

# OFFICIAL EXHIBIT GUIDE



# touch the future

## 2001 DIRECTORY



CONFERENCES  
EXPOSITION

MAY 16-18  
MAY 17-19

LOS ANGELES CONVENTION CENTER  
LOS ANGELES, CALIFORNIA





## **E<sup>3</sup> Show Schedule**

### **MONDAY, MAY 14**

**2:00 P.M. - 6:00 P.M.      Exhibitor Registration Open**

### **TUESDAY, MAY 15**

**12:00 P.M. - 6:00 P.M.      Exhibitor Registration Open**  
**2:00 P.M. - 6:00 P.M.      Attendee Registration Open**

### **WEDNESDAY, MAY 16**

**8:00 A.M. - 6:00 P.M.      Exhibitor Registration Open**  
**8:30 A.M. - 6:00 P.M.      Attendee Registration Open**  
**9:00 A.M. - 5:00 P.M.      E<sup>3</sup> Workshops**

### **THURSDAY, MAY 17**

**8:00 A.M. - 6:00 P.M.      Attendee Registration Open**  
**8:00 A.M. - 6:00 P.M.      Exhibitor Registration Open**  
**9:00 A.M. - 10:00 A.M.      Keynote Presentation**  
**10:00 A.M. - 6:00 P.M.      Exhibit Halls Open**  
**10:00 A.M. - 4:00 P.M.      Conference Sessions**

### **FRIDAY, MAY 18**

**8:00 A.M. - 6:00 P.M.      Attendee Registration Open**  
**8:00 A.M. - 6:00 P.M.      Exhibitor Registration Open**  
**9:00 A.M. - 6:00 P.M.      Exhibit Halls Open**  
**9:00 A.M. - 3:30 P.M.      Conference Sessions**

### **SATURDAY, MAY 19**

**8:00 A.M. - 4:00 P.M.      Attendee Registration Open**  
**8:00 A.M. - 4:00 P.M.      Exhibitor Registration Open**  
**9:00 A.M. - 4:00 P.M.      Exhibit Halls Open**



## Letter from the IDSA



Dear E<sup>3</sup> Attendee:

On behalf of the Interactive Digital Software Association (IDSA), welcome to E<sup>3</sup> 2001, the world's most spectacular showcase for interactive entertainment. Each year E<sup>3</sup> brings together the most innovative people, companies, products, and ideas that drive our dynamic and ever-changing industry. This year's seventh annual show is no exception.

2001 is a particularly exciting year for our industry, marking the beginning of a new era of next generation video game consoles. In fact, leading analysts forecast that new consoles will achieve 70 percent household penetration in the U.S. by 2005, with video and computer game software sales projected to surpass \$10 billion.

As we advance in the 21st century, it's clear that computer and video games have assumed an increasingly significant role in our society, changing the way people live, learn, work, and play. During the next three days, you will have the opportunity to explore thousands of new technologies and never-before-seen "First Looks" products and games that will help keep interactive entertainment at the forefront of our entertainment and culture.

While you're here, I also hope that you'll be able to make time to participate in the show's valuable educational conferences and workshops. These in-depth one-on-one sessions offer an exclusive opportunity to collaborate, strategize, and learn directly from some of our industry's most innovative thinkers.

Whether you're interested in game development, design, distribution, finance, retail, or you write about the industry, I'm sure you will find that E<sup>3</sup> 2001 will provide everything you need to get your business done effectively.

Thank you for joining us to "Touch the Future" of interactive entertainment.

Sincerely,

Douglas Lowenstein  
President, IDSA

P.S. Mark your calendar now for E<sup>3</sup> 2002, scheduled for May 22 - 25 at the Los Angeles Convention Center.

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Show management makes every effort to include complete and accurate information. However, information is subject to change without notice.





## E3 Team

### Show Management:

VNU Expositions, Inc.

Jim Bracken, President

Pat Phillips, Director of Operations

Kim Pauley, Senior Exposition Manager

Alida Roberts, Senior Exposition Manager

Mariella Ley, Senior Exposition Manager

Shannon Lynch, Exposition Manager

Litsa Deck, Senior Conference Manager

Charlotte Van Duser, Registration Supervisor

Courtney Lett, Senior Registration Manager

### IDSA E3 Team:

Doug Lowenstein, President

Mary Dolaher, Executive Director

Donald Young, Business Manager

Bill Creonte, Senior Sales Manager, Exhibit Sales

Linda Clinton, National Account Manager, Exhibit Sales

Nan Funsch, Event Marketing & Sales Coordinator

Deborah Paul, Senior Sales Manager, Event Marketing

Melissa Messier, Marketing Manager

Maureen McNeil, Administrative Assistant

Suzanne Leveque, Director of Conference and

VIP Retailer Programs

Pattie Tobias Renouard, Exhibitor & Media Relations Director

Gail Markels, General Counsel and Senior Vice President

Carolyn Rauch, Senior Vice President

Curt Feldman, Editor-in-Chief, E3 Show Daily

## Interactive Digital Software Association (IDSA)



Interactive  
Digital  
Software  
Association

The IDSA is the U.S. association dedicated to serving the business and public affairs needs of companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. IDSA members collectively accounted for more than 90 percent of the \$6 billion in entertainment software sales in the U.S. in 2000, and billions more in export sales of American-made entertainment software. The

IDSA offers a range of services to interactive entertainment software publishers, including operating a global anti-piracy program, staging the Electronic Entertainment Expo trade show, fielding business and consumer research, and representing the industry at the federal, state, and local levels on a wide range of policy issues.

### IDSA Members

- Acclaim Entertainment
- Activision, Inc.
- Capcom
- Crave Entertainment
- Disney Interactive
- Eidos Interactive
- Electronic Arts
- Fox Interactive
- Infogrames North America
- Interplay Productions
- Konami of America, Inc.
- Lego Media International
- LucasArts Entertainment
- Mattel Media, Inc.
- MGM Interactive
- Microsoft Corporation
- Midway Home Entertainment, Inc.
- Namco Hometek, Inc.
- Nintendo of America
- NovaLogic, Inc.
- Psygnosis
- Ripcord Games
- Sega of America Dreamcast, Inc.
- Sony Computer Entertainment America
- Take-Two Interactive Software, Inc.
- The 3DO Company
- THQ, Inc.
- Titus Software Corporation
- Ubi Soft, Inc.
- Universal Interactive Studios
- Vivendi Universal Games
- Working Designs, Inc.

As of February 1, 2001

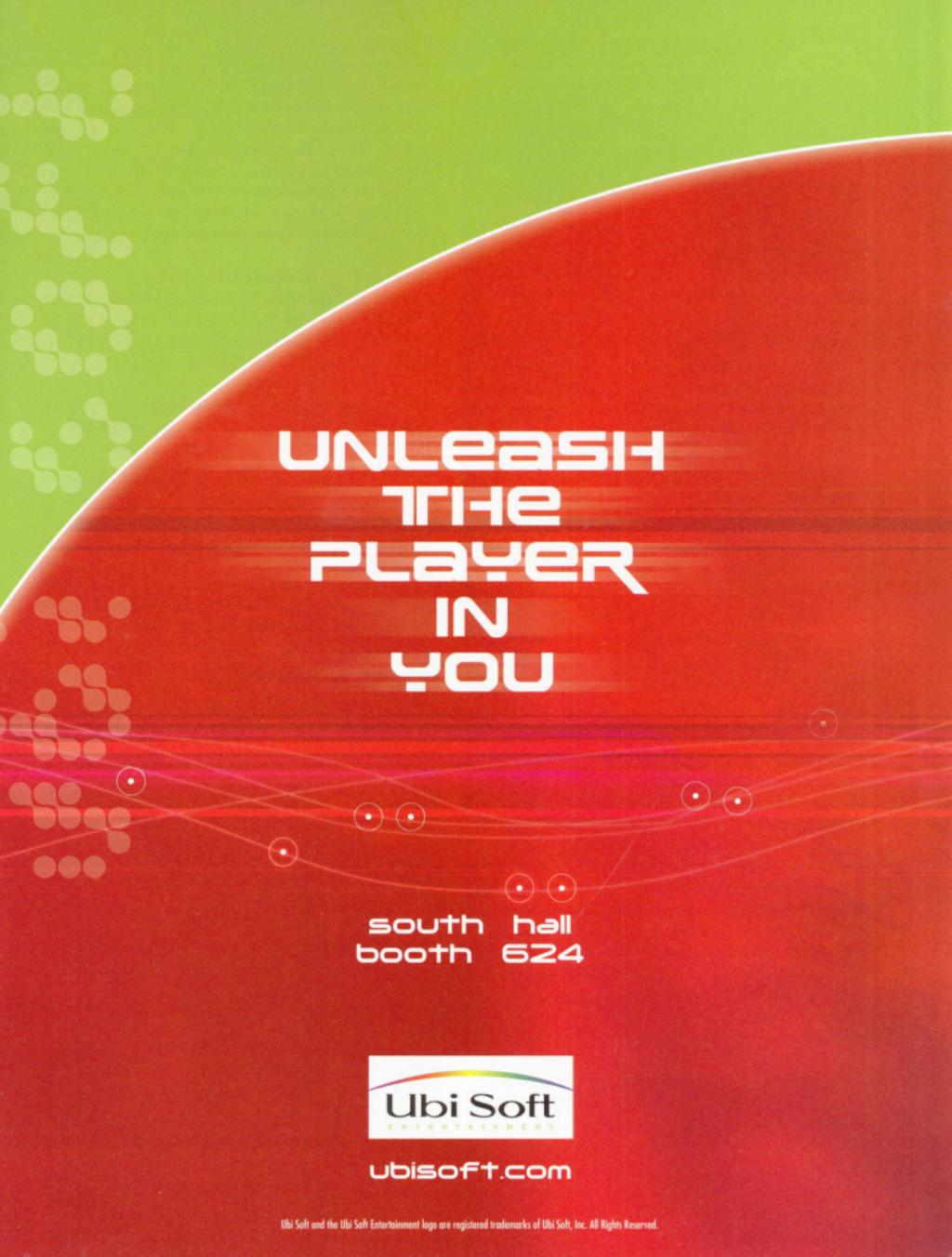
## Show Sponsors

International Media Sponsor:



Conference & Show Daily sponsor:





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PLAYER  
IN  
YOU

south hall  
booth 624



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## General Information

### ATM/Cash Machines

ATMs are located in the Concourse Walkway, between the South and West Lobbies.

### Audio Tape Sales

Audio tapes of the E<sup>3</sup> 2001 Conference Program will be available for purchase during and after the show. A sales booth is located outside Room 408A (Level 2).

### Baggage/Coat Check

Baggage and coat checks are located in the West and Kentia Hall lobbies.

### Business Center

The Los Angeles Convention Center Business Center is located in the Concourse Walkway, between the South and West Lobbies. The Business Center will be open during show hours, offering photocopy and fax services, office supplies, computer time rental, secretarial services, and more.

### Cashiers

Cashiers are located in the South Lobby. Here you may purchase your admission to E<sup>3</sup>.

### Email Access

Email stations are located in the Concourse Lobby.

### First Aid

Emergency medical technicians are available throughout the duration of the show. First Aid stations are located in the South and West Lobbies.

