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â€œArenaNet's Lead Game Designer Colin Johanson has mentioned publicly recently that Guild Wars 2 will like the previous game - Guild Wars, using a buy-out system, and to provide mall services.

â€œColin Johanson said: "The mall does not sell any items of the "evil"! As for the definition of "evil", refers to the more powerful items that make the player's own ability greater! â€œGuild Wars 2" mall will only to sell some decorative props and other peripheral services, rather than the items needed by the players in the game!

â€œColin Johanson said, we have produced our favorite items, and took a test of "evil" ~ We all employees are recruited, look all the micro-transactions, identify the items we sell which has the properties of "evil", and then exclude, and so decided what to sell in the future mall!

â€œColin Johnason said: Guild Wars 2 will be as Guild Wars to take charges of "buy-out" system, just buy the game will be able to play till the end. Until now, micro-transactions in the Guild Wars in the mall are very successful. Guild Wars 2 has large-scale development than Guild Wars; we will be more difficult in the recovery of production costs in the future. But we believe that the Guild Wars 2 will attract more players to join compared with Guild Wars, so that can offset a lot of development costs.

â€œFinally, Colin Johnason said, we have adding more content for players to choose in Guild Wars 2 "mall services. If the players want to support us, or want to buy some items, they will have more choices. But all this is because of your "want" rather than "need", whether to buy, the player decide!

â€œThe following I sorted out the mall service in Guild Wars 2, allowing the player to see how "evil" the items which on sale

â€œFashion: players who own the account unlimited obtained a unique style of clothing (no additional property) after the purchase.

â€œWarehouse to increase: expansion the number of pages of personal warehouse space (usually five pages each players, expandable up to eight).

â€œMakeup bag: to change the charactersâ€™ hair, hair color, face shape, skin color, height

â€œMakeover - all packages: to change the charactersâ€™ hair, hair color, face shape, skin color, height and gender.

â€œChange name: change the player character name once.

â€œPet unlock pack: lift the seal of all pets once (lazy-specific and general players grab pet to lift the seal in pve, or use pvp to lift the seal).

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