

# Audio-Visual Novel

**Giving Games and Visual Novels a Voice**

crcdng artistic research

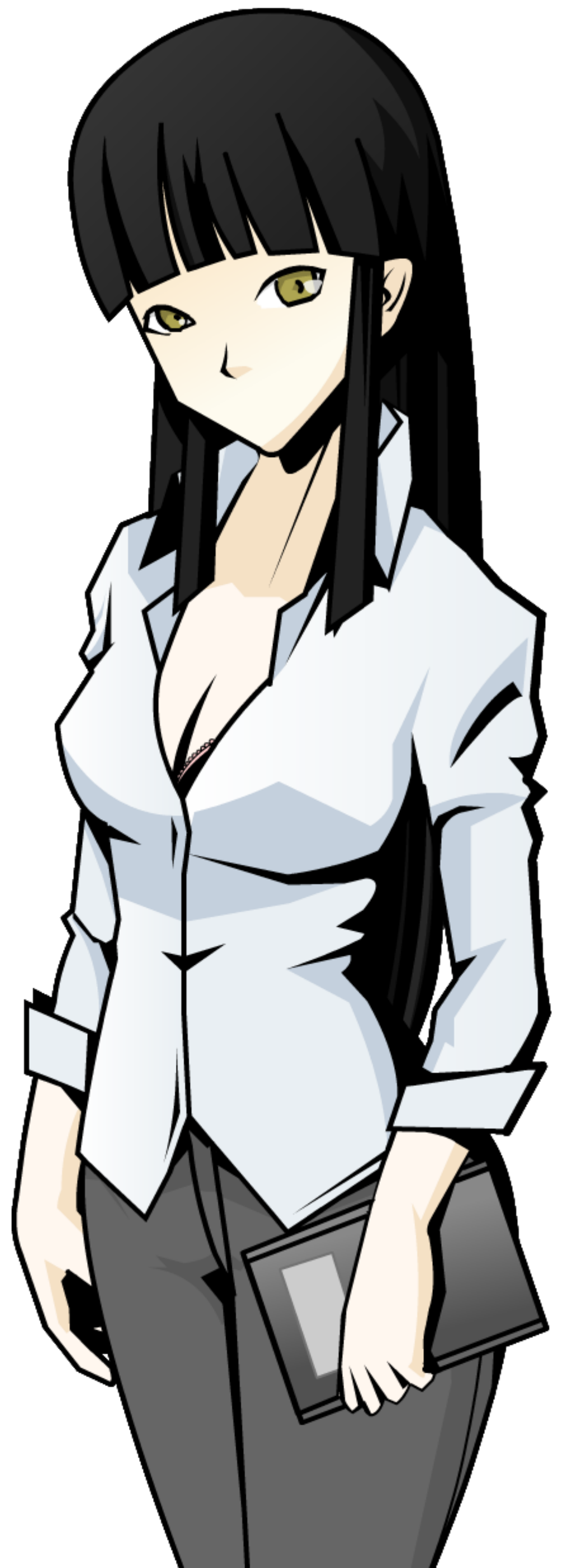


Hi!

I am Aoki. This is Namura.

We both are characters in a visual novel.  
We have lots of cool dialogue.

