

# THE BEATLES ROCKBAND™

## FACT SHEET

**The Beatles™: Rock Band™** is an unprecedented experience through the story of The Beatles and celebration of their music and artistry. The game will allow fans to pick up the guitar, bass, mic or drums and experience The Beatles extraordinary catalogue of music through game play that takes players on a journey through the legacy and evolution of the band's legendary career. In addition, **The Beatles: Rock Band** will offer a limited number of new hardware offerings modeled after instruments used by John Lennon, Paul McCartney, George Harrison and Ringo Starr.

Developed by Harmonix, the world's premier music videogame company, and published by MTV Games, **The Beatles: Rock Band** will be available simultaneously worldwide in North America, Europe, Australia, New Zealand and other territories for the Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and Wii™ home videogame console from Nintendo.

**The Beatles: Rock Band** marks the first time that Apple Corps, along with EMI Music, Harrisongs Ltd, and Sony/ATV Music Publishing, has agreed to present The Beatles music in an interactive video game format. **The Beatles: Rock Band** will be published by MTV Games and developed by Harmonix, the world's premier music video game company and creators of the best-selling **Rock Band™** franchise. In addition, Giles Martin, co-producer of The Beatles innovative LOVE album project, is providing his expertise and serving as Music Producer for this groundbreaking Beatles project.

### KEY FEATURES:

- **The Music That Rocked The World** – For the first time ever, play along with 45 legendary Beatles songs on the game-disc including: "I Saw Her Standing There," "I Want To Hold Your Hand," "I Feel Fine," "Taxman," "Day Tripper," "Back In The USSR," "I Am The Walrus," "Octopus's Garden," "Here Comes The Sun," and "Get Back."
- **Experiential Journey** – Take an interactive journey through the legacy and evolution of The Beatles' legendary career from the renowned venues to the clothing and instruments made famous by The Fab Four.
- **Downloadable Songs and Albums** - "All You Need Is Love" will be released exclusively as a downloadable song for **The Beatles: Rock Band** through Xbox LIVE on September 9, 2009 with all Apple Corps Ltd, MTV Games and Microsoft proceeds benefitting Doctors Without Borders/Médecins Sans Frontières (MSF). In addition, the entire *Abbey Road* album will be the first album made available for download purchase.
- **Venues** – Progress through five seminal venues in which The Beatles performed during their careers including: The Cavern Club, the set of the Ed Sullivan Show, Budokan, Shea Stadium and the rooftop of Apple Records.
- **Dreamscapes and Abbey Road** – Highlighting the years in Studio Two at Abbey Road Studios where The Beatles revolutionized modern recording and created amazing masterpieces are inspired artistic visual expressions known as Dreamscapes. These imaginative environments

capture the essence of The Beatles' genre-busting musical and fashion transformations during their later years.

- **Never Before Released In-Studio Audio Chatter** – Audio clips featuring conversation from The Beatles' recording sessions, some of which have never before been heard, bookend the game play experience.
- **Cut Scenes** – Get whisked away through history as a montage of photos, audio and iconic Beatles moments transport you from historical venue to historical venue through the rapidly evolving look and sound of The Fab Four.
- **Three-Part Harmony** – For the first time ever, master the amazing three-part vocal harmonies perfected by The Beatles.
- **Imagine All The People** – Play with up to six bandmates... three mics for vocal harmonies, guitar, bass and drums!

### Game Modes

- **Quickplay** – Jump right into the game and experience the fabulous music of The Beatles as all songs will be unlocked in this easy to access mode. Quickplay also features familiar competitive Rock Band modes Tug of War and Score Duel!
- **Story Mode** – Set out on an experiential progression through The Beatles' legendary career from The Cavern Club to Abbey Road Studios!
- **Chapter Challenges** – Master all of the songs from a single Chapter in the career of The Beatles with special challenges!
- **Training Modes** – Go beyond the basics and perfect your sound with training modes that includes Beatle Beats, Vocal Practice mode and more!
  - **Beatle Beats** – Take on the stylings of Ringo Starr with this training mode that lets you practice actual drum beats from a selection of The Beatles catalogue
  - **Vocal Practice Mode** – Train your ear and voice to master three part harmony! Use the guide pitch to help you sing hard to decipher parts perfectly in-tune!

### Instruments

*The Beatles: Rock Band* will be compatible with all *Rock Band* instrument controllers, as well as most Guitar Hero® and other third party music video game peripherals and microphones. In addition, the game will also feature a new line of limited edition instrument controllers licensed and designed to replicate the instruments made famous by The Beatles.

- **Höfner Violin Bass** – This large-scale replica is modeled after the bass made famous by Sir Paul McCartney.
- **Rickenbacker 325 Guitar** – This guitar controller replica is hailed as one of the signature guitars famously used by John Lennon.
- **Gretsch Duo Jet Guitar** – This guitar controller replica is modeled after one of the most beloved guitars played by George Harrison during his career.
- **Ludwig Pearl Finish Rock Band Drum Set** – The Ringo Starr inspired and Ludwig-branded Rock Band 2 drums, with a classic pearl finish and vintage replica Beatles kick drum head.

### Pricing

- **Limited Edition Premium Bundle** for Xbox 360/PS3/Wii: US MSRP \$249.99, continental Europe MSRP €199.00, UK MSRP £179.00
  - Includes: *The Beatles: Rock Band* software, Höfner Bass controller: Large scale replica of the Bass famously used by Sir Paul McCartney, Beatles-inspired and Ludwig-branded Rock Band 2 drums with classic pearl finish and vintage replica Beatles kick drum head, Microphone, Microphone Stand, Additional special content
- **Rickenbacker 325 Standalone Guitar** for Xbox 360/PS3/Wii: US MSRP \$99.99, continental Europe MSRP €99.99, UK MSRP £89.99
- **Gretsch Duo Jet Standalone Guitar** for Xbox 360/PS3/Wii: US MSRP \$99.99, continental Europe MSRP €99.99, UK MSRP £89.99

- **The Beatles: Rock Band Software** for Xbox 360, PLAYSTATION 3: US MSRP \$59.99, continental Europe MSRP €69.99, UK MSRP £49.99
- **The Beatles: Rock Band Software** for Wii: US MSRP \$59.99, continental Europe MSRP €49.99, UK MSRP £39.99

**Publisher:** MTV Games

**Developer:** Harmonix

**Distributor:** Electronic Arts

**Category:** Music/Rhythm Game

**Launch Date:** 09/09/09