### Food Services

Compass Café, South Lobby	8:00 A.M.-6:00 P.M.
Galaxy Court, West Lobby	8:00 A.M.-6:00 P.M.
Tradewinds Café, Kentia Hall	8:00 A.M.-6:00 P.M.
Fox Sports Bar, Staples Center	8:00 A.M.-6:00 P.M.

There are also concession stands located in the South and West Halls.

### Information Counters

Please stop by one of our two Show Information Counters located in the West Lobby and the South Lobby for help with any show-related questions.



### Lost & Found

Retrieve lost and found articles in the Show Office, Room 509.

### On-site Pricing

Package One: Super Pass	\$450
Package Two: Conference Package	\$275
Package Three: Workshop Package	\$275
Package Four: Exhibits Only Package	\$200

### There are no free admissions on-site.

E<sup>3</sup> is a trade event and is not open to the general public. No one under 18 will be admitted (including infants).

### Publication Distribution Areas

In addition to the many E<sup>3</sup> exhibitors distributing publications from their booths on the exhibit floor, the following industry-related publications will be distributed in the South and West Lobbies:

Animation Magazine	License!
BPM Culture Magazine	The Licensing Book
CTW	MCV
Children's Software Revue	Playthings
Develop	The Toy Book
DVD	Tips & Tricks
Home Entertainment	Upside
Weekly (HEW)	Variety
KidScreen	Video Business

### Office and Lounge Locations

#### Key

W: West Hall  
S: South Hall  
C: Concourse

#### E<sup>3</sup> Show Offices

Room W509  
Room S307

#### E<sup>3</sup> Sales Office

Room S307

#### Interactive Digital Software Association (IDSA) Office

Room W508

#### Show Daily Office

Room C407

#### Speakers' Office

Room C406A

#### VIP Retailer Lounge

Room W511A



## Media Center (West Hall, Room 502)

Media Hospitality Suite: 515A

News Conference Room: 501A

The Media Center is open to qualified members of the media only. There you will find Media Registration, Exhibitor Media Kits, News Conferences, and a full-service working news room. The hours of the Media Center are:

Wednesday, May 16:	8:00 A.M. - 6:30 P.M.
Thursday, May 17:	7:00 A.M. - 6:30 P.M.
Friday, May 18:	8:00 A.M. - 6:30 P.M.
Saturday, May 19:	8:00 A.M. - 4:00 P.M.

## Registration

### Attendee Registration

- On-site registrants paying with check or cash, should go to "cash/check registration" in the South Lobby.
- On-site registrants with credit card, should go to "self registration" in the South Lobby.
- Guest Pass redemption is located at "self registration" in the South Lobby.
- Attendee Will Call is located in the South and West Lobbies.
- Badge Holder Pick-up is located in the South and West Lobbies.

### Media Registration

- Media Registration is located in Room 502 of the Los Angeles Convention Center.

### Exhibitor Registration

- Exhibitor Registration is located in the West and the South Lobbies in the Los Angeles Convention Center.

### Show Daily

E<sup>3</sup> features a daily publication written, edited, and produced on-site at the Los Angeles Convention Center. Imagine Media is the official publisher of the E<sup>3</sup> 2001 Show Daily. The Show Daily will be distributed from various areas throughout the Convention Center. If you are an exhibitor and would like to submit news stories to the Show Daily staff, please go to Room C407 in the Concourse.

## E<sup>3</sup> Show Schedule

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9:00 A.M. - 4:00 P.M. Exhibit Halls Open

## Show Merchandise Store

E<sup>3</sup> show merchandise can be purchased at the Show Merchandise Store located in the South Lobby and the South Hall Exhibit Floor.

## Sign Language Interpreters

Sign language interpreters are available for workshop and conference attendees upon request. Interpreters will be present at the Keynote event.

## Smoking Policy

Smoking is not permitted in the Los Angeles Convention Center during E<sup>3</sup> 2001.

## Wheelchairs

Wheelchairs are available to E<sup>3</sup> attendees. To obtain a wheelchair, please go to the First Aid Stations located in South and West lobbies.



## Shuttle Service

Complimentary shuttle service is provided between the Los Angeles Convention Center and the hotels listed here. Shuttle information signs are in the lobby of each hotel.

Please note that shuttle times and schedules vary between routes. Check the sign in your hotel lobby for additional information, frequency of service, specific boarding locations and changes.

If you have questions regarding the shuttle or want to make an advance reservation for a shuttle with a wheelchair lift, please call KUSHNER & ASSOCIATES at (310) 274-8819.

**May 17-19, 2001**

**Routes #1-6 operate on a continuous basis with departures approximately every 10-20 minutes during hours of shuttle operation as listed below:**

**Thursday, May 17**

8:00am-11:30am\*  
3:30pm-7:00pm\*\*

Shuttle from Hotels to LACC  
Shuttle from LACC to Hotels

**Friday, May 18**

8:00am-11:30am\*  
3:30pm-7:00pm\*\*

Shuttle from Hotels to LACC  
Shuttle from LACC to Hotels

**Saturday, May 19**

8:00am-11:30am\*  
2:00pm-5:30pm\*\*

Shuttle from Hotels to LACC  
Shuttle from LACC to Hotels

\* Last departure from Hotels  
\*\* Last departure from LACC

**Route #1 (Downtown)**

Westin Bonaventure Hotel  
L.A. Marriott Downtown

**Route #2 (Downtown)**

Mayair Hotel  
Wilshire Grand

Holiday Inn Downtown

**Route #3 (Downtown)**

L.A. Athletic Club  
Regal Biltmore Hotel  
Wyndham Checkers  
Hyatt Regency L.A.

**Route #4 (Downtown)**

Kawada Hotel Los Angeles  
New Otani Hotel & Garden

Omni Los Angeles Hotel

**Route #5 (Downtown)**

Wilshire Royale Hotel

**Route #6 (Universal City)**

Holiday Inn Beverly Garland  
Universal City Hilton & Towers  
Sheraton Universal Hotel

**Routes #7, #9 and #10 operate on a continuous basis with departures approximately every 15-20 minutes during hours of shuttle operation as listed below:**

**Thursday, May 17**

7:30am-11:00am\*  
3:30pm-7:00pm\*\*

Shuttle from Hotels to LACC  
Shuttle from LACC to Hotels

**Friday, May 18**

7:30am-11:00am\*  
3:30pm-7:00pm\*\*

Shuttle from Hotels to LACC  
Shuttle from LACC to Hotels

**Saturday, May 19**

7:30am-11:00am\*  
2:30pm-5:30pm\*\*

Shuttle from Hotels to LACC  
Shuttle from LACC to Hotels

\* Last departure from Hotels  
\*\* Last departure from LACC

**Route #7 (West L.A.)**

Century Plaza Hotel & Spa  
St. Regis Hotel

Holiday Inn Select Beverly Hills

**Route #9 (West L.A.)**

Luxe Hotel Rodeo Drive  
The W Los Angeles  
Doubletree Hotel Westwood  
Beverly Hilton  
Regent Beverly Wilshire

**Route #10 (Santa Monica)**

Doubletree Guest Suites

Fairmont Miramar

Loews Santa Monica

Le Merigot

Four Points Hotel

Shuttle schedule subject to change.

Please consult on-site schedules to confirm.

Hotel Name	Boarding Location at Hotel	Rt.#
Beverly Hilton	Curbside on Wilshire	09
Century Plaza Hotel & Spa	Curbside on Ave. of the Stars	07
Courtyard By Marriott Marina del Rey	Front entrance	13
Doubletree Guest Suites Santa Monica	Curbside on 4th Street	10
Doubletree Hotel Westwood	Curbside on Wilshire	09
Fairmont Miramar Santa Monica	Curbside on 2nd Street	10
Four Points Hotel Santa Monica	Front entrance	10
Holiday Inn Beverly Garland	Curbside in front	06
Holiday Inn Downtown	Curbside on Garland	02
Holiday Inn Hollywood	Curbside on Highland	11
Holiday Inn Select Beverly Hills	Curbside on Beverly	07
Hollywood Roosevelt Hotel	Curbside on Orange	11
Hotel Sofitel	Curbside on Beverly	08
Hyatt Regency Los Angeles	Curbside on Hope Street	03
Hyatt West Hollywood	Curbside on Sunset Blvd.	12
Kawada Hotel	On 2nd Street at Hill	04
Le Meridien Beverly Hills	Curbside on La Cienega	08
Le Merigot Santa Monica	At the Loews Santa Monica	10
Loews Santa Monica	Curbside on Ocean	10
Los Angeles Athletic Club	Curbside on Olive Street	03
Los Angeles Marriott Downtown	At the Westin Bonaventure	01
Luxe Hotel Rodeo Drive	At the Regent Beverly Wilshire	09
Luxe Summit Hotel Bel Air	Curbside on Sunset	14
Marina Beach Marriott	Front entrance	13
Mayfair Hotel	Curbside on 7th Street	02
New Otani Hotel & Garden	Curbside in front	04
Omni Los Angeles Hotel	Curbside in front	04
Ramada West Hollywood	Curbside on Santa Monica	12
Regal Biltmore Hotel	Curbside on Grand	03
Regent Beverly Wilshire	Curbside on Wilshire	09
Ritz-Carlton, Marina del Rey	Curbside on Admiralty Way	13
Sheraton Universal Hotel	At the Universal City Hilton	06
St. Regis Hotel	At the Century Plaza Hotel	07
Universal City Hilton & Towers	Back entrance	06
W Los Angeles	Curbside in front	09
Westin Bonaventure Hotel	Curbside on Figueroa	01
Wilshire Grand	Curbside on 7th Street	02
Wilshire Royale Hotel	Curbside on Wilshire	05
Wyndham Belage	Curbside on San Vicente	12
Wyndham Checkers	At the Regal Biltmore	03

**Routes #8, #11, #12, #13, #14 operate on a specific schedule. Please pick up your copy of the schedule with exact departure times at your hotel or the shuttle desk at the Convention Center.**

**Route #8 (West L.A.)**

Hotel Sofitel

Le Meridien Beverly Hills

**Route #11 (Hollywood)**

Hollywood Roosevelt Hotel

Holiday Inn Hollywood

**Route #12 (West Hollywood)**

Hyatt West Hollywood

Ramada West Hollywood

Wyndham Belage

**Route #13 (Marina del Rey)**

The Ritz-Carlton, Marina del Rey

Courtyard By Marriott

Marina Beach Marriott

**Route #14 (Bel Air)**

Luxe Summit Hotel Bel Air



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# NEAR THE CONVENTION CENTER

## Close & Convenient

### Coffee

Caffe Bellagio	1149 S. Hill St.
Euro Coffee	735 S. Figueroa St.
Starbucks Coffee	695 S. Figueroa St.
Essence Coffee on 7th Street	733 W. 7th St.
706 Coffee Shop	706 S. Hill St.
Pasqua Coffee Bar	800 W. 6th St.
Java City Bakery Café	330 S. Hope St.

### Donuts

Pico Donuts	1565 W. Pico Blvd.
Stan's Donuts	725 S. Figueroa St.
O & K Donuts	212 W. 8th St.
Winchell's Donut House	1818 W. Olympic Blvd.

### Pastries/Bagels

Original Pantry Bakery	875 S. Figueroa St.
Top This Bagel	350 S. Grand Ave.

### Coffee Shop/Diner

Original Pantry Café	877 S. Figueroa St.
International House of Pancakes	3165 W. 6th St.

