

BRANDNEWFORMATS.COM PRESENTS



HEAVEN

OR

HELL



*The whole game principal is inspired on an audio-equalizer.
The only difference; our equalizer is always in balance. If one player goes up, another MUST go down.*



To start...

Heaven or Hell is a contemporary 20th game about with 2 unique elements.

First of all the game play. Not only can the contestants who stay, they can also leave a lot. There are some situations and consequences possible when the contestants play bad. Second, when players get an answer right, they not only move up one step closer to Heaven. They also go the opposite to send an opponent deeper into the misery of Hell.

The last unique element is the double-blinded stage, and the way the show is done increases it plus.

The Heaven and Hell stages and last scenes for feelings and focus give the game a spectacular look and feel.

Heaven or Hell can be mostly a daily.

Game feature: "No equalizer"

The game play is very simple. There are 1 to 10 contestants. They sit in chairs within that can move up and down.

There are 10 rows: Heaven and Hell. All 10 start on the neutral level (the above the ground). In answering questions the fastest they move up and down through the grid.

The game principal is inspired by an audio-equalizer. The only difference; our equalizer is always in balance. If one player goes up, another player must go down.



From the base level the contestants have 7 steps to go up, as it is to go down. If you get an answer right, you move up one step (towards heaven) and you move another player one step down. If you get it wrong (or eventually the host says you are a threat) you move down a step (towards hell). When one player reaches the top, he/she wins a large sum of money. All the players who are in hell at the time, will be punished! The punishments are sometimes embarrassing, sometimes humiliating, sometimes physical, but always fun for the viewers to watch. Players who ended up somewhere in between could get the prize for nothing in their level, but again, there is a risk of ending up in hell.

The set-up of the floor and moving chairs would be something like the graphic on the right. The backgrounds are just video screens. There are three game graphics, video clips and of course the heaven and hell backdrops.

Both the prizes and punishments can vary.
This depending on broadcaster and the location.

For example:

- 10. \$1000
- 10. Show mother and son
- 10. Sports car
- 10. Dinner for 10
- 10. Show (TV series) set
- 8.
- 7. The sexy dance with pencil case
- 6. Hell's kitchen (not cooking) reality
- 5. Run through the studio (red)
- 4. Show your most like
- 3. 10 days (sometimes) without clothing



The punishments are sometimes embarrassing...
sometimes physical, but always fun to watch.

Heaven

There is heaven, the angels and saints angels will treat you as if you were in a 5 star hotel.
There is no purgatory, neither will they single you out or give you a health message.

Hell

The angry devils are not so nice. They will distract you from everything and distract your concentration.
There are no devils or saints and the girls will do anything to make your stay as unpleasant as possible.

Results

To keep the show as simple as possible, there are no results, just a random mixture of questions, problems or riddles.
The first contestant to reach heaven wins (level 1-10). Especially as a silent daily this would be the best option.
For a longer (weekly) show, adding rounds would work as well. The show will be divided in rounds based on frequency.

Spoken: Actually: General: Results: Input/Output: Music: Money: Geography: Culture & Art:





Divine prohibitions

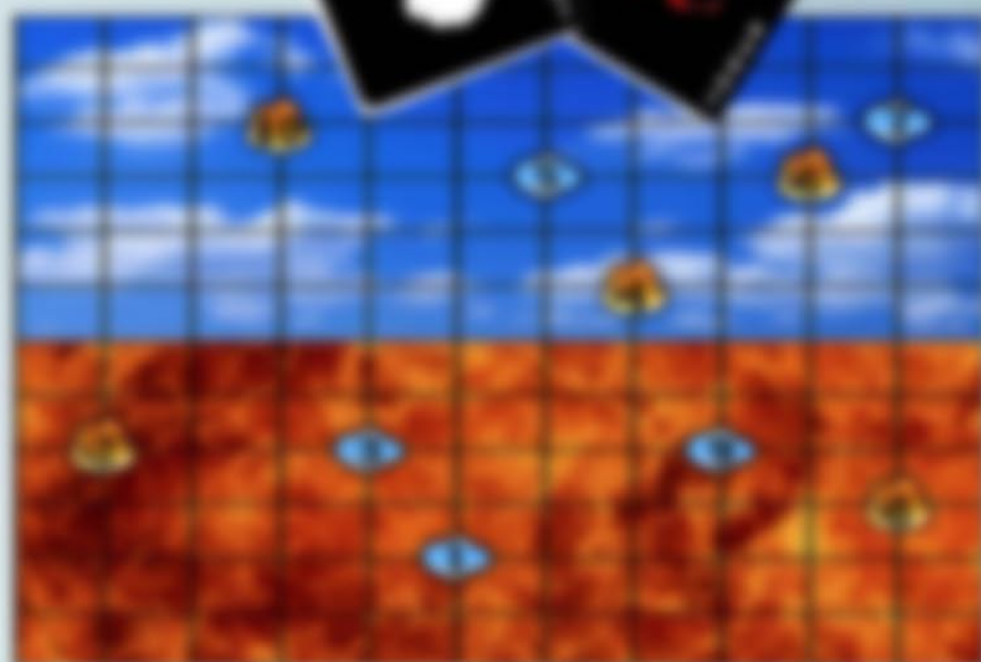
There are infinite prohibitions to add to the game for excitement. All players could be banned one or two 'places' the start and the end. The cards can be played when the player thinks it's natural when. Naturally these 'places' will be in those with the heaven or hell sign.

Divine options could be to add 'special positions' within the Grid.

For example: Within in the heaven or hell Grid there are 10 special positions. If one of the components reaches the position the building hell across Heaven and the 'hell' and some games are awarded. One option is to let the components know where the cards are from the start. Another option is to let them not know and hide them in the Grid. Some of these cards require an divine, some are demonic.

Examples of intermissions

1. The holy grid - go 2 places up, or move 3 other players 1 step down
2. The demonic card - you are allowed to play for 2 rounds
3. Demonic Reincarnation - select positions with a player before you
4. Reincarnation - all players drop 1 step
5. Salvation - move another player from hell
6. The demonic - break position with someone in hell
7. The lord of hell - move someone in hell up 1 step, drop 1 step yourself
8. Demonic Revenge - move up 2 steps, move 2 players 1 step down
9. The Demonic mirror - Go up 2 steps, move 2 players 1 step down
10. Save a human - Move all other players 1 step down



Some of these intermissions are divine, some are demonic.



Dante's Inferno is?



资料来源：根据《中国统计年鉴》、《中国农村统计年鉴》、《中国城市统计年鉴》、《中国人口统计年鉴》整理。

