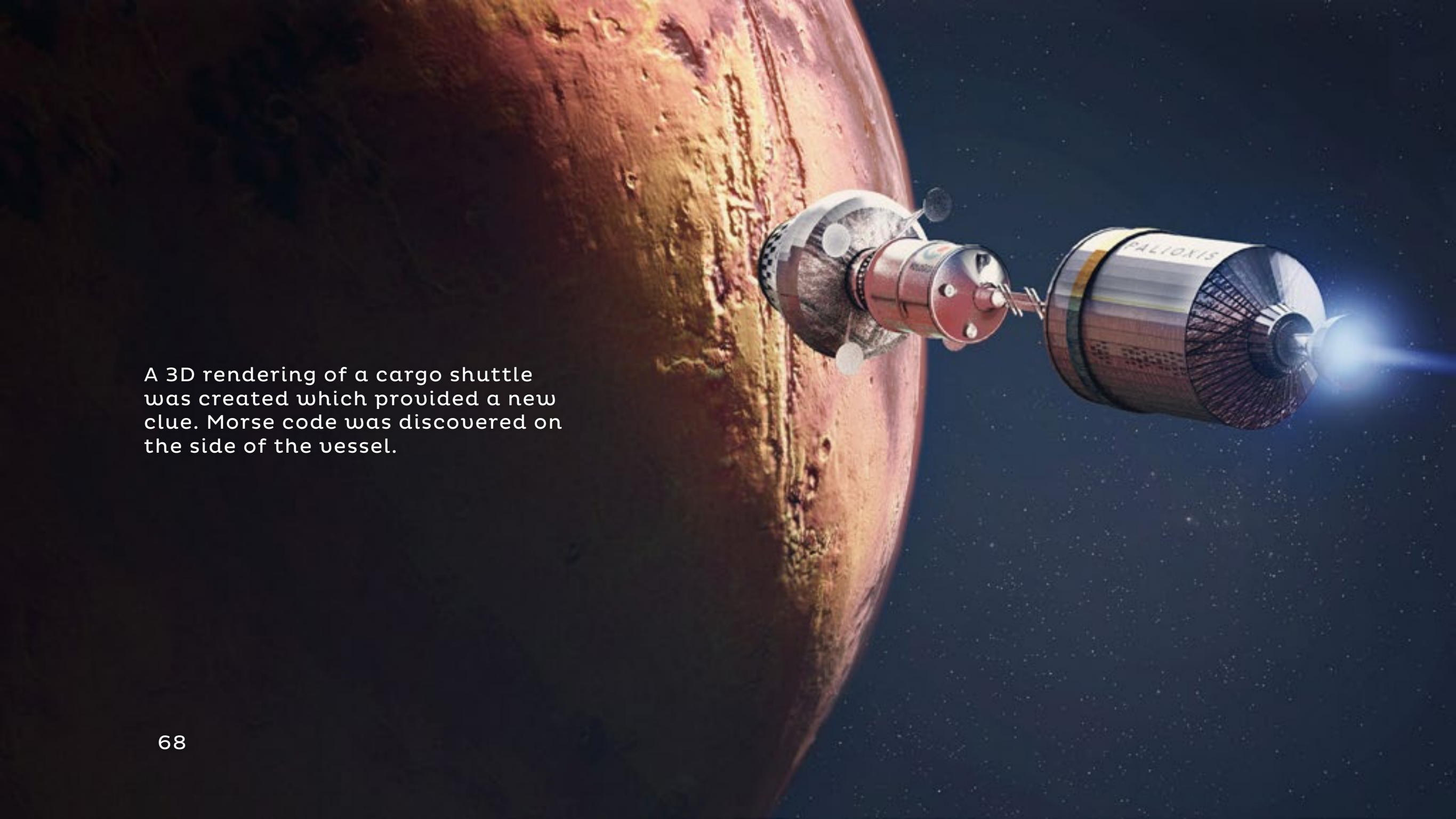
지배

Cerecorp is a privately owned developer of neural-computer interfaces and state-of-the-art nanobiotechnologies. Our headquarters are based in the Songdo International Business District of South Korea where we pride ourselves in aiding those with major disabilities with our patented neural-assisted apparatuses. We are also a highly competitive producer of advanced neural-based diagnostic technologies which we hope will improve the quality of life for all people around the world.