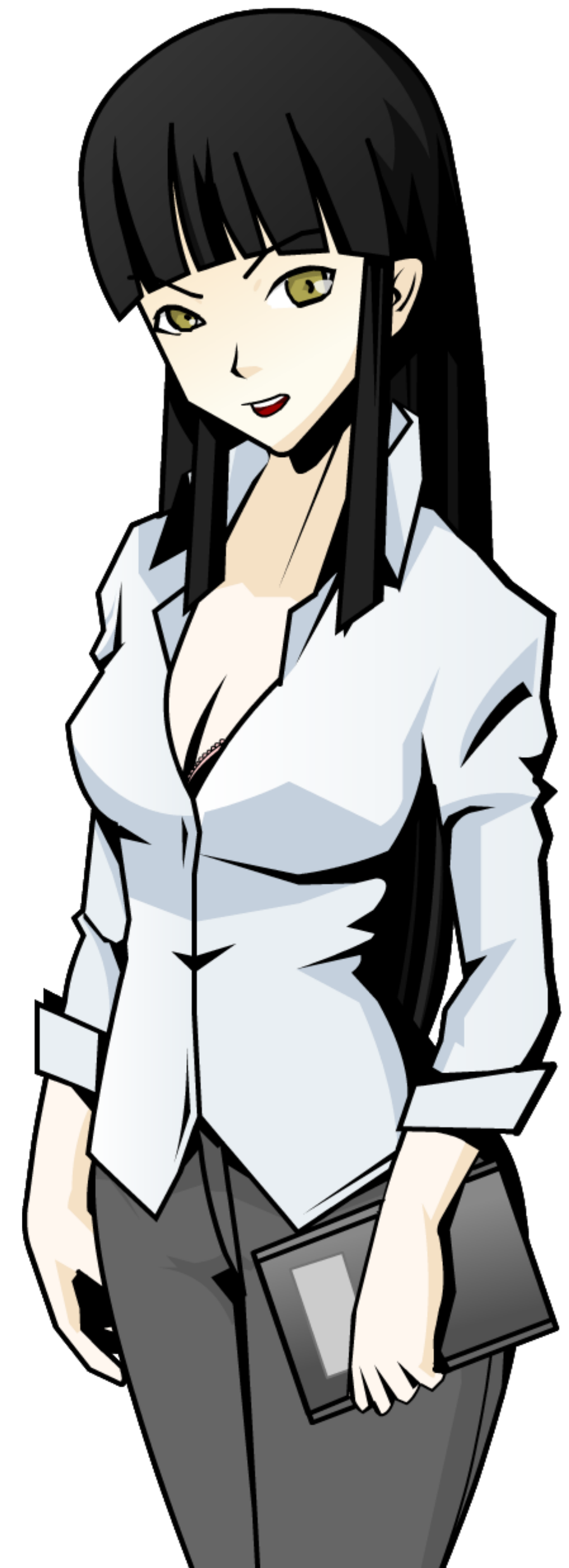
Our voices, however, are muted.





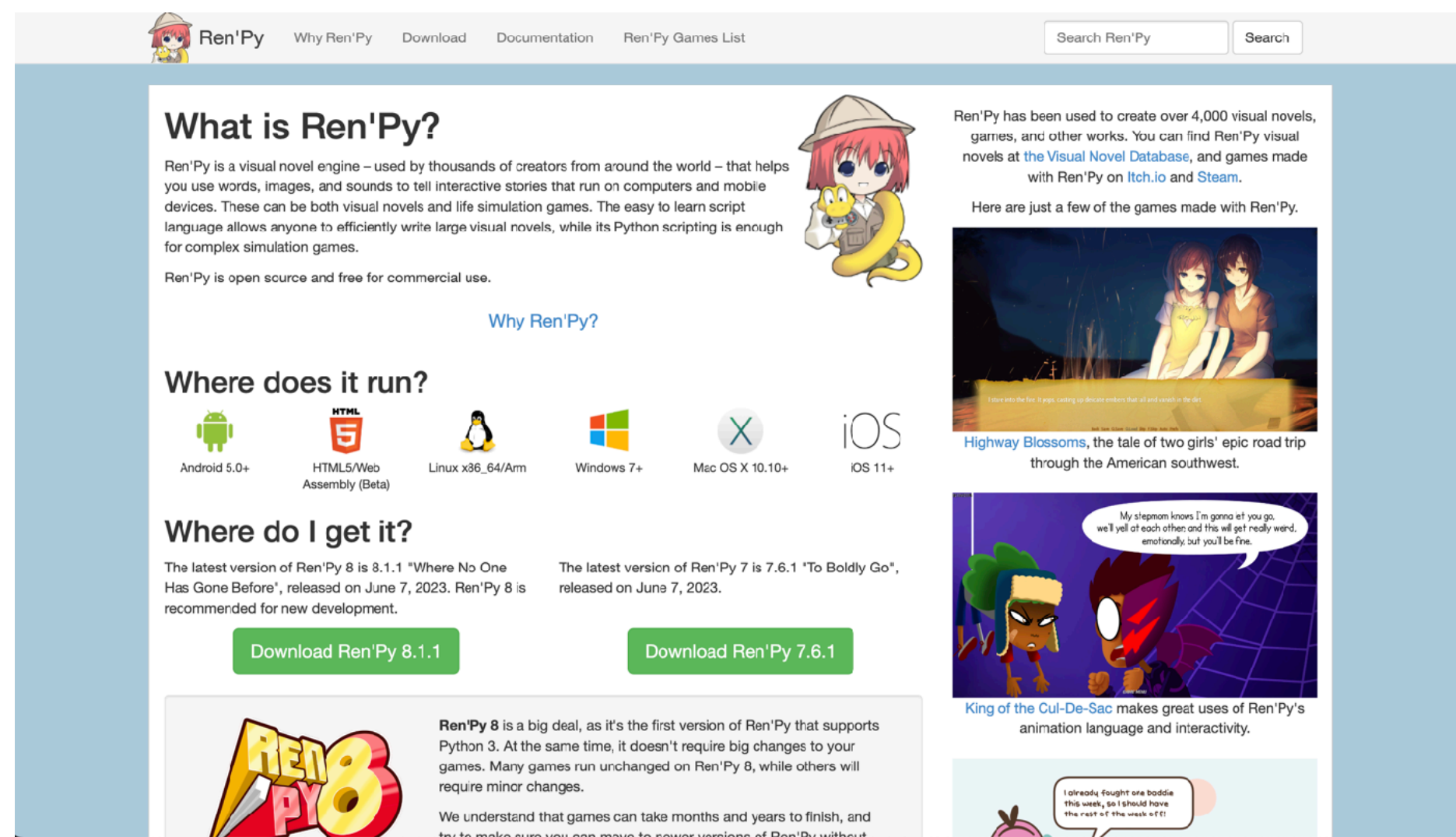
Many creators cannot afford to add professional voices to their interactive novels or games.

