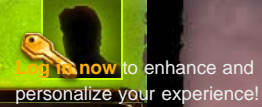


Exhibit 10



World of Warcraft > Ashran Preview: Prepare to Engage

Ashran Preview: Prepare to Engage

Nethaera 7/17/2014 390



Built upon the remnants of an ogre civilization, Ashran looks deceptively like a nice enough island just off the coast of Tanaan Jungle. And it probably *would* be a lovely place to visit if not for the never-ending tug-of-war between the Horde and Alliance taking place in the central region of the zone. Then again, this might just be just your kind of excursion.

Ashran offers tons of opportunities for players to engage in a variety of activities, whether they want to go it solo or join a group, slay monsters, or engage in PvP with their rival faction.



Building World PvP into Ashran

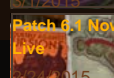
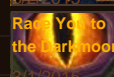
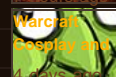
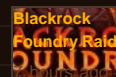
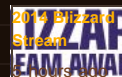
Over the years, players have been asking for more opportunities to engage in world PvP, and we've experimented with a variety of approaches to that in places like Halaa and Wintergrasp. Creating opportunities for unscripted, unexpected skirmishes might seem simple on the surface, but they're often difficult to engineer without sacrificing the unpredictable nature of these encounters. In its purest form, world PvP means no boundaries or limitations on when skirmishes break out. When creating areas specifically designated for PvP encounters, gameplay objectives will always have an impact on how people play and engage with each other. In the end, many will choose the path of least resistance to achieve their faction's win condition, and sometimes that path involves simply ignoring other players.

In order to create the type of atmosphere that encourages more free-form world PvP in Ashran, we decided to apply lessons we've learned from the Timeless Isle. By giving players more personal goals and opportunities—such as killing creatures—players are more likely to find themselves spontaneously engaging in PvP to compete for them. We want players to get caught up in the moment and become emotionally invested in the outcome of each new encounter, whether it's just getting the drop on a member of the opposite faction player or getting revenge for a stolen kill. While Ashran still has plenty of objective-based conflict (more on that in a bit), if you want that distinctive flavor of world PvP, the island has that for you too.

This Island is No Fantasy



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max level of 100, and it offers a little something for everyone. Players can reach the island easily a few different ways, including using a flight path or by unlocking quick access within their Garrison once it reaches Tier 3. The more daring—or foolhardy—adventurers could also try doggy paddling to the island, but we don't recommend it. (Seriously, we wouldn't try it if we were you. *You've been warned.* In a world where pretty much everything wants to kill you, you're best off traveling to an island of pure conflict the safest possible way. We really wouldn't steer you wrong on this one.)

Unlike previous PvP zones, such as Tol Barad or Wintergrasp, no raid group is required to take part in the excitement, and the zone will cap out at approximately 100 players per side, opening the door to some truly epic-sized confrontations. To keep the action amped up, the same large group of regular realms will feed into the zone, so it's likely you'll run into some familiar faces whenever you visit, both friend and foe. There will be plenty of room to roam, as Ashran measures approximately the size of the Isle of Thunder. The intention is to provide as much of a true world PvP experience as we possibly can to those who choose to frequent the island. The odds may not always be in your favor, but with so many places to hunker down to either hide or lie in wait, there are plenty of opportunities to achieve whatever goals you've set forth for yourself.

The Lay of the Land

At each end of the island, separate from the conflict enveloping the isle, players will find a small sanctum of relative safety. Full-sized Horde and Alliance hubs sit behind each faction's base, offering pretty much everything a regular city would.

Ready to dive into the fray? One main artery runs through the center of the zone, and it's here that you'll engage in an endless faction tug-of-war. At opposite endpoints, Horde and Alliance bases wait to be captured, and you'll be fighting for control of five additional capture points as you make your way down the lane. Capturing these points along the way will push you and your faction toward the enemy base, making it possible to take the battle all the way to the opposing faction's base. To effectively hamstring your opponents and hobble their efforts for a time, you'll just need to take down their General within their base. Doing so will not only garner you bragging rights, but will also deny the opposing faction access to their General, who serves as a Conquest vendor.

At the central hub, the Ogre King stands waiting, flanked by his two bodyguards. Engaging one of the bodyguards and proving your worth in combat will win the Ogre King to your faction's side, and he will fight for you for a time. But beware! His endurance is limited, and the longer he goes undefeated, the more susceptible to damage he becomes.

As in many Battlegrounds, each faction will have a Resource count available to them. Once a faction's Resources drop to 100, they'll get a little extra help via a randomly spawning Captain who will begin to fight for their side. Many of these will bear familiar names such as Swifty, who will fight for the Alliance, or Talbadar, who will fight for the Horde. There's no guarantee who will ultimately come to your aid, however. Each time a side reaches this Resource count, a new random captain will join the fray.

Beyond the Tug-Of-War

There's more to Ashran than the conflict in the central lane. Around Ashran there are additional points of interest (POIs) and monsters to slay. The various POIs offer a variety of random events which will allow players to win awards for the Horde or Alliance. Buffs can also be earned by killing other players or NPCs. There are currently seven POIs set around the edges of Ashran—we'll go into detail on each of these later on down the line.

Righteous Rewards

As you make your way around Ashran, you'll be collecting currency from other players and from monsters you've slain. This currency can then be turned in at your base for additional bonuses for your faction, such as Mage Portals or a Warlock Gateway. Or you can choose to summon a random—and truly epic—NPC to join in the fight. You'll want to take care, though, and plan your turn-ins accordingly. One losing encounter with a player of the opposite faction can strip you of your hard-fought treasure and have it wind up in their pockets instead.

You'll also be able to collect zone-bound items (usable only on the island) to give yourself a little extra advantage as you take on the various challenges around Ashran.

unavailable elsewhere.



Building on lessons learned from the Timeless Isle and Alterac Valley, we want players who make their way to Ashran to always have something exciting to do, and to offer them a true world PvP experience. Whether your aim is to engage in PvP or take on the various points of interest, there's bound to be something to get your adrenaline going.