Cerecorp was founded by Seomun Oh-won, Sc.D. in 2010 with a grant from the Brain Research through Advancing Innovative Neurotechnologies Initiative. The company grew steadily over the past twenty years to become one of the industry's premiere researcher and manufacturer of neurotechnology.



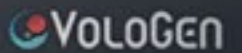
Unlocking the secrets of group BLACK lead to Cerecorp.com, a company that specializes in neurotechnology.



A 3D rendering of a cargo shuttle was created which provided a new clue. Morse code was discovered on the side of the vessel.

VOLOGEN INDUSTRIES AND ASTRONAUTICS

Production year 2039
Asset number VI00201
Asset category Rejected footage
Title Jerilyn Rosenthal Press Interview
Cleared for public release No



Decoding the Morse code revealed a string of incomprehensible text. Typing the text into Ancilon.com revealed the word "root." Combing the text with the keyword cypher "root" revealed "dir auxiliary," pointing players to VoloGen.com/auxiliary where a video file was found. The video was a scene cut from Jerilyn Rosenthal's first interview.

Index of /auxiliary

| <u>Name</u> | <u>Last modified</u> | <u>Size</u> | <u>Description</u> |
|----------------------------------|----------------------|-------------|--------------------|
| Parent Directory | | - | |
| VI00201.mp4 | 16-Apr-2040 09:13 | 11M | |