I wish we could speak!!

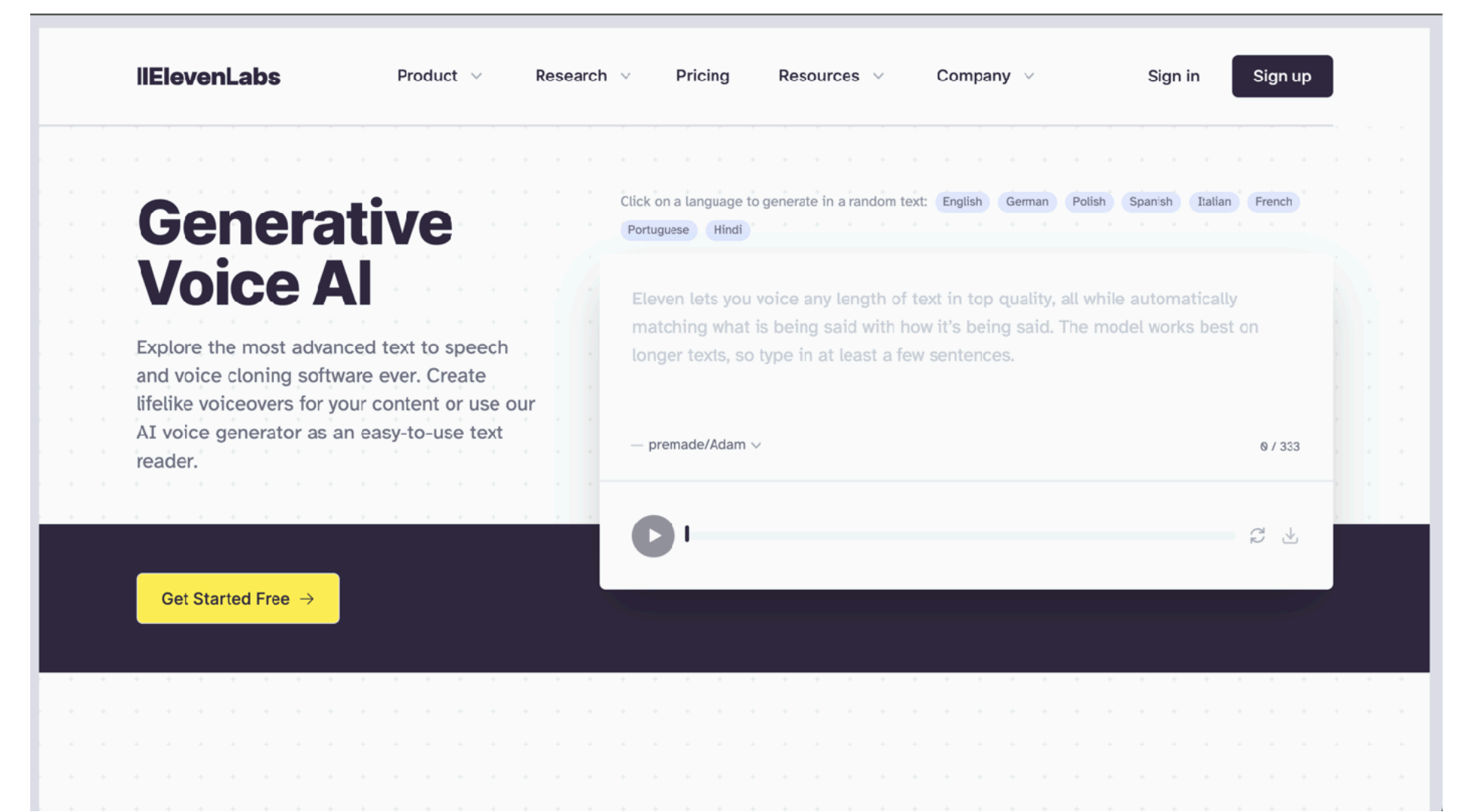
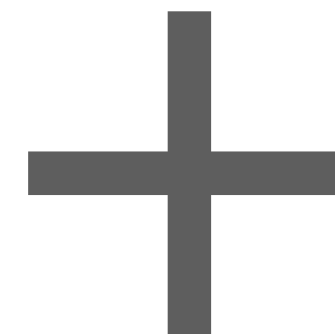


