

Finding Aid to the Dave Long Papers, c. 1990s-2005

Summary Information

Title: Dave Long papers

Creator: Dave Long (primary)

ID: 118.9370

Date: c. 1990s-2005 (inclusive); 2002-2005 (bulk)

Extent: 0.2 linear feet

Language: The materials in this collection are in English.

Abstract: The Dave Long papers are a compilation of game design documentation, ephemera, and audiovisual materials from The Gamesters, Inc. and Screenlife, LLC, including information about the popular DVD game Scene It?. The bulk of the materials are from the 1990s and 2002-2005.

Repository:

Brian Sutton-Smith Library and Archives of Play at The Strong
One Manhattan Square
Rochester, New York 14607
585.263.2700
library@museumofplay.org

Administrative Information

Conditions Governing Use: This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, he has given permission for The Strong to make copies in all media for museum, educational, and research purposes. There may be some limitations with showing content owned by third parties.

Custodial History: The Dave Long papers were donated to The Strong in November 2018 as a gift of David and Kelly Long. The papers were accessioned by The Strong under Object ID 118.9370 and were received from Long along with two prototype games.

Preferred citation for publication: Dave Long papers, Brian Sutton-Smith Library and Archives of Play at The Strong

Processed by: Julia Novakovic, September 2019

Controlled Access Terms

Personal Names

- Kinzer, Craig
- Long, Dave
- Long, Kelly

Corporate Names

- Screenlife, LLC
- The Gamesters, Inc.

Subjects

- Board games--History.
- Board game industry
- Game design and development
- Reel to Real (Game)
- Scene It? (Game)

Biographical Note

Dave Long is an American game designer, movie fan, entrepreneur, and media executive.

During the 1990s, Dave Long and his wife Kelly began developing an early prototype of a party game involving clips from blockbuster movies. Unfortunately, limitations of consumer-grade video playback equipment and VHS cassettes restricted further development at the time, and the Longs put the project on the backburner. When DVDs became more mainstream by 2000, Long realized that the flexibility of the format might permit his game prototype, which he called “Reel to Real,” to come to life.

In 2001, Long and investor Craig Kinzer co-founded Screenlife LLC, based in Seattle, Washington. Screenlife developed Long’s Reel to Real into the popular game Scene It?, working with a special DVD technology, licensing movie clips from Hollywood studios, and enhancing gameplay. The Scene It? line went on to include more than 40 titles, selling more than 15 million units of its DVD games. In 2007, Screenlife was purchased by Viacom’s Paramount unit.

As of 2019, Long is co-founder and CEO of Exponential Entertainment, Inc., which produces compelling consumer engagement experiences for a variety of media companies.

Collection Scope and Content Note

The Dave Long papers are a compilation of game design documentation, ephemera, and audiovisual materials from The Gamesters, Inc. and Screenlife, LLC, including information about the popular DVD game Scene It?. The bulk of the materials are from between 2002-2005 though others are undated. These papers include early draft game design notes for Reel to Real, as well as publicity materials for Scene It?.

The Dave Long papers are arranged into one series. The materials are housed in one archival document box.

Related Materials

The Strong National Museum of Play also houses Long’s prototype of Reel to Real board game (Object ID 118.9762) and prototype of Scene It? The DVD Movie Game (Object ID 118.9372).

System of Arrangement

Series I: Dave Long papers, c. 1990s-2005 and n.d.

Contents List

Series I: Dave Long papers, c. 1990s-2005 and n.d.

Scope and Content Note: This series contains materials donated to The Strong by Dave Long, accompanying his donation of two game prototypes (Reel to Real and Scene It?). Within this series are early game design notes for two products from Long's company The Gamesters, Inc., as well as publicity information about Scene It?. These materials are from the 1990s and 2002-2005.

Box 1

- Folder 1 Business card [The Gamesters, Inc., David Long], n.d.
- Folder 2 Gossip – game design notes, n.d.
- Folder 3 Reel to Real – game description, early design graphics, notes, element clip notes; n.d. [c. 1990s-2000]
- Folder 4 Scene It? Press kit, 2002
- Folder 5 “Scene It?, Retail Loop, 11.7.02” DVD (31:04), 2002
- Folder 6 “Nordstrom Retail Loop, Screen Life, 11/20/2005 – For Demo Use Only” DVD, (05:01), 2005
- Folder 7 Postcards [Scene It? The DVD Movie Game], 2004 and n.d.
- Folder 8 “Board Game Meets DVD,” Jeannie Lang Jones, *Puget Sound Business Journal*, October 2002