### Fast Food

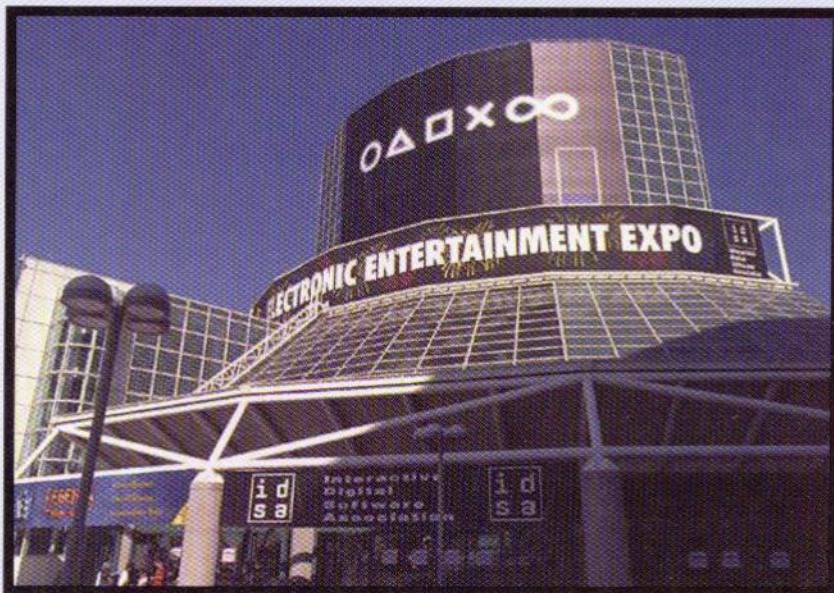
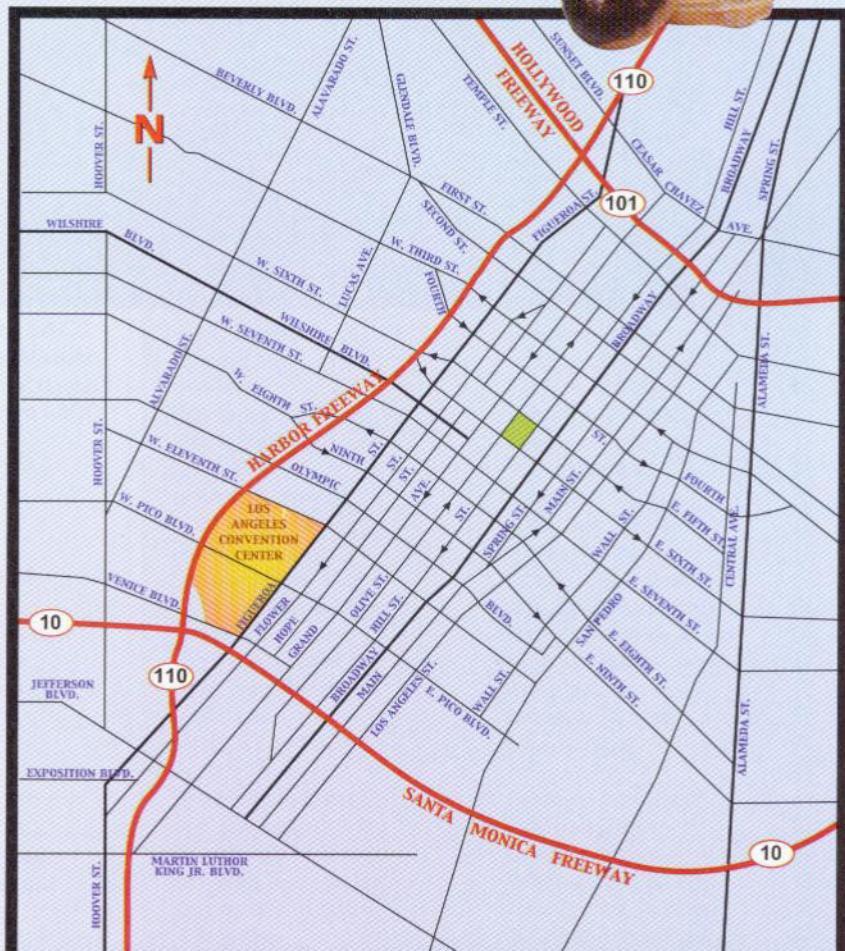
Arby's	735 S. Figueroa St.
Burger King	1126 Santee St.
Jack In The Box	1615 S. Broadway
Mc Donald's	811 W. 7th St.
Wendy's	3019 S. Hoover St.
KFC	708 S. Broadway
Taco Bell	2718 S. Figueroa St.
Koo Koo Roo	255 S. Grand Ave.
El Pollo Loco	831 S. Broadway
China Express	1548 W. Pico Blvd.
Panda Express	735 S. Figueroa St.

### Sandwich Shops/Delis

Subway Sandwiches & Salads	801 S. Flower St.
Langer's Deli	704 S. Alvarado St.
French Café	934 S. Los Angeles St.
Patinette Café at MOCA	250 S. Grand Ave.

### Ice Cream/Yogurt

Dreyer's Grand Ice Cream	700 S. Flower St.
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## Downtown Restaurants

### American

Traxx	800 N. Alameda St.	(213) 625-1999
Engine Co. No. 28	644 S. Figueroa St.	(213) 624-6996
Fox Sports Sky Box	1111 S. Figueroa St.	(213) 742-7345
Pacific Dining Car	1310 W. Sixth St.	(213) 483-6000
Koo Koo Roo	255 S. Grand Ave.	(213) 620-1800

### Californian

410 Boyd	410 Boyd St.	(213) 617-2491
Checkers	535 S. Grand Ave.	(213) 624-0000
Otto's	135 N. Grand Ave.	(213) 972-7322

### Chinese

New Moon	102 W. Ninth St.	(213) 624-0186
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### French

Angelique Café	840 S. Spring St.	(213) 623-8698
Bernard's Bistro	506 S. Grand Ave.	(213) 612-1580
Café Pinot	700 W. Fifth St.	(213) 239-6500

### Greek

Papa Cristos Taverna	2271 W. Pico Blvd.	(213) 737-2970
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### Indian

Gill's Cuisine of India	838 S. Grand Ave.	(213) 623-1050
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### Italian

Impresario	135 N. Grand Ave.	(213) 972-7333
Pentolino To Go	330 S. Hope St.	(213) 680-7383
Cicada	617 S. Olive Street	(213) 488-9488
Tesoro Trattoria	300 S. Grand Ave.	(213) 680-0000

### Japanese

R-23	923 E. Third St.	(213) 687-7178
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### Korean

Seoul Jung	930 Wilshire Blvd.	(213) 688-7880
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### Latin American

Ciudad	445 S. Figueroa St.	(213) 486-5171
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### Mexican

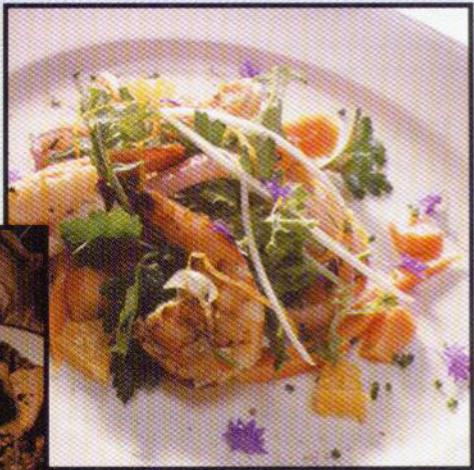
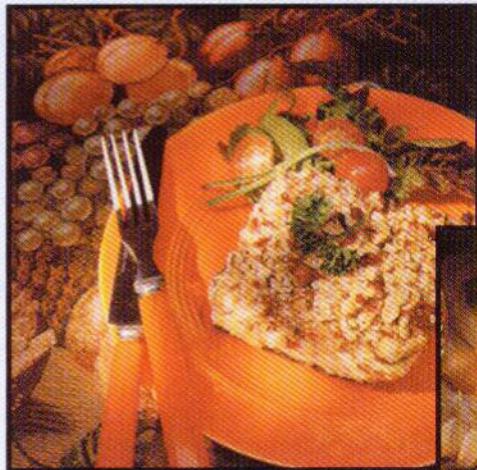
La Parilla	1300 Wilshire Blvd.	(213) 353-4980
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### Pizza

California Pizza Kitchen	330 S. Hope St.	(213) 626-2616
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### Steakhouses

Nick & Stef's Steakhouse	330 S. Hope St.	(213) 680-0330
Pacific Dining Car	1310 W. Sixth St.	(213) 483-6000
Windows Steaks & Martinis	1150 S. Olive St.	(213) 746-1554



# L.A. AREA RESTAURANTS



**\$20 AND BELOW**

## Apple Pan

*West LA*

10801 W. Pico Blvd.  
(310) 475-3585

Time stands still at this defining experience for the hamburger aficionado. Hailed as a classic that hasn't changed its act in years.

## Benita's Frites

*Universal City*

1000 Universal CityWalk  
(818) 505-8834

They make the best fries in the world—good news, 'cause that's all they serve here. Try the Thai dipping sauce or garlic mayonnaise with your perfect Belgian fries. A "best bang for the buck" kind of place!

## Cheesecake Factory

*Beverly Hills*

364 N. Beverly Dr.  
(310) 278-7270

This crowd-pleasing chain has cultivated legions of loyalists who praise its huge portions of comfort food; and wow—what cheesecake!

## King's Road Café

*Beverly/La Cienega*

8361 Beverly Blvd.  
(323) 655-9044

Busy Beverly hangout for models, showbiz folks, and actress types. It serves a great breakfast, lunch, and dinner, but the coffee and the stargazing are the biggest draws.

## Koo Koo Roo

*Beverly Hills*

435 N. Beverly Dr.  
(310) 859-3434

OR

*Downtown*

255 S. Grand Ave.  
(213) 620-1800

A dieter's delight, this popular chain offers the best good-for-you fast food you'll ever encounter. Hearty, healthy, and cheap. What more could you want?

## Langer's Deli

*Downtown*

704 S. Alvarado St.  
(213) 483-8050

This Downtown landmark is renowned for its corned beef, matzo ball soup, and strawberry shortcake, but there's one major hitch—a terrible location. Be brave and visit the deli in the 'hood. If you call ahead they'll bring the order out to your car.

## Newsroom Café

*Beverly/La Cienega*

120 N. Robertson Blvd.  
(310) 652-4444

This Eclectic cafe is a bohemian health-buff's delight. Celebs show up daily for the huge menu of smoothies, salads, and vegetarian fare.

## Pink's Famous Chili Dogs

*La Brea*

709 N. La Brea Ave.  
(323) 931-4223

This takeout stand is an L.A. landmark. Everything is dirt cheap and tasty—try the foot-long dogs or the tamales. Open 'til 2 A.M.

## Tail O' the Pup

329 San Vicente Blvd.  
(310) 652-4517

A 17-foot-long wiener in a bun. What more is there to say? This hot dog stand was built in 1946 and is worth the visit. Bring your camera.



**\$21 TO \$45**

## Campanile

*La Brea*

624 S. La Brea Ave.  
(323) 938-1447

Set in a Moorish temple built by Charlie Chaplin, Campanile is ranked as the top Mediterranean restaurant in L.A. This romantic treat is a tribute to the city's past and present.