**Let's change that**

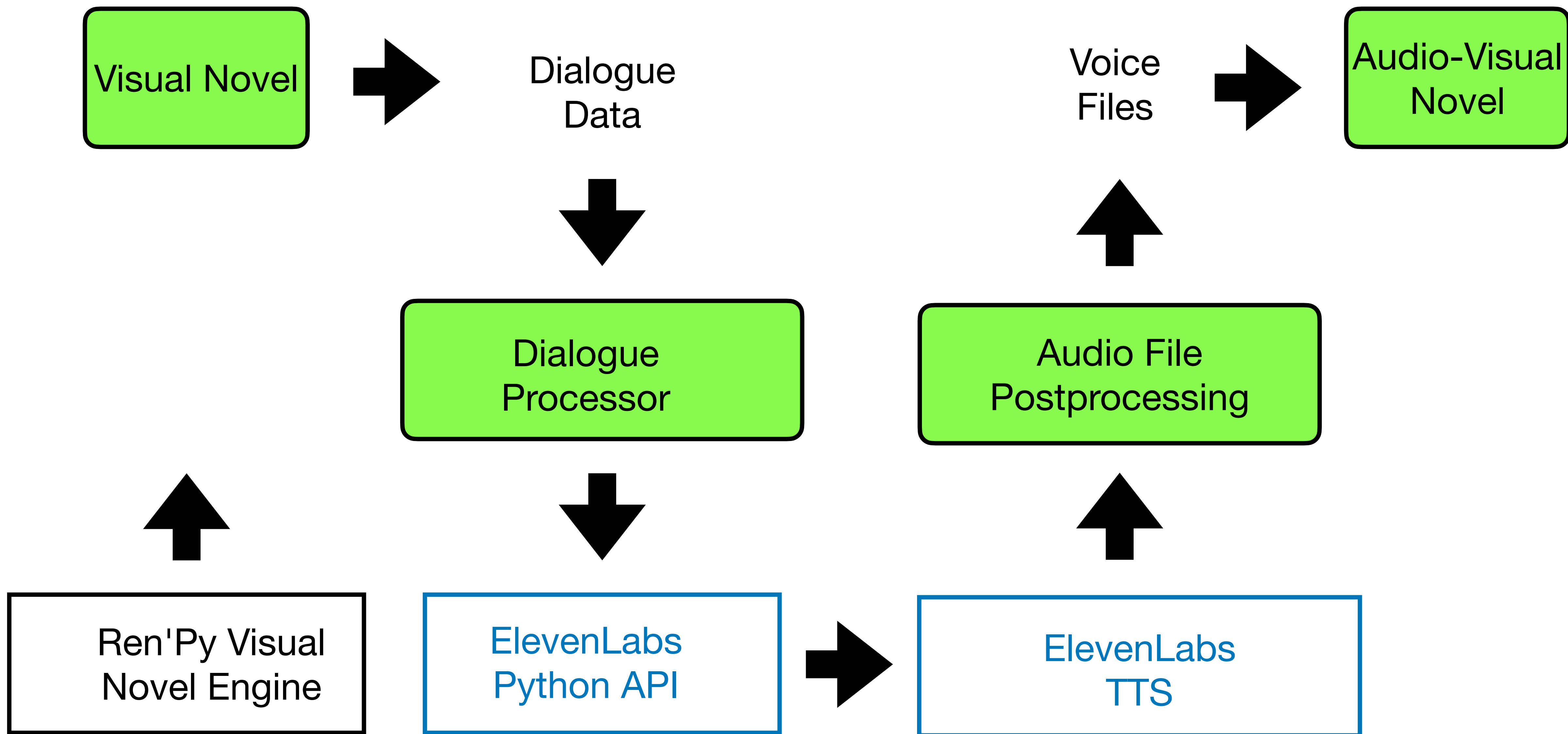
# Audio-Visual Novel Demo made in 48 hours



