Fighting Fantasy’s Gamebooks are a UK variation on the old U.S. Choose Your Own Adventure series, allowing readers to decide how they navigate through the scenarios. One of these titles, Steve Jackson’s HOUSE OF HELL, is now becoming a movie.

Variety reports that Superteam Productions, based at the venerable Pinewood Studios, will produce the feature. The story follows a couple as they wind up stranded in the mansion of Lord Kelnor, where demons and undead creatures lurk. Over at the Fighting Fantasy website, Superteam’s Ian Paterson says, “Superteam will be turning the HOUSE OF HELL adventure into a major feature film unprecedented in scope. They will also be creating an interactive version on Blu-Ray. This is a huge task and unlike other interactive DVDs, HOUSE OF HELL will boast new technology that will give the viewer the chance to collect items, fight and even have their game scores uploaded to the Internet.”

Speaking of which, an on-line version will be launched at the same time as a reissue of the book. “The on-line version will be interactive and will allow viewers to choose their own paths like the Blu-ray version,” Paterson says. “But clues will be hidden within the on-line adventure. Playing on-line incurs a small download fee per segment. But if viewers find the clues they can win valuable cash prizes. We are currently in talks with mobile content providers to push the segments on to phones, allowing everyone to download and watch the film.” No talent has yet been announced for the movie.

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