## Ciudad

*Downtown*

445 S. Figueroa St. (at 5th St.)  
(213) 486-5171

A winner from the Two Hot Tamales (Food Network). Expect '60s mod decor, "rock-concert" noise, and the best tamales in town.

## Engine Co. No. 28

*Downtown*

644 S. Figueroa St.  
(213) 624-6996

Craving "real man" food? This former firehouse is a popular spot for carnivorous businessmen. The menu is strictly meat and potatoes, and the atmosphere is relaxed.

## Joe's

*Venice*

1023 Abbot Kinney Blvd.  
(310) 399-5811

Joe's innovative menu offers some of the most on-the-mark California Cuisine in town. It's no surprise that the noisy spot is a tight squeeze.

**Orso***Los Angeles*8706 W. Third St.  
(310) 274-7144

From the outside, this restaurant may not look like much, but it's a great star-watching hang-out (Charlize Theron has recently been spotted) where all the players sit on the exclusive back patio.

**R-23***Downtown*923 E. Third St.  
(213) 687-7178

This well-hidden sushi bar tucked away in an alley in Downtown's art district is worth finding. The sushi is excellent and beautifully prepared. The decor is "minimalist warehouse" with cardboard chairs designed by Frank Gehry.

**Water Grill***Downtown*544 S. Grand Ave.  
(213) 891-0900

If it swims and it's delicious, they've got it at this classy, clubby, top-rated Downtown seafood house.

**\$46 AND UP****Ago***West Hollywood*8478 Melrose Ave.  
(323) 655-6333

Craving fresh pastas and brick oven pizzas? Try the wonderful raviolis or go wild with the Bistecca alla Fiorentina! Definitely a "scene," this swanky joint is co-owned by Robert DeNiro. Maybe you'll see him there!

**The Belvedere***Beverly Hills*9882 Little Santa Monica Blvd.  
(310) 788-2306

If you're looking for a faultless Pacific-New-Wave menu, unsurpassed ambiance, and a crowd of the rich, famous, and beautiful, look no further than the Belvedere at the Peninsula Hotel. Try the Steamed Maine lobster on a scallion risotto cake. Delicious!

**Chinois on Main***Santa Monica*2709 Main St.  
(310) 392-9025

Heard of Wolfgang Puck? Spago may be more famous, but year after year, this Santa Monica hot spot is the highest-rated of Wolfgang Puck's many restaurants, and among LA's best overall. A stylish setting combined with inventive French/Chinese food makes this a must.

**Crustacean***Beverly Hills*9646 Little Santa Monica Blvd.  
(310) 205-8990

Walk on water (on a glassed-over koi pond) at this stunningly beautiful Vietnamese seafood restaurant. Very hip, very Beverly Hills spot with celebrities everywhere.

**Hotel Bel-Air***Bel Air*701 Stone Canyon Rd.  
(310) 472-1211

A luxurious getaway. Amazing food and star-quality service make this an experience to remember. Movers and shakers tout the incredible Table One, the private dining room in the kitchen.

**L'Orangerie***West Hollywood*903 N. La Cienega Blvd.  
(310) 652-9770

Fancy-schmancy, formal, and French. Think eighteenth-century chateau. The food is stunning, even if you can't pronounce it (try clin d'oeil—las cuisine du soleil). Luscious desserts, too.

**Matsuhisa***Beverly Hills*129 N. La Cienega Blvd.  
(310) 659-9639

Chef-owner Nobu's Beverly Hills establishment is highly rated. Whether you go for straight sushi or the more exotic prepared dishes, the Japanese master's seafood is the best thing to happen to fish since gills.

**Patina***Hollywood/East Hollywood*5955 Melrose Ave.  
(323) 467-1108

Patina is a favorite with locals and has won awards for its creative combinations. The wine list is exceptional, too. Budget be damned!

**Spago Beverly Hills***Beverly Hills*176 N. Cañon Dr.  
(310) 385-0880

Wolfgang Puck's flagship, and easily the most famous restaurant in SoCal. A Cal-Eclectic celebrity hangout where diners are treated to a true Beverly Hills dining experience. Reserve a table early.

**Spago Hollywood***West Hollywood*1114 Horn Ave.  
(310) 652-3706

Despite the attention paid to Spago Beverly Hills, the elegant original in West Hollywood retains its share of groupies who consider it the best Puck place of all—and you can get in!

**Valentino***Santa Monica*3115 Pico Blvd.  
(310) 829-4313

Ranked as the top Italian restaurant in Southern California, Piero Selvaggio's Valentino is the ultimate dining experience. Grand cuisine accompanied by a mind-boggling wine list and a world-class dining room. It's pricey, but very much worth it, especially if you ask Piero to plan your meal.

# NIGHT LIFE

## The Garage

(323) 662-6802  
4519 Santa Monica Blvd.  
Silver Lake

This live-music club/bar has a different scene every night. Wacky and diverse shows make this the cool spot in Silver Lake. Who knows? You might catch the next big band!

## Al's Bar

(213) 625-9703  
305 S. Hewitt St.  
Los Angeles

Very Bohemian. This crowded, smoky bar features performance art and underground music. Open 'til 2 A.M.

## The Derby

(323) 663-8979  
4500 Los Feliz Blvd.  
Los Angeles

Into that swing thing? The Derby is "the place" in the swing dancing scene. Go early in the week and get free dance lessons. A beautiful interior, tasty food, and a great bar guarantee a fun night out.

## The Roxy

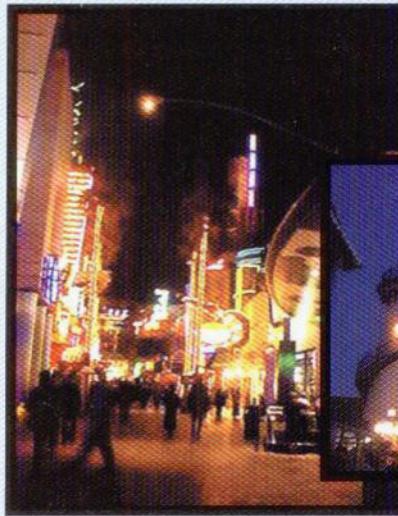
(310) 276-2222  
9009 Sunset Blvd.  
Los Angeles

This Art Deco dance club is small but very popular. You'll find industry bigwigs, older music fans, and the young and hip gathered here. Call for showtimes—you may see big-name headliners or up-and-coming talent.

## Gotham Hall

(310) 394-8865  
1431 Third St. Promenade  
Santa Monica

In the mood for pool? Check out this stylish pool hall in Santa Monica. Play to win, or just sit at the bar. This is a good spot to people-watch.



## The Hollywood Palace

(323) 462-3000  
1735 N. Vine Street  
Hollywood

In the mood for house, retro, R&B, or hip-hop? Across from the Capitol Records Building, this club has a loud sound system, four bars, and two dance floors.

## Harry's Bar & American Grill

(310) 277-2333  
2020 Avenue of the Stars  
Los Angeles

Every year, Harry's Bar sponsors a contest to see who can write the most like Ernest Hemingway. Decorated like a bar in Florence, Italy, this perpetually crowded spot is a good one.

## Century Club

(310) 553-6000  
10131 Constellation Blvd.  
(reservations required)

### Century City

Just how big is the Century? It spans a startling 25,000 square feet of floor space. If that fails to impress you, think about these 2,777 square yards packed with patrons getting down to live music 'til dawn on three vast dance floors. For you European E3 visitors, that's about 23,000,000 hectares of funk.

## The Lava Lounge

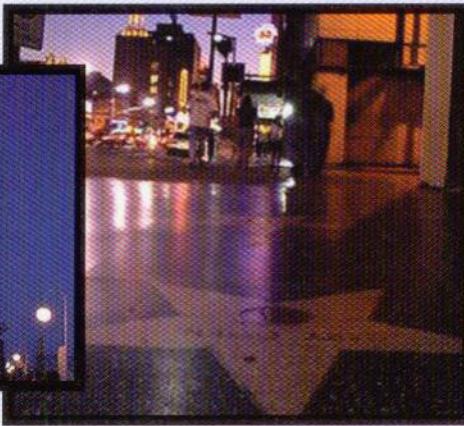
(323) 876-6612  
1533 N. La Brea Ave.  
Los Angeles

An ultra-hip tiki lounge. Enjoy cool music seven nights a week from nifty booths and dark corners.

## The Frolic Room

(323) 462-5890  
6245 Hollywood Blvd.  
Los Angeles

The hangout from the movie L.A. Confidential. Rub elbows with the stars. The wallpaper depicts all the celebrities who've lounged around here in the past.



## Daddy's

(323) 463-7777  
1610 Vine St.  
Hollywood

Stars and people who look like stars crowd this jazz joint—which draws such an amazingly elite crowd that there isn't even a sign. Jeff Goldblum's jazz band plays here often. Come prepared to impress the bouncer.

## Boardner's

(323) 769-7070  
1652 N. Cherokee Ave.  
Hollywood

This is the bar for those of you who still believe in rock n' roll. The best jukebox in town is here, and it's loaded with classic jazz and L.A. metal. There's also a spacious patio, often blaring with the sound of overdriven amplifiers. Rock is dead, you say? Long live rock.

## Midnight Blue

1534 N. McCadden Pl.  
(323) 469-7300

### Café des Artistes, Hollywood

Midnight Blue is hosted at one of LA's most posh territories, Café des Artistes. The music is acid-dance tracks mixed in with Latin and hip-hop. The crowd is all about the look. In a location that exudes elitism and coolness (and celebrities galore), Thursdays at Midnight Blue have become the place to see and be seen.

## The Troubadour

9081 Santa Monica Blvd.  
(310) 276-6168  
West Hollywood

One of L.A.'s oldest clubs, the Troubadour hit it big during the heavy metal takeover of LA. The big-haired bands and their leather jacket-clad fans may be gone now, but the Troubadour's intimate stage is still a great place to check out bands, both local and big-time. If the music gets too loud there's a quiet bar upfront where you can hear yourself think.

## The Key Club

9039 Sunset Blvd.  
(310) 274-5800  
West Hollywood

The Key Club is one of the most visually impressive clubs in L.A., with a post-modernistic, factory-chic look—something akin to a Madonna video. Inside this massive two-story structure is one of the hottest dance and live music venues, a must for all serious club-goers. It has a steep cover—more than \$20 on some nights. Dennis Rodman met Carmen Electra here.

## Tiki Lounge

7910 W Third Street  
(323) 651-1213  
Los Angeles

Soft water fountains and abstract Pacific art consume the eye in a bohemian- Polynesian setting. Amongst the bambooed fixtures and walls, there's a young, very hip, and supremely sexy crowd. It's an island all its own.