The screenshot shows the Ren'Py website homepage. At the top, there is a navigation bar with links for 'Why Ren'Py', 'Download', 'Documentation', and 'Ren'Py Games List'. A search bar is also present. The main content area is divided into several sections: 'What is Ren'Py?' which explains the engine's capabilities and open-source nature; 'Where does it run?' which lists supported operating systems like Android, Linux, Windows, Mac OS, and iOS; 'Where do I get it?' which provides download links for the latest versions of Ren'Py 8 and 7. Below these are featured game demos, including 'Highway Blossoms' and 'King of the Cul-De-Sac', each with a small image and a brief description.



The screenshot shows the ElevenLabs website. The top navigation bar includes 'Product', 'Research', 'Pricing', 'Resources', and 'Company', along with 'Sign in' and 'Sign up' buttons. The main heading is 'Generative Voice AI'. Below this, there is a text input field with a dropdown menu for selecting a voice (currently set to 'premade/Adam') and a character count '0 / 353'. A play button and a volume slider are visible below the input field. A yellow 'Get Started Free' button is located at the bottom of the main content area.

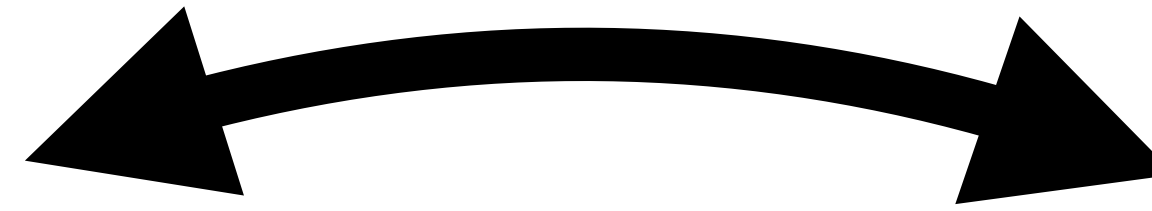


# Benefits

# For Creators

## Less Effort

- Empowers creators to produce professional voice for a fraction of cost
- Revolutionizes Internationalisation for worldwide markets



# For Players

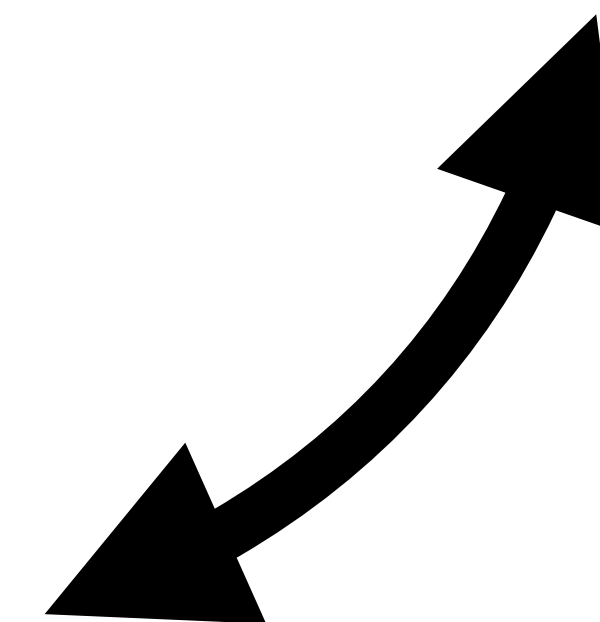
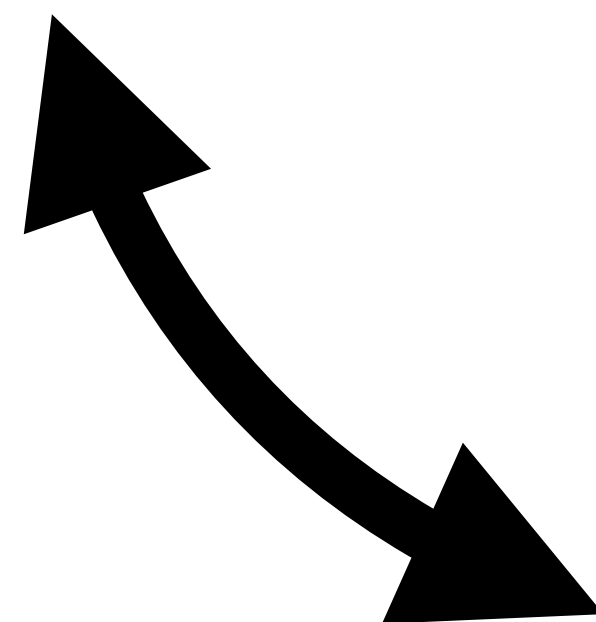
## New Quality Experiences

