

Dark Fantasy 2D Action Pushing the Limits of Pixel Art

"Primland The Magus" Publishing Officially Confirmed!

Updated Demo Featuring New Content Now Available on Steam!

~Experience Intense Action While Scouring an Oxygen-Depleted Cave for Gems~



Phoenixx Inc. (Chuo-ku, Tokyo; President: Kazunori Sakamoto) is proud to announce the publishing of the dark fantasy 2D action game "Primland The Magus," developed by D.S.W. GAMES. Along with this announcement, a major update featuring new content has been released for the game's Steam demo. Additionally, we are pleased to announce our participation in "TOKYO INDIE GAMES SUMMIT 2026," to be held on March 20 (Fri/Holiday) and March 21 (Sat), 2026.

■"Primland The Magus" Demo Update Now Live on Steam!

In addition to the current demo, which offers everything from the story's opening to full-throttle action, we have now implemented a new content update: "Cave Jewel Mining."

Download the Demo here:

https://store.steampowered.com/app/3305790/Primland_The_Magus_Demo_Version/

〈Demo Highlights: The Essence of Primland: The Magus〉

A Gripping Narrative and Vast Exploration up to Chapter 2

Set on the desperate, isolated island of "Primland"—rendered in exquisite pixel art—players can fully immerse themselves in a high-volume, dark fantasy world.

High-Stakes, Challenging Boss Battles

A powerful boss awaits at the climax of Chapter 1. This serves as a true action centerpiece, where mastering "Evade" to read enemy tells and timing "Skills" to strike openings is absolutely essential.

Unique "Enemy Utilization" Action & Intuitive Controls

Experience the game's signature mechanic: using enemies to your advantage, such as petrifying them to create platforms. The tutorial features a constant on-screen controller guide, ensuring a smooth learning curve for all players as they delve into the story.

【New Content】 5-Minute Extreme "Jewel Mining" Mission

Dive into a thrilling score attack set in an oxygen-depleted cave. Navigate treacherous traps like drowning pools and crumbling footholds while racing against a 5-minute clock to collect jewels. With scores assigned based on jewel rarity, this strategic new area tests your ability to plan the optimal route and execute precise maneuvers.





■Exhibition at "TOKYO INDIE GAMES SUMMIT 2026"!

We are pleased to announce that our title will be featured at the indie game festival held in Koenji, Tokyo. At the venue, visitors will be able to play the latest updated demo version. Additionally, those who participate in the playtest will receive exclusive event-limited novelties! We look forward to seeing you there!

*Images are for illustrative purposes only. Actual design and specifications may vary.



Dates: * Friday, March 20, 2026: Business Day

Saturday, March 21, 2026: General Public Day (JST)

Venue: Sugunami Science Lab IMAGINUS

(2-14-13 Koenji-kita, Sugunami-ku, Tokyo)

Event Website: <https://indiegamesummit.tokyo/>

■ About Primland: The Magus



Primland: The Magus is a dark fantasy 2D action game centered around "Magus," a young girl burdened by a curse, and her journey through the hellish, isolated island of "Primland."

The game's stunningly detailed pixel art and a unique system where players must not only defeat but "exploit" enemies bring a fresh wave of excitement to side-scrolling action.

Steam Store Page:

<https://store.steampowered.com/app/2870160/>

Official Trailer Now Available!

We have released a trailer showcasing the game's original worldview and its heavy, visceral action.

Please take a look to experience the haunting atmosphere of the hellish island where Magus must face her destiny.

<https://www.youtube.com/watch?v=TAmWAccEuRU>

1. A Tale of a Cursed Girl and an Island Turned to Hell

The stage is a desolate, isolated island where children have vanished and adults have been transformed into "The Corrupted"—mindless, monstrous husks. Players control Magus, a young girl bearing a mysterious curse. Embark on a perilous journey to uncover the truth behind the gruesome tragedy and discover the reason why she was burdened with the curse.

2. Breathtaking Animation Pushing the Limits of Pixel Art

Experience overwhelming visual detail with over 1,000 frames of animation for the main character alone. Players can traverse a world rendered in beautiful yet cruel pixel art, complemented by a deep and heavy sense of control.

3. Strategic "Enemy Utilization" and Skill System

By collecting and mastering "Relics" hidden across the island, players can unlock a variety of powerful and cinematic skills. This title offers a unique gameplay experience where action meets puzzle-solving—utilize enemies as tools by petrifying them into platforms or using them as springboards for massive jumps to phase through walls.



■Key Characters

Magus: The protagonist. A young girl left behind on a desolate island filled with the scars of a horrific tragedy and a lingering curse.



Liesel: A girl who survived the island's massacre. She remains on the run, pursued by a mysterious group of individuals clad in white lab coats.



Phalies: A mysterious young man dressed in the same attire as the "Men in White," the group responsible for the island's unspeakable tragedy.



【Product Overvie】

Title	Primland The Magus
Developer	D.S.W.
Genre	Dark Fantasy 2D Action
Players	1 player
Platforms	PC (steam)
Release date	Scheduled for 2026
Price (incl. tax)	to be decided
Languages	Japanese, English, Simplified Chinese, Traditional Chinese, Korean
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D.S.W.

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Creators - Centric

Creators hold infinite potential.

Phoenixx supports all creators to succeed globally by expanding Japanese creators to the world and bringing global creators to Japan and Asia.

Our mission is to create a state where the gaming and entertainment industry will be even more vibrant ten years from now. We aim to nurture the people and titles that children all over the world look up to and aspire to be.

To inspire and nurture the human spirit – one creator, one game and one neighborhood at a time.