# HOTELS

## Beverly Garland Holiday Inn

4222 North Vineland Avenue  
N. Hollywood, CA 91602  
818-980-8000  
818-766-5230

## Beverly Hilton

9876 Wilshire Blvd.  
Los Angeles, CA 90210  
310-274-7777  
310-285-1313

## Century Plaza Hotel & Towers

2025 Avenue of the Stars  
Los Angeles, CA 90067  
310-277-2000  
310-551 3355

## Courtyard by Marriott Marina del Rey

13480 Maxella Avenue  
Marina del Rey, CA 90292  
310-822-8555  
310-823-2996

## DoubleTree Guest Suites Santa Monica

1707 Fourth Street  
Santa Monica, CA 90401  
310-395-3332  
310-458-6493

## DoubleTree Hotel Westwood

10740 Wilshire Blvd.  
Los Angeles, CA 90024  
310-475-8711  
310-475-5220

## Fairmont Miramar

101 Wilshire Blvd.  
Santa Monica, CA 90401  
310-576-7777  
310-458-7912

## Four Points Hotel

530 West Pico Boulevard  
Santa Monica, CA 90405  
310-399-9344  
310-399-2504

## Four Seasons

300 S. Doheny Drive  
Los Angeles, CA 90048  
310-273-2222  
310-859-3824

## Holiday Inn City Center

1020 S. Figueroa Street  
Los Angeles, CA 90015  
213-748-1291  
213-748-6028

## Holiday Inn Downtown Los Angeles

750 Garland Avenue  
Los Angeles, CA 90017  
213-628-9900  
213-628-1201

## Holiday Inn Hollywood

2005 N. Highland Avenue  
Hollywood, CA 90068  
323-850-5811  
323-876-3272

## Holiday Inn Select Beverly Hills

1150 S. Beverly Drive  
Los Angeles, CA 90035  
310-553-6561  
310-277-4469

## Hollywood Roosevelt Hotel

700 Hollywood Blvd.  
Hollywood, CA 90028  
323-466-7000  
323-462-8056

## Hotel Bel Air

701 Stone Canyon Road  
Los Angeles, CA 90077  
310-472-1211  
310-476-5890

## Hotel Figueroa

939 South Figueroa Street  
Los Angeles, CA 90015  
213-627-8971  
213-689-0305

## Hyatt Regency Los Angeles

711 South Hope Street  
Los Angeles, CA 90017  
213-683-1234  
213-629-3230

## Hyatt West Hollywood Hotel

8401 Sunset Blvd.  
Los Angeles, CA 90069  
323-656-1234  
323-650-7024

## Kawada Hotel

200 South Hill Street  
Los Angeles, CA 90012  
213-621-4455  
213-687-4455

## Le Meridien at Beverly Hills

465 S. La Cienega Blvd.  
Los Angeles, CA 90048  
310-247-0400  
310-247-0315

## Le Merigot Santa Monica

1740 Ocean Avenue  
Santa Monica, CA 90401  
310-395-9700  
310-395-9200

## Loews Santa Monica Beach Hotel

1700 Ocean Avenue  
Santa Monica, CA 90401  
310-458-6700  
310-458-2813

## Los Angeles Athletic Club

431 West 17th Street  
Los Angeles, CA 90014  
213-625-2211  
213-689-1194

## Los Angeles Marriott Downtown

333 South Figueroa Street  
Los Angeles, CA 90071  
213-617-1133  
213-613-0291

## Luxe Hotel Rodeo Drive

360 N. Rodeo Drive  
Los Angeles, CA 90210  
310-273-0300  
310-859-8730

## Luxe Summit Hotel Bel Air

11461 Sunset Blvd.  
Los Angeles, CA 90049  
310-476-6571  
310-476-6310

## Marina Beach Marriott

4100 Admiralty Way  
Marina del Rey, CA 90292  
310-301-3000  
310-448-4825

## Mayfair Hotel

1256 W. Seventh Street  
Los Angeles, CA 90017  
213-484-9789  
213-484-2769

## New Otani Hotel & Garden

120 S. Los Angeles St.  
Los Angeles, CA 90012  
213-629-1200  
213-622-0980

## Omni Los Angeles Hotel

251 South Olive Street  
Los Angeles, CA 90012  
213-617-3300  
213-617-3399

## Ramada West Hollywood

8585 Santa Monica Blvd.  
West Hollywood, CA 90069  
310-652-6400  
310-652-2135

## Regal Biltmore Hotel

506 S. Grand Avenue  
Los Angeles, CA 90071  
213-624-1011  
213-612-1545

## Regent Beverly Wilshire

9500 Wilshire Boulevard  
Beverly Hills, CA 90212  
310-275-5200  
310-274-2851

## Ritz Carlton Marina del Rey

4375 Admiralty Way  
Marina del Rey, CA 90292  
310-823-1700  
310-823-2403

## Sheraton Universal Hotel

333 Universal Terrace Parkway  
Universal City, CA 91608  
818-980-1212  
818-985-4980

## Hotel Sofitel

8555 Beverly Blvd.  
Los Angeles, CA 90048  
310-278-5444  
310-657-2816

## St. Regis Hotel

2055 Avenue of the Stars  
Los Angeles, CA 90067  
310-551-3330  
310-551-7576

## Summerfield Suites West

Hollywood  
100 Westmount Drive  
West Hollywood, CA 90069  
310-657-7400  
310-854-6744

## Universal City Hilton & Towers

555 Universal Terrace Parkway  
Universal City, CA 91608  
818-506-2500  
818-509-2012

## Westin Bonaventure Hotel & Suites

404 South Figueroa Street  
Los Angeles, CA 90071-1710  
213-624-1000  
213-612-4800

## The W Los Angeles

930 Hilgard Avenue  
Los Angeles, CA 90024-3025  
310-208-8765  
310-824-0355

## Wilshire Grand

930 Wilshire Blvd.  
Los Angeles, CA 90017  
213-688-7777  
213-612-3987

## Wilshire Royale Howard

Johnsons Plaza  
2619 Wilshire Blvd.  
Los Angeles, CA 90057  
213-387-5311  
213-380-8174

## Wyndham Belage

1020 N. San Vicente Blvd.  
West Hollywood, CA 90069  
310-854-1111  
310-854-0926

## Wyndham Checkers Hotel

535 S. Grand Avenue  
Los Angeles, CA 90071  
213-624-0000  
213-626-9906

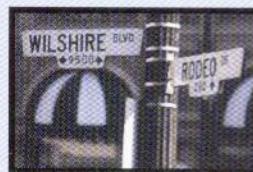
# SIGHT-SEEING

## Rodeo Drive

Between Wilshire Blvd. and Santa Monica Blvd.

### Beverly Hills

This three-block stretch of Beverly Hills is the most exclusive shopping center in the world. You may just want to window shop. But if you're brave (and fabulously wealthy) check out the prices in the elegant shops. You'll find Versace, Gucci, Chanel, Cartier, and Valentino along this fabled boulevard.



## Grand Central Market

317 South Broadway

### Los Angeles

This is L.A.'s oldest open-air market and is a feast for the eyes, as well as a fun place to eat lunch. Covering an entire city block, the market has stalls with every kind of food imaginable. You'll find fruits, vegetables, spices, fish, baked goods, and even prickly pears and cactus leaves. To get the full experience, go on Saturday when the people are packed in like sardines.

## Getty Center

1200 Getty Center Dr.

(310) 440-7300

### Los Angeles

Opened in 1997, the Getty Center is quickly becoming a top destination for visitors. The complex houses J. Paul Getty's collection of thirteenth to nineteenth century Western art, as well as offering art research and education programs. Part of the center's attraction is the beautiful architecture — marble pavilions combined with geometric gardens make this a lovely place to spend an afternoon.

## Santa Monica & Venice Beach

Free, fun, and diverse. Stroll along the 26-mile beach path and enjoy these popular seaside destinations. The Santa Monica pier was built in 1909 and features shops, restaurants, and even an amusement park complete with an old-fashioned carousel. Farther down the path you'll find Venice Beach—a combination of the psychedelic sixties and Muscle Beach.

## Griffith Park

Off I-5 and Hwy. 134 (Ventura Freeway)

The largest municipal park in the United States, Griffith Park covers over 4,000 acres. There are plenty of activities here, but you can't do everything in one day. You'll find the L.A. Zoo, amphitheater, observatory, planetarium, a golf course, tennis courts, equestrian center, and a merry-go-round in this jewel of a playground.

## Hollywood Walk of Fame

Between Hollywood Blvd. and Vine St.

### Hollywood

## Mann's Chinese Theater

(323) 464-6266

6925 Hollywood Blvd.

### Hollywood

## Capitol Records Building

(323) 462-6252

1750 Vine St.

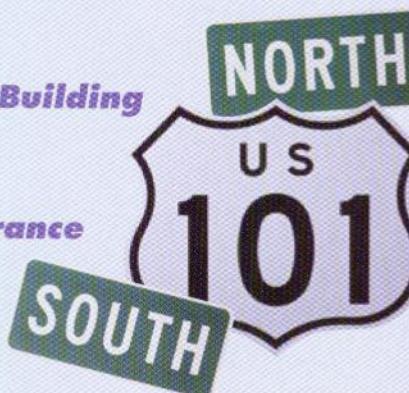
### Los Angeles

## Museum of Tolerance

(310) 553-8403

9786 W Pico Blvd.

### Los Angeles



## Queen Mary

(562) 435-3516

1126 Queens Hwy.

### Long Beach

## L.A. County Museum of Art

(323) 857-6010

5905 Wilshire Blvd.

## Universal Studios Hollywood

(818) 622-3801

100 Universal City Plaza

### Universal City

## Universal City Drive

Off Hwy. 101

## Little Tokyo

Between 1st and 3rd Los Angeles and San Pedro streets  
Los Angeles

## Museum of Television and Radio

(310) 786-1000

465 N. Beverly Drive

### Beverly Hills

## Warner Brothers Studio Town

(818) 954-1744

4000 Warner Blvd.

### Burbank



## Hollywood Blvd.

Between Gower St. and La Brea Ave.  
Hollywood

## Natural History Museum of Los Angeles

(213) 763-3466

900 Exposition Blvd.

### Los Angeles

## Autry Museum of Western Heritage

(323) 667-2000

4700 Western Heritage Way

### Griffith Park

## El Pueblo de Los Angeles

(213) 628-1274

South end of Olivera St. (south of Sunset Blvd.)  
Los Angeles

## Watts Towers

(213) 847-4646

1765 East 107th St.

### Los Angeles



## Disneyland

(714) 781-4565

1313 Harbor Blvd.

### Anaheim

## Mulholland Drive

Access off Laurel Canyon Blvd. (from the east) or Old Topanga Canyon Rd. (from the west)

## Frederick's of Hollywood Lingerie Museum

(323) 466-8506

6608 Hollywood Blvd.

### Hollywood

# E<sup>3</sup> EXHIBITOR SEARCH ENGINE

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## Site Matches (1 of 1)



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Booth 514 in the West Hall Meeting Room at the E<sup>3</sup> Expo. Come and  
see what the most exciting young publisher in the business has to offer.

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[www.xicat.com](http://www.xicat.com)





# Let's get down to serious fun. Together.

Let's get down to serious fun. Together.

Games are tired of being wired. It is time to extend the game playing experience. Together.

The market is craving new mobile services. People want the new dimension that mobility will add to gameplay. They want to access games wherever they are, whenever they want.

We offer you a comprehensive platform to enable success with your mass market mobile games - the technology, the tools, the infrastructure, the in-depth support and unrivalled end-user experience.

So, stop playing around and go mobile. Come see what we can do together.

## E3 Expo 2001

May 17-19, 2001,  
Los Angeles Convention Centre,  
California.

Nokia stand: South Hall, #1300.

**NOOKIA**  
CONNECTING PEOPLE

# Keynote Address



The entertainment software industry is on the cusp of another era of explosive growth fueled by advanced new video game console systems that will lead to record breaking sales. At this unprecedented panel, the executives responsible for piloting Microsoft, Nintendo, and Sony through the coming battle for console supremacy and consumer hearts and minds will discuss their strategies, their competitive outlook, and the future of the video game industry. Go to [www.e3expo.com](http://www.e3expo.com) for more details.