- Opens up a new field of experiences - the Audio-Visual Novel
- Takes Accessibility seriously through high quality voice

# Business Opportunity

## Unique technical and artistic expertise

- Production of signature experiences
- Technical integration services





# Market Outlook

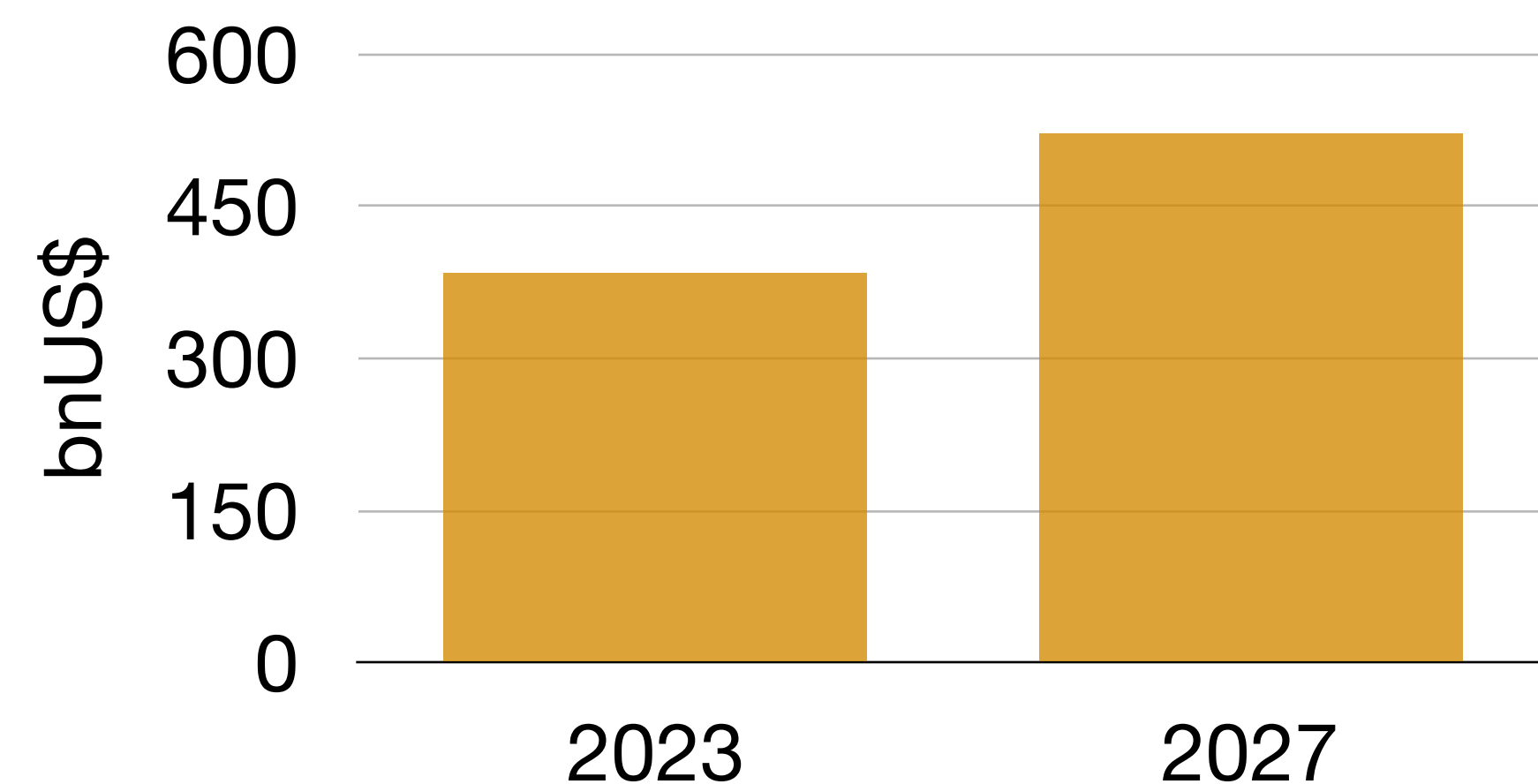