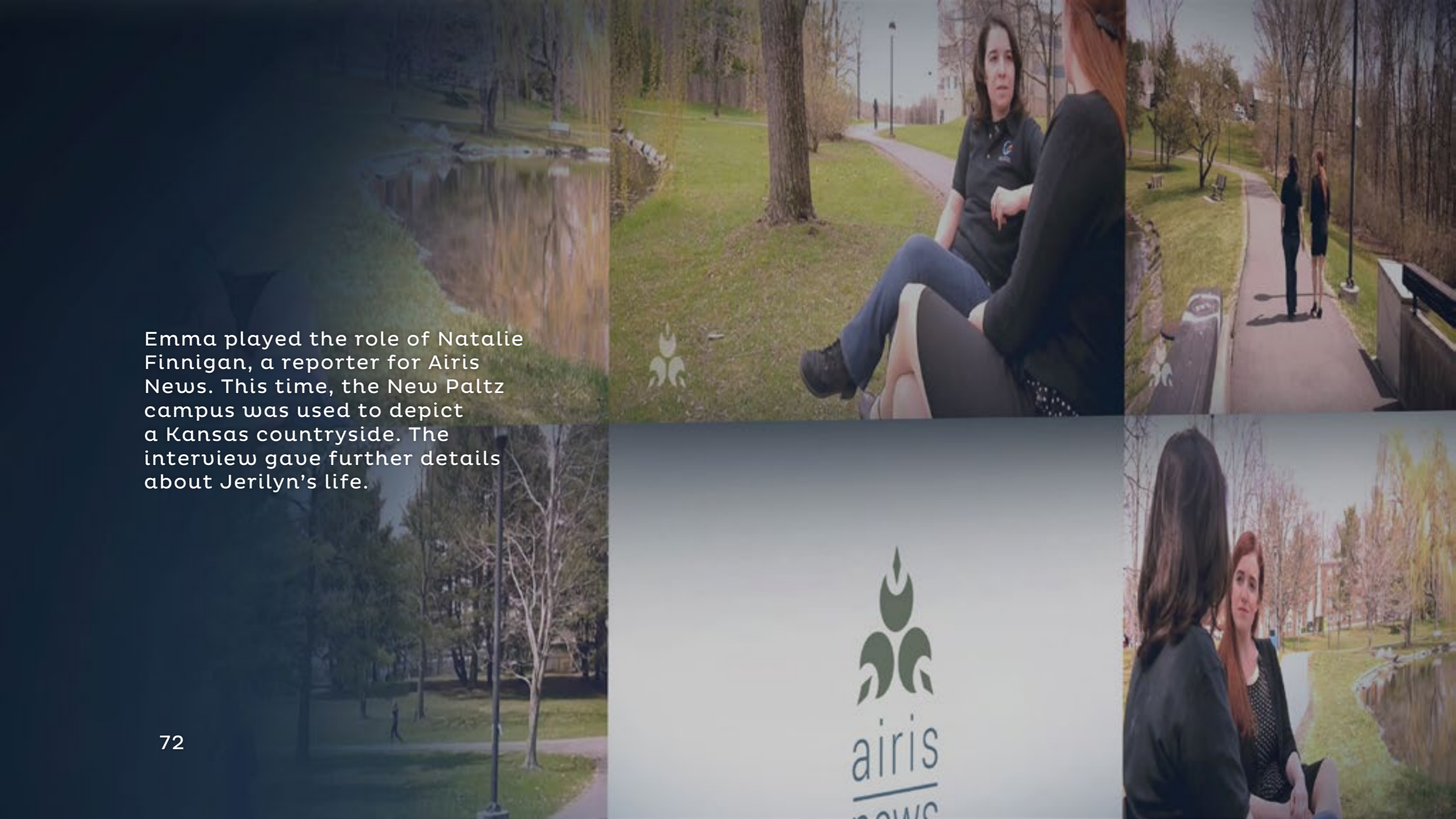
PART 14

The Launch

A second video interview was produced, this time with a second actress, Emma Larsen, a local student.



Emma played the role of Natalie Finnigan, a reporter for Airis News. This time, the New Paltz campus was used to depict a Kansas countryside. The interview gave further details about Jerilyn's life.



A final 3D rendering was created to announce the launch of the Palioxis vessel.





AMANDA ALEXANDER



JOSHUA ANGEHR



MEAGAN BARTLETT



REBECCA BENEDICT



STEVEN BLUM



ZACK BROWN



JESSICA



NICOLE FIEGER



LAUREN GARDENIER



EDWIN GONZALEZ



JILLIAN GOVIER



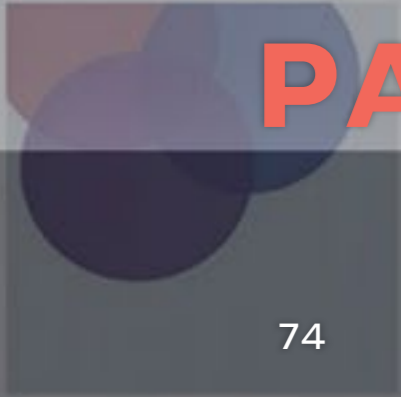
LYNDA HARTLEY



DANIELLE NELSON



ALYSSA M



PART 15



MARYANNE RAMIREZ



JASON REGINATO



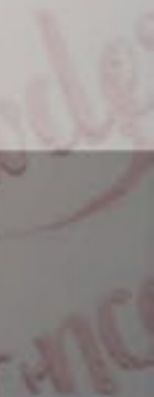
GABRIEL ROSE



ALICIA SCHERER



AMANDA SCHMADEL



LAUREN S

Thesis Show

00:00:20:22

Five short clips were produced which showed Jerilyn's transmissions as she traveled to Mars. In each video, she becomes increasingly insane.


She's being affected by a combination of many factors that have appeared throughout the narrative. The mission to Mars is a ruse for something more sinister.

00:00:53:06

Four of the clips were played at specific intervals throughout the thesis show.

A number was displayed at the end of each video.