## Robert J. Bach

**Senior Vice President,  
Games Division  
Microsoft Corporation**

As senior vice president of the Games Division at Microsoft Corp. and chief Xbox officer (CXO), Robbie Bach directs a division that is committed to delivering the most realistic, intense and action-packed game experiences to gamers. In his role as CXO, Bach is responsible for managing the entire Microsoft® Xbox™ video game system effort, including the teams that drive hardware, third-party games development, games development published under the Microsoft label, Xbox operations, marketing, research, sales and support.

From 1996 to 1998, Bach was vice president of the Learning, Entertainment and Productivity Division at Microsoft, which developed and marketed software in the home productivity, education, reference and games areas. Prior to that, he was the vice president of marketing for the Desktop Applications Division, where he was responsible for the marketing efforts of Microsoft's family of productivity applications, including Microsoft Office, Word, Excel, Access, the PowerPoint® presentation-graphics program, the Outlook® messaging and collaboration client, Publisher, the FrontPage® Web-site creation and management tool, and Works. From 1992 to 1996, Bach led various components of the Microsoft Office marketing effort, including managing the product launches for Office 4.x, Office 95 and Office 97. From 1990 to 1992, Bach served as the business operations manager for Microsoft Europe, reporting to the president of Microsoft Europe in Paris, where he coordinated business planning and strategy, budgeting, and special projects.

Bach holds a Bachelor's degree in Economics from the University of North Carolina and a Master's in Business Administration from Stanford University.

**Thursday, May 17  
9:00 - 10:00 A.M.  
Room 515 AEB  
Overflow: Theater/  
West Hall Room 411**



## Kazuo Hirai

**President and Chief Operating Officer  
Sony Computer Entertainment Inc.**

As president and chief operating officer, Sony Computer Entertainment America Inc., Kazuo (Kaz) Hirai brings to his position more than 16 years of experience with Sony.

Mr. Hirai was promoted to president and chief operating officer in April 1999. Prior to that, Mr. Hirai was executive vice president and chief operating officer, a position he assumed in July 1996. Mr. Hirai is responsible for the day-to-day management of the company's business operations, including licensing, third-party relations, business development, strategic planning, marketing and sales.

In addition, Mr. Hirai continues to serve in his role as a board member of Sony Computer Entertainment America Inc. and as one of the Corporate Executive Officers of Sony Computer Entertainment Inc.

Mr. Hirai joined Sony Computer Entertainment America Inc. in August 1995, with responsibility for the operational management of the company under the president of Sony Computer Entertainment America Inc. Before that, Mr. Hirai was assigned to Sony Music Japan's New York office to coordinate the marketing of Sony Music Japan artists in the U.S.

Mr. Hirai began his career with CBS/Sony Inc. (now Sony Music Entertainment Japan) in April 1984, where he was instrumental in the marketing coordination of international music in Japan, and later headed the international business affairs department.

Mr. Hirai received his Bachelor of Liberal Arts degree from the International Christian University in Tokyo.

In his capacity as Executive Vice President, Peter is responsible for all sales and marketing activities for Nintendo in the U.S., Canada and Latin America. Nintendo products include the Nintendo GameCube, Nintendo 64, Game Boy, Game Boy Color, and Game Boy Advance hardware, software and peripherals. Peter joined Nintendo as Vice President, Marketing, in April 1987 and since then has been named Marketer of the Year by Adweek Magazine, and Corporate Marketer of the Year by the Delaney Report.

Prior to joining Nintendo, Main was president and chief executive officer of White Spot, Limited, one of Canada's largest and most diversified food service operations.

Main was with White Spot since 1983. Prior to that time he held a variety of senior marketing management positions with other major Canadian corporations, including General Foods Limited and Colgate Palmolive Inc.

A native of Kitchener, Ontario, Peter Main holds an honors degree in Business Administration from the University of Western Ontario.



## CONFERENCE AT-A-GLANCE

### WORKSHOPS AT-A-GLANCE

Wednesday, May 16

9:00 a.m. - 12:00 p.m.	W1 Taking the First Step: A Design Doc Tutorial	W2 Pitching a Start-up: The Real Thing
<b>Speaker Roundtable Luncheon • Network with Peers</b>		
2:00 p.m. - 5:00 p.m.	W4 How to Build a Successful Game Development Studio	W5 Roadmap to Tomorrow's Games, Tomorrow's Gamers

### SESSIONS AT-A-GLANCE

Thursday, May 17	TRACK 1: Development	TRACK 2: Life Online
	1.1 New Opportunities for Storytelling	2.1 Consoles Make the Jump Online
10:00 a.m. - 11:30 a.m.	1.2 Game Graphics Come Alive	2.2 New Business Strategies Behind Online Gaming
12:30 p.m. - 2:00 p.m.	1.3 How to Break into Gaming	2.3 Online Face-off: Who's Got the Better Plan?
2:30 p.m. - 4:00 p.m.		
Friday, May 18	1.4 Cost-effective Strategies for High-Quality Game Development	2.4 Creating Online Games on a Budget
	1.5 Games That Break the Rules	2.5 Building Online Communities —and Community
9:00 a.m. - 10:30 a.m.		
11:00 a.m. - 1:00 p.m.		

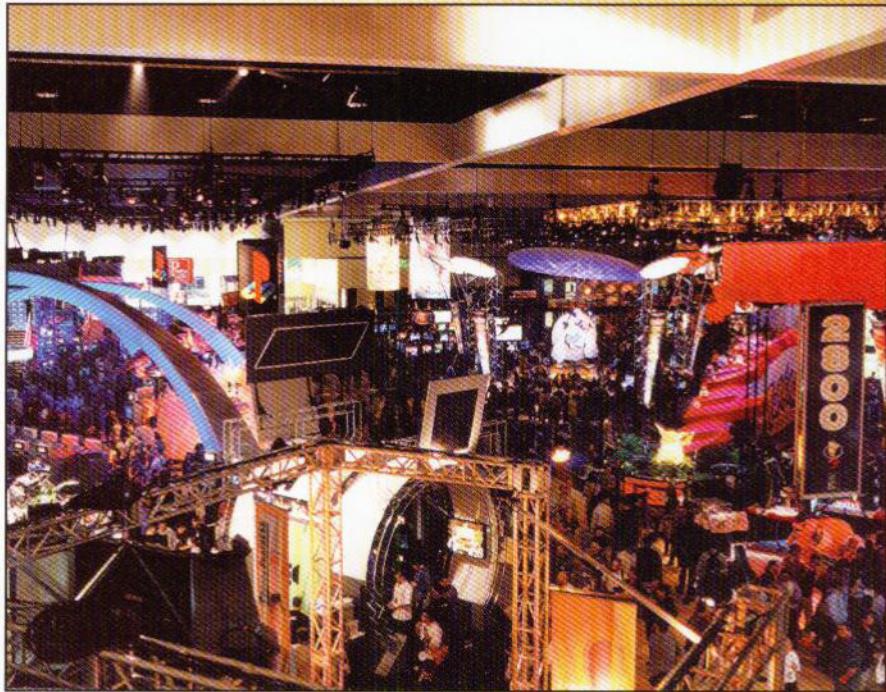




W3 Open Your Mind to the Creative Possibilities

and Experts

W6 Take Control of the New Game Systems



### TRACK 3: Business Trends

3.1 Understanding the Broadband Consumer

3.2 The Kids' Marketplace: As Important As Ever

3.3 The Future of Peripherals

3.4 Reality Check for Independent Game Designers

3.5 Games Go Wireless

### TRACK 4: Current Issues

4.1 Sid Meier in a Special Interview

4.2 PC Games: The Future Looks Bright

4.3 Game Design Issues for the Next Millennia

4.4 The Future of Games is... Everywhere

4.5 Can Hollywood and Games Live Happily Ever After?

### TRACK 5: In Conversation

5.1 Do Game Journalists Play Fair?

5.2 What Makes a Great Game?

5.3 Computer and Console Games: A Cultural Legacy?

5.4 One-on-One: Shigeru Miyamoto with N'Gai Croal

5.5 Star Power: The Impact of Celebrities on Today's Games



# Workshops

Our workshops will give you the tools to put your creative ideas to work. Learn from the experts how to: get funding, create and support a development studio, maximize your creative energy, and look intelligently at the marketplace. This year's workshops will guide both novices and industry professionals toward creating better games and maintaining better businesses—and you won't find a more unique series of workshops anywhere!

## MORNING

9:00 A.M. – 12:00 P.M.

### WORKSHOP 1

#### Taking the First Step: A Design Doc Tutorial

The average computer game takes years to develop, costs thousands of dollars, and requires the work of artists, programmers, and coders. So how does a game project get off the ground, and how does it maintain its momentum? The secret is in the game's design document: in essence, a written plan that outlines every aspect of the game. It keeps the design team on track and focused, and no game developer would be without one. Follow the advice of our panel of experts, and you will be ready to take the first steps toward creating a working design document and creating the game you've always wanted to.

**Moderator:** Jason Della Rocca,  
*International Game Developer Association*  
**Panelists:** Warren Spector, *ION Storm*  
James Ohlen, *Bioware*  
Peter Molyneux, *Lionhead Studios*  
Kent Quirk, *Cognitoy*  
Demi Hassabis, *Elixir Studios*

### WORKSHOP 2

#### Pitching a Start-Up: The Real Thing

Sitting on a great idea to build a game company around, or an idea for a blockbuster game? You need more than a great idea to get funding in today's market—you need a pitch that investors will respond to. This workshop will bring individuals seeking funding together with investors from the angel, venture capital, and publisher communities—who will hear the pitch and ask questions. Witness how a pitch is organized, presented, and defended. This is the ultimate "How-To" workshop.

**Moderator:** Jessee Allread, *DX3 Consulting*  
**Panelists:** Tom Ciprian, *Play-by-Play Sports Interactive, Inc.*  
Jason Robar, *InfoSpace*  
Gil Winters, *Digital Collectibles*  
Diane Hepting, *Gizmo Games*  
John Nguyen, *Gigantic Games*  
Mike Pogue, *Angel Capital Network*  
Philippe Bouissou, *Allegis Capital*  
David Cremen, *Zone Ventures*

### WORKSHOP 3

#### Open Your Mind to the Creative Possibilities

Massachusetts Institute of Technology's Department of Comparative Media Studies will recreate its in-depth game development workshop currently being presented to game designers at Electronic Arts. This workshop was recently created by M.I.T. professors and staff to bring out the best in game designers. Subject matter includes character development, the place of emotion in games, scripting, and other elements of game development. This workshop will give attendees unique exposure to the convergence of academic theory and real-world practicality.

**Facilitator:** Henry Jenkins and staff of M.I.T.

## AFTERNOON

2:00 P.M. – 5:00 P.M.

### WORKSHOP 4

#### How to Build a Successful Game Development Studio

Are you considering starting your own development studio? Have you already taken the first steps toward fulfilling that dream? Our panel of accomplished developers covers essential aspects of starting and maintaining one's own development house, including how to: encourage and reward design teams; retain talent; understand the legal nuts and bolts; package your games and sell them to publishers; deal with success and avoid failure; promote your games, brand, and company; and produce a design document so you and your team stay on track.