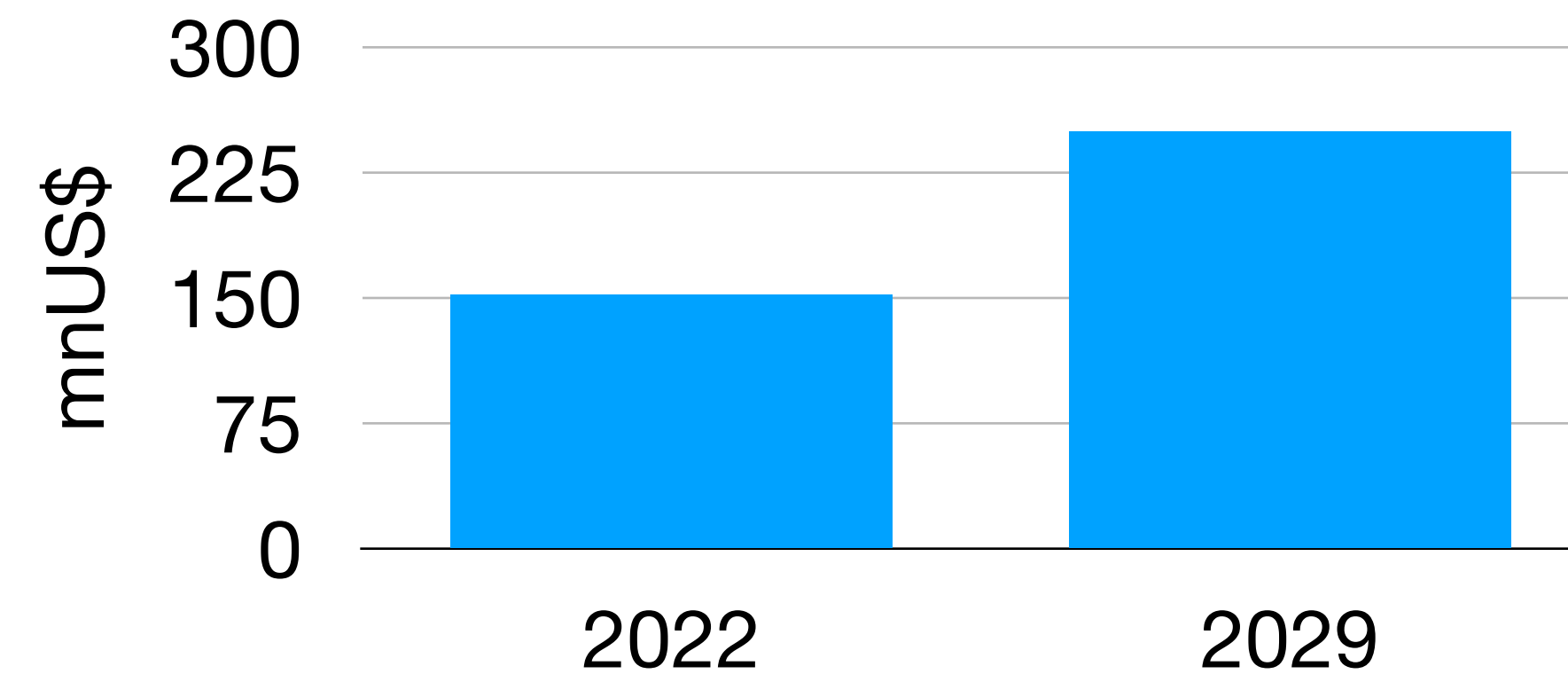
## Visual Novels / Videogames

"The global **Visual Novel market** was valued at US\$ 152 million in 2022 and is anticipated to reach US\$ 249.4 million by 2029, witnessing a CAGR of 8.6% during the forecast period 2023-2029."