138

 VOLOGEN

567 56 86565

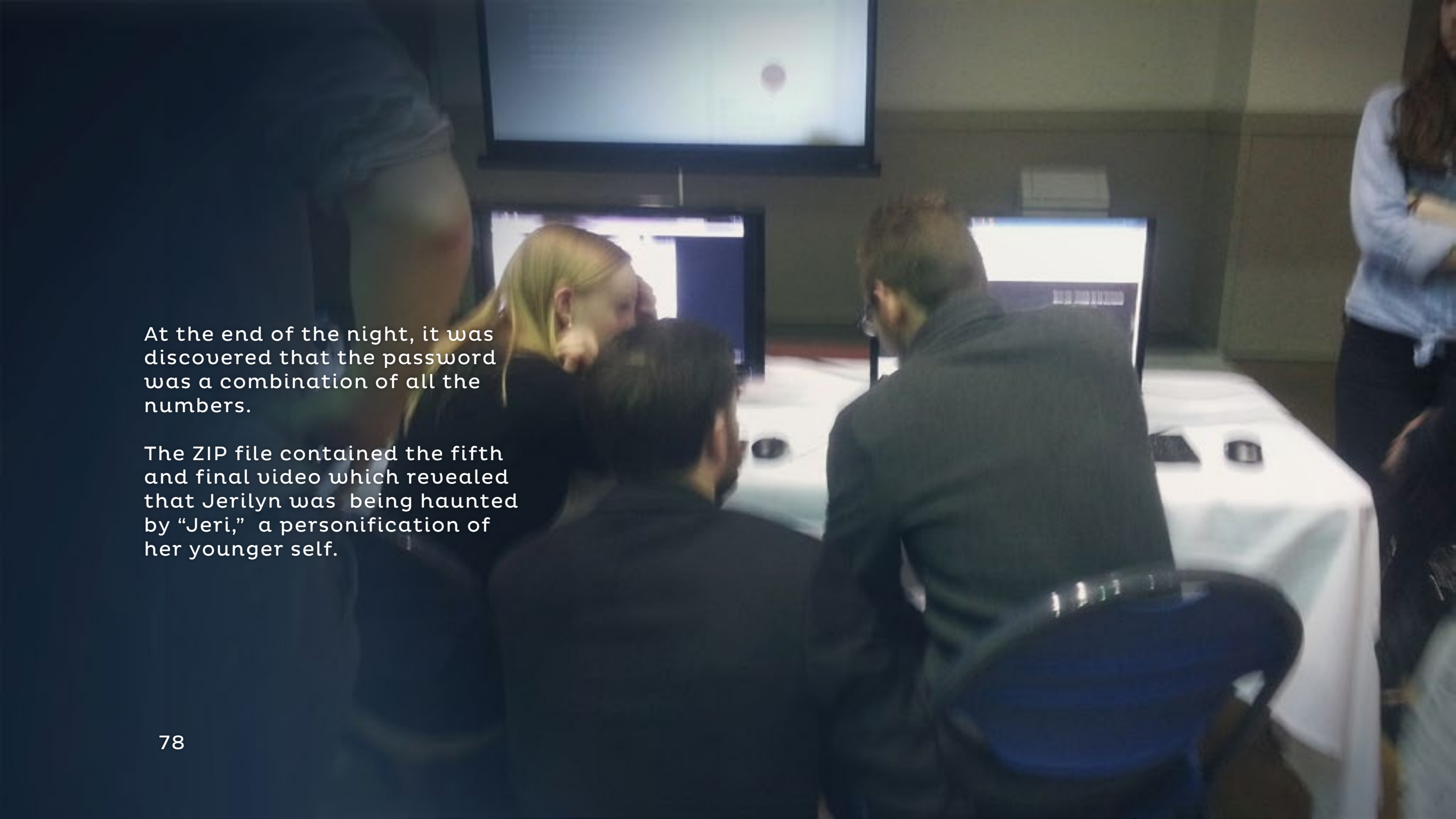
07-07-2041

Typing the numbers into ancilon.com produced an image of somewhere within the building that the show was taking place.

USB flash drives were hidden at each of these locations. Each drive contained a password-protected ZIP file.



\\End of stream.



At the end of the night, it was discovered that the password was a combination of all the numbers.

The ZIP file contained the fifth and final video which revealed that Jerilyn was being haunted by “Jeri,” a personification of her younger self.



PART 16 Reflections

Creating an alternate reality game has been a lot of work, but it was also a lot of fun. There are plenty of ideas that I didn't get to use, or that didn't completely pan out, but I'm very satisfied with the way the project turned out. I'm extremely grateful to everyone who helped and played along.

PART 17 Resources



“ARG Stats.” Web log post. Christy’s Corner of the Universe. Christy Dena, Web. <<http://www.christydena.com/online-essays/arg-stats/>>.

“GiantMice.com.” Brooke Thompson, Web. <<http://www.giantmice.com/>>.

Phillips, Andrea. *A Creator’s Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms*. New York: McGraw-Hill, 2012. Print.

Szulborski, Dave. *This Is Not a Game: A Guide to Alternate Reality Gaming*. [Pennsylvania]: New-Fiction Pub., 2005. Print.

“Unfiction.com.” Unfiction Inc., Web. <<http://www.unfiction.com/>>.