**Moderator:** Tim Morten, *Savage Entertainment*  
**Panelists:** Lou Castle, *Westwood Studios*  
Mike Wilson, *Gathering of Developers*  
Guha Bala, *Vicarious Visions*  
Mark Jacobs, *Mythic Entertainment*  
Ray Muzyka, *BioWare*

### WORKSHOP 5

#### Roadmap to Tomorrow's Games, Tomorrow's Gamer

Think you can be successful in the game industry without understanding market research and developing consumer trends? Think again. Hear a panel of analysts and trend-spotters present recent research on the future of gaming. This panel will present an overview of the current games marketplace; show you how to get inside gamers' heads to create the games they want; take a close look at the growing kids', women's, online, and networked console-games markets; and discuss other trends contributing to the growth of the games industry.

**Moderator:** Pam Dixon, *Syndicated Radio Show Host & Author*  
**Panelists:** Michele Wojtyna, *Ipsos-NPD*  
Marten Davies, *Sapient*  
Jane Buckingham, *Youth Intelligence*  
Temple Fennell, *Boxerjam*  
Glenn Baptiste, *Activision*  
Paul Provenzano, *Academy of Interactive Arts and Sciences*

### WORKSHOP 6

#### Take Control of the New Game Systems

Follow the twists and turns, from initial concept to concept approval; navigate the treacherous terrain of the development and publishing labyrinth. Industry "players" who know the ropes give you insider tips to help keep you from hanging yourself. This unique face-to-face workshop features a select group of professionals, each representing a key "level" in the process, that will help you be a winner in the game development business.

**Moderator:** Alex Pham, *The Los Angeles Times*  
**Panelists:** Brian Bruning, *CEO, Fathammer*  
Kevin Bachus, *Microsoft*  
Hollidor Fannar, *Lightspeed Games*  
Kimberly Quick, *Cognitoy*  
Jeff Hillbert, *Game Developer Agent*



# Canadian New Media Top of its class

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## Speaker's Roundtable Luncheon

96 pre-registered attendees will spend an hour over lunch with some of the game industry's brightest stars. During our special Speaker's Roundtable Luncheon, this group of randomly-selected Super Pass holders will have the opportunity to discuss the future of gaming, up-and-coming technologies, new hardware configurations, and any other subject that interests them.

One of last year's attendees commented, "The opportunity to meet with a developer I had only previously read about was awe-inspiring. There's nothing like sitting in a room full of people who have the greatest impact on what future games will be like and sharing your ideas. The experience was fantastic."

Wednesday, May 16  
12:30-1:30  
INVITATION ONLY

## Hosts and Topics

### Jessee Allread

President, DX3 Consulting

Jessee Allread's expertise is in the access, creation, structure, and implementation of business development, developer/publisher relationships, sales and marketing, domestic/international distribution channels, and retail management. He advises companies on Internet Business Development relationships and Content and eCommerce business and revenue models. Focusing on access and partnership, Jessee matches technology and content with publishing and distribution. He advises on and negotiates licensing, publishing, and distribution agreements with creators, developers, and publishers for placement of interactive technology, content, and services into web partnerships and distribution. Jessee's experience results in the knowledge and relationships necessary to place the right site and service with the right channel and partner.

**TABLE TOPIC:** The Continuance of Workshop 2—  
Pitching a Start-Up: The Real Thing

### Guha Bala

President, Vicarious Visions, Inc.

Guha Bala is the President of Vicarious Visions, Inc., an independent game development company that creates single-player and online-multiplayer games for IBM PC, X-Box, PlayStation, PlayStation2, Nintendo Game Cube, Nintendo 64, Sega Dreamcast, Game Boy Advance, and Game Boy Color. Recent projects include Spider-Man (GBC/GBA/PSX), Tony Hawk Pro Skater 2 (GBA), Blue's Clues, Barbie Magic Genie Adventure, Fisher Price Rescue Heroes, and Wild Thornberrys (GBC). He is also working on unannounced next generation console titles. Vicarious Visions, Inc. began in 1994 while Guha was a student. He co-founded the company with his brother Karthik Bala, who serves as Chairman and Chief Executive Officer. Following Guha's graduation with honors from Harvard in 1998, he and Karthik built the world-class team, capital resources, and business relationships that have driven the company's success. Today, Vicarious Visions is a multi-million-dollar development studio, and has grown from eight to over 60 employees at its 11,000 square foot facility at the Rensselaer Technology Park in Troy, New York. Artists, musicians, programmers, and designers are recruited from all over the world.

**TABLE TOPIC:** How To Build a Successful Game Development Company

### Dr. Paul Debevec

Executive Producer, Graphics Research,  
USC Institute for Creative Technologies

Paul Debevec earned degrees in Math and Computer Engineering at the University of Michigan in 1992 and a Ph.D. in Computer Science at UC Berkeley in 1996. Debevec's Ph.D. thesis presented an interactive method for modeling architectural scenes from photographs and rendering those scenes using projective texture-mapping. With this method he led the creation of a photorealistic model of the Berkeley campus for his 1997 film *The Campanile Movie*. The techniques were later used to create the Academy Award-winning virtual backgrounds for the "bullet time" shots in the 1999 film *The Matrix*. Since his Ph.D., Debevec has worked on techniques for capturing real-world illumination and illuminating synthetic objects with real light, facilitating the realistic integration of real and computer-generated imagery. His 1999 film *Fiat Lux* placed towering monoliths and gleaming spheres into a photorealistic reconstruction of St. Peter's Basilica, all illuminated by the light that was actually there. For real objects, Debevec has worked on developing the Light Stage, a device that allows objects and actors to be synthetically illuminated with any form of lighting. Debevec works at the University of Southern California's Institute for Creative Technologies, where he directs research in virtual actors, virtual environments, and applying computer graphics to creative projects.

**TABLE TOPIC:** Open

### Temple Fennell

President, Boxerjam

Temple Fennell, Co-Founder and President, helped launch Boxerjam in 1995. He has also served as the Director of Development, managing the creation and launch of the first two original Boxerjam game shows: *Strike A Match* and *Out of Order*. Previously, Mr. Fennell owned and operated a film production company, Boxer Films, for which he created, wrote, and directed commercials, music videos, and films. The company worked primarily with freelance writers and film professionals and merged with Jam Productions after its first year in business. Mr. Fennell's film background enhances his ability to create and develop eye-catching and entertaining formats for Boxerjam game shows. He was a directing fellow at the American Film Institute and holds a BS in Systems Engineering from the University of Virginia.

**TABLE TOPIC:** Designing Monetization Hooks into Games and Game Shows

### Rob Fermier

Lead Programmer, Ensemble Studios

Rob "Xemu" Fermier has been creating games in one form or another since creating space combat simulations on the back of his homework in 4th grade. Now, to his constant surprise, he's paid to do it. So far, his obsession with gaming has not required medical supervision. While at Looking Glass and Irrational Games, he helped create games such as *System Shock* (1994), *Flight Unlimited* (1995), and *System Shock 2* (1999). He has now returned to his ancestral home in Texas and is the lead programmer on Ensemble Studios' next real-time strategy game.

**TABLE TOPIC:** Open

### Justin Hall

Game Culture Correspondent, Links.net

Justin Hall has been exploring the human side of the technology culture for over a decade. In 1994 with Justin's *Links from the Underground*, he celebrated the weird, wild, and wonderful of the early World Wide Web. Justin served as a young gadfly at seminal websites HotWired and Electric Minds, and as Director of Innovation at Gamers.com, asking: How do games shape the minds of the people that play them? Where is the wit and wisdom in this world of distraction? Justin is now an independent writer, speaker, TV talk show host, and lifelong student, publishing his notes at [www.links.net](http://www.links.net) and occasionally in Rolling Stone magazine.

**TABLE TOPIC:** Open

### Scott Herrington

Executive Producer, Turbine Entertainment Software

Scott Herrington entered the game industry almost 10 years ago, working at Park Place Productions and then at Game Test. He was the producer on the *Earthworm Jim* series and *MDK* while working for Playmates Interactive Entertainment in the mid '90s. After that, he joined Shiny Entertainment where he moved away from production and into the role of company PR/Marketing Director. In 1999, he was hired away from Shiny by Turbine to work on *Asheron's Call* and is currently Turbine's Executive Producer.

**TABLE TOPIC:** Open





## Mark Jacobs

President, Mythic Entertainment

Jacobs is President/CEO and co-founder of Mythic Entertainment. He has over 16 years experience working in the computer gaming industry and his credits include some of the most popular online games of all time. He is now working on the forthcoming *Dark Age of Camelot*. One of the earliest developers and publishers of massively multiplayer games, Mark founded his first game company while attending Georgetown University Law Center. Mr. Jacobs is also a screenwriter.

**TABLE TOPIC: Massively Multiplayer Online Games—What's Next**

## Susan Lewis

Vice President, Content, Yummy Interactive, Inc.

Susan is currently Vice President of Content for Yummy Interactive, Inc., a pioneer in broadband, on-demand game delivery. She oversees all licensing and strategy for Yummy's catalogue of game and entertainment software. Prior to joining Yummy, Susan founded ThinkBIG, representing game developers and publishers in licensing and publishing negotiations. ThinkBIG quickly gained notoriety within the industry and was featured in *Wired* magazine, *CNET*, *Salon*, *San Francisco Chronicle*, and the book *Game Design: Secrets of the Sages*. ThinkBIG negotiated deals with Electronic Arts, Havas, Fox Interactive, Atari Games, and Acclaim Entertainment. Prior to ThinkBIG, Susan recruited for a variety of game companies including Hasbro, Blizzard, Psygnosis, FASA, and Microsoft. Susan has been a speaker at E3, Game Developers Conference, and the Online Gaming Event in London. She was a judge for the 2nd and 3rd Independent Game Festivals. Susan holds a B.A. from Brandeis University.

**TABLE TOPIC: Broadband and its Impact on Gaming/Game Development**

## Chris Melissinos

Business Development Manager, Sun Microsystems

Chris Melissinos is Sun Microsystems' self-proclaimed video game addict and is responsible for the development of Sun Microsystems' programs and offerings targeting the game development community. As the Business Development Manager for Electronic Entertainment, he is responsible for driving an industry-wide movement toward Java game development, building infrastructure programs for massively-connected gameplay, and is Sun Microsystems' sole evangelist for the games industry. Chris's speaking resume includes high-profile conferences such as the Consumer Electronics Show, E3, Harvard's Cyberposium, and Java Conference 2000 in Milan, Italy.

**TABLE TOPIC: Open**

## Alex Pham

Technology Reporter, Los Angeles Times

Alex Pham has been a newspaper journalist since 1987, working for publications such as *The Washington Post*, *USA Today*, *The Oregonian*, and *The Boston Globe*. She began covering technology in 1999 for *The Boston Globe* and joined *The Los Angeles Times* in December 2000. She earned her undergraduate degree in international relations from Johns Hopkins University, and her Masters Degree in Public Policy from the University of Texas.

**TABLE TOPIC: Open**

## Kent Quirk

Game Architect, CogniToy

Kent Quirk is the chief technical officer, game architect, and co-founder of CogniToy, an independent game developer based in Acton, Massachusetts. He is the designer of the acclaimed computer game *MindRover*, published by CogniToy. *Adrenaline Vault* called *MindRover*'s design "so comprehensive and accessible to all that it cannot be described as anything short of brilliant." Mr. Quirk has also designed several other published games and many commercial software products. He has over 20 years of software design and development experience.