<https://reports.valuates.com/market-reports/QYRE-Auto-26F13788/global-visual-novel>

"Revenue in the **Video Games market** is projected to reach US\$ 384.90bn in 2023. Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 7.89%, resulting in a projected market volume of US\$ 521.60bn by 2027."

<https://www.statista.com/outlook/dmo/digital-media/video-games/worldwide>

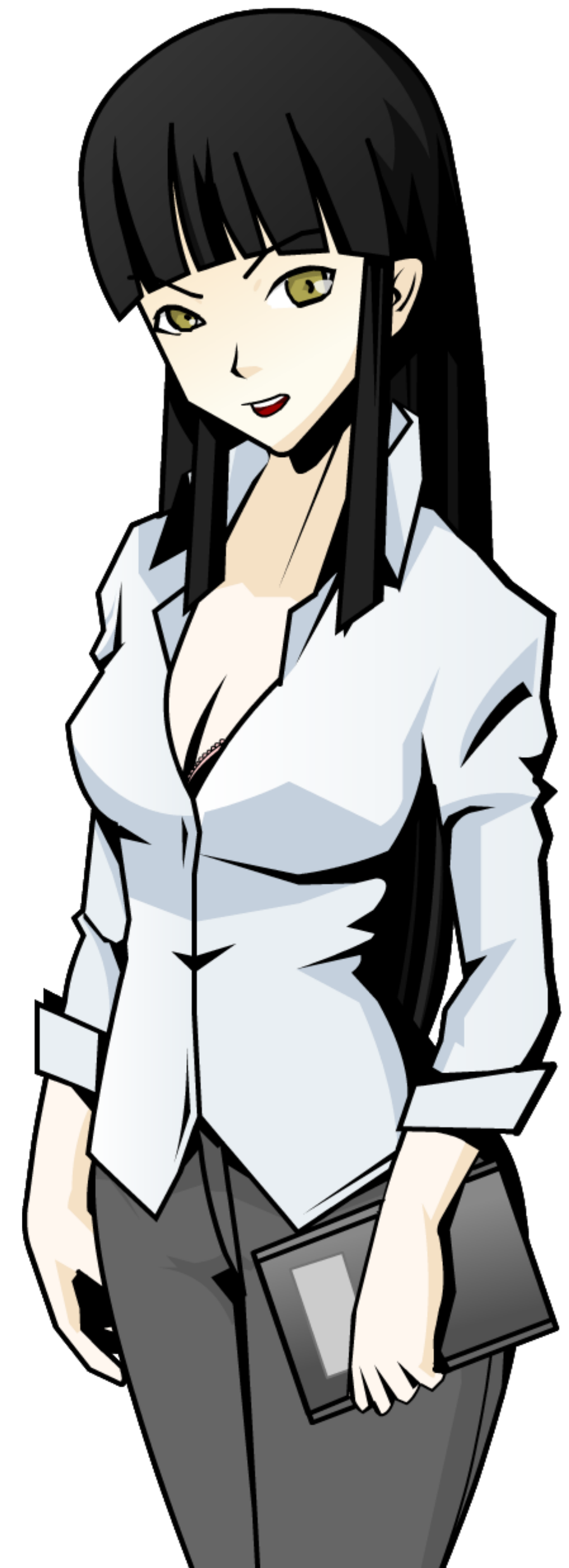


**From Here**

But of course there is a lot left to do, like:

- eliminate some of the manual steps
- add more features, e.g multilingual support
- add a UI
- improve the code quality
- add tests!
  
- create two or three demo novels
- involve more creators

... and working on the business mode!  
I could need help with that 😊





I am glad we finally found  
our voices

Easier than I thought.

And the quality is  
a-ma-zing!



# Thank You

## Code

<https://github.com/crcdng/avnovel/>

## Live Demo

[https://crcdng.github.io/avnovel\\_demo/](https://crcdng.github.io/avnovel_demo/)

## Contact

[crcdng@artisticresearch](mailto:crcdng@artisticresearch.com)

[crcdng.com](http://crcdng.com)

using Visual Novel characters by kid-blue ([kid-blue.deviantart.com](http://kid-blue.deviantart.com))  
and Ren'Py demo backgrounds