**TABLE TOPIC: Independent development is the dream of many game developers. Is it possible to do it all—from funding through distribution—and survive to tell the tale? CogniToy is walking this road, and while the ending of the story is not yet known, there are a lot of chapters already written down. Kent Quirk, CTO of CogniToy, will be your storyteller.**

## Brian Reynolds

President, Big Huge Games

A 10-year industry veteran, Brian Reynolds is recognized as one of the industry's most talented and productive game designers. He was honored by *PC Gamer* magazine as one of twenty-five Game Gods. Since 1993, Reynolds has masterminded the design of an unbroken stream of hit strategy games, including *Colonization*®, *Civilization II*®, and *Alpha Centauri*®. Highly regarded for his mastery of programming, Reynolds's skill lets him bring his own visions to life—and he has built a reputation for finely-tuned strategy games. As President of Big Huge Games, Reynolds brings to bear his proven talent for balancing the diverse elements that make an addictive game and a happy team. Big Huge Games has signed a multi-title publishing deal with Microsoft, and is hard at work on a new strategy game.

**TABLE TOPIC: Game Design, Game Balance, and Strategy Games**

## John Vechey

Director of Business Development, PopCap Games

John Vechey is the director of business development at PopCap Games, a popular developer of online mass-market Java games. PopCap licenses titles to major portals such as *InfoSpace* and *pogo.com*, and is the creator of the hit games *Bejeweled* and *Alchemy*, which currently account for 20% of the daily traffic on the Microsoft Gaming Zone. Before co-founding PopCap with partners Brian Fiete and Jason Kapalka, John worked at *Flipside.com* as a producer and software engineer.

**TABLE TOPIC: Open**

## Michele Wojtyna

Director, Ipsos-NPD

Michele Wojtyna has been in the market research industry for the past fifteen years. She spent the first ten years of her career working for Fortune 100 clients such as Procter & Gamble and Pepsi-Cola. For the past five years, she has been working for marketing research suppliers including Ipsos-NPD. While at Ipsos-NPD, Michele has focused on custom research for the high tech and interactive entertainment industries. Michele works very closely with the NPD TRSTS team. NPD TRSTS is the leading source of point-of-sale information for the interactive entertainment industry. Michele has a MBA from SUNY at Buffalo (where she received the Outstanding Marketing Student award) and a B.A. in both Political Science and History from Canisius College in Buffalo, New York.

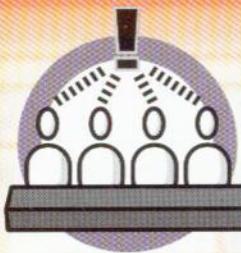
**TABLE TOPIC: Meet Michele, the real-life Crystal of Four Worlds, level 20 mage from Asheron's Call. Speak to a rare breed: a 40 year-old female hard-core gamer whose day job is that of a seasoned market research analyst.**

## Eric Zimmerman

CEO, gameLab

Eric is CEO of gameLab, an NYC-based game developer. gameLab's first two titles, *BliX* and *LOOP*, are available on *Shockwave.com*. Other titles include the critically acclaimed *SiSSYFIGHT 2000* (*Word.com*), the CD-ROM titles *Gearheads* (Philips Media) and *The Robot Club* (Southpeak Interactive). He also works on computer games, including the interactive paper book *Life in the Garden* (RSUB), the board game *Organism*, (ArtByte), and game installations in a variety of gallery and museum spaces. Eric has taught at MIT's Comparative Media Studies program, New York University's Interactive Telecommunications program, and the Digital Design MFA program at Parsons School of Design. He is currently co-authoring a book with Katie Salen about game design; it will be published by MIT Press in 2002.

**TABLE TOPIC: Open**



## Conference Sessions

### TRACK 1: DEVELOPMENT

How do we as an industry take advantage of progress? As better graphics, better stories, and richer characters raise the bar, do our roles as participants and players in this evolving industry change? Hear where to find new opportunities, and learn strategies to reach new levels of creativity and productivity.

#### 1.1 New Opportunities for Storytelling

THURSDAY, MAY 17 10:00 A.M. - 11:30 A.M.

Listen-in on a developers' roundtable focused on the opportunities for rich storytelling and character development, and how the increased power of computers and the current generation of consoles make this possible. Our panel will consider new ways of engaging gamers through the technology of the new systems, and explore what makes a great game.

**Level:** Intermediate

**Moderator:** Chris Taylor, *TIME* magazine

**Panelists:** Ken Levine, *Irrational Games*

Jason Rubin, *Naughty Dog*

Rob Fermier, *Ensemble Studios*

Harvey Smith, *Ion Storm*

#### 1.2 Game Graphics Come Alive

THURSDAY, MAY 17 12:30 P.M. - 2:00 P.M.

How does the industry intend to fulfill the gamer's desire for greater realism? This hands-on technology preview will bring together innovators seeking to produce more life-like gaming, explore the psychology of gaming, and discuss new products that can help deliver a more realistic gaming experience. Soon, it may be difficult to tell the difference between reality and games.

**Level:** All

**Moderator:** Al Abrams, *Abrams Creative Services*

**Panelists:** Jeff Ferguson, *I.O. Display Systems, LLC.*

Tom Armbruster, *Vicon, Inc.*

David Devor, *Essential Reality*

Dr. Paul Debevec, *USC Institute for Creative Technologies*

#### 1.3 How to Break into Gaming

THURSDAY, MAY 17 2:30 P.M. - 4:00 P.M.

Today, aspiring game industry professionals have many venues to get their foot in the door. Developers are hiring musicians, animators, writers, historians, and even comedians (no joke) to enrich their games. And coursework in game design is flourishing at some of the country's top schools. Attend this panel and walk away with a game plan to leverage your current skills or develop new ones.

**Level:** Beginner

**Moderator:** Marc Saltzman, *Journalist*

**Panelists:** Derek Simmons, *Blizzard*

Tommy Tallarico, *Musician and Composer*

Claude Comair, *DigiPen/NST*

Camela Martin, *LucasArts*

#### 1.4 Cost-Effective Strategies for

#### High-Quality Game Development

FRIDAY, MAY 18 9:00 A.M. - 10:30 A.M.

With development costs for games for next-generation systems running into the millions, are there less costly alternatives? Our panel will delve into the platforms that offer the biggest bang for the development buck—and look at which of the new platforms offer the fledgling developer the most cost-effective opportunities.

**Level:** Advanced

**Moderator:** Ilene Haase, *The NPD Group*

**Panelists:** Mike Mika, *Digital Eclipse*

Mark Burke, *Crave Entertainment*

#### 1.5 Games that Break the Rules

FRIDAY, MAY 18

11:00 P.M. - 1:00 P.M.

Had gamers seen anything quite like *The Sims* before its release? Sega's effort to bring voice command to console gaming with *Seaman* generated awe. Electronic Arts has gotten into the act with *Majestic*—a game that uses pagers, email, cell phones, the Web, and old-fashioned offline gameplay. Hear from game makers on the theories, goals, and challenges involved in the making of their unconventional games and the challenges of marketing them.

**Level:** Beginner

**Moderator:** Jeff Green, *Computer Gaming World*

**Panelists:** Yoot Saito, *Vivarium*

Will Wright, *Maxis*

Neil Young, *Electronic Arts*

Rob Fulop, *Perchance*





## TRACK 2: LIFE ONLINE

When gaming goes 24/7, will you be ready? The Web has changed the rules of business, and now it's changing the world of play. Join our panels as experts assess the opportunities and responsibilities the Web brings to gaming.

### 2.1 Consoles Make the Jump Online

THURSDAY, MAY 17 10:00 A.M. - 11:30 A.M.

Console makers are integrating online access and elements of online gameplay into the current generation of video game consoles. To stay competitive, you need to learn the pros and cons of differing business models and know what's required to develop an online game for a video game platform. Understand the market for console games and what that market expects from today's systems.

**Level:** Intermediate

**Moderator:** Schelley Olhava, IDC

**Panelists:** Ken Soohoo, Planetweb

Mark Surfus, GameSpy/Mplayer

Scott Herrington, Turbine Entertainment

Skip McIlvaine, Sega.com

Jason Bell, Infogrames

### 2.4 Creating Online Games on a Budget

FRIDAY, MAY 18

9:00 A.M. - 10:30 A.M.

The costs are low. The audience is plentiful. The buzz is huge. But how does an aspiring game designer successfully use Java, Shockwave, Web Driver, and other multimedia content technologies to break into online gaming? What tools are required to create a profitable online-only game? Which genres work best online? This panel will provide a "tool kit" for developers interested in creating online-only games on a budget.

**Level:** Beginner

**Moderator:** Aaron Loeb, Daily Radar

**Panelists:** Keith Bates, Plazmic

John Vechey, PopCap

Alex St. John, Wild Tangent

John Welch, Shockwave

### 2.2 New Business Strategies Behind Online Games

THURSDAY, MAY 17 12:30 P.M. - 2:00 P.M.

Online gaming has already made its way into more than 13 million U.S. households. Learn about new ways developers and publishers sell and distribute games online, and how the Web is encouraging developers to think outside the box. Our panel reviews new business strategies that could only have come from the online world.

**Level:** Intermediate

**Moderator:** Kenneth Li, The Industry Standard

**Panelists:** Chris Kantrowitz, The Groove Alliance

Susan Lewis, Yummy Interactive

Jim Perkins, Arush Entertainment

Mark Herrmann, Lycos Gamesville

### 2.5 Building Online Communities — and Community

FRIDAY, MAY 18

11:00 P.M. - 1:00 P.M.

Blame it on the Web. Persistent-world games such as *EverQuest* and *Ultima Online* are converting traditional gamers, first-person action games have spawned a culture of amateur level designers trading mods on the Web, and crossover phenomena like *The Sims* are building multi-title franchises based around virtual communities. This panel will examine the lure of online gaming and the challenges of creating a unique online gaming experience.

**Level:** Intermediate

**Moderator:** J.C. Herz, Author, *Joystick Nation*

**Panelists:** Scott Herrington, Turbine Entertainment

John Smedley, Verant Interactive

Tommy Strand, Funcom

Amy Jo Kim, NAIMA

### 2.3 Online Face-Off:

#### Who's Got the Better Plan?

THURSDAY, MAY 17 2:30 P.M. - 4:00 P.M.

Many deep-pocketed industry players have committed funds and staff to support online initiatives. Interestingly, their business models differ dramatically. This panel of chief online strategists will tell you how they hope to win in the burgeoning online arena.

**Level:** Intermediate

**Moderator:** Alex Pham, The Los Angeles Times

**Panelists:** Dean Hachamovitch, Microsoft

Mark Blecher, E.A.com

Rich Vogel, Sony Online, Austin

P.J. McNealy, Gartner

Charles Bellfield, Sega of America

# Conference Sessions

## TRACK 3: BUSINESS TRENDS

From the rollout of broadband to the growing market for kids' software, the business of gaming stands still for no one. Hear experts in their fields discuss the business of gaming and how you can make change work for you.

### 3.1 Understanding the Broadband Consumer

THURSDAY, MAY 17 10:00 A.M. - 11:30 A.M.

Broadband is being embraced by business enterprises and entrepreneurs in the game space. Learn about the technology, its impact on gaming, and how game companies and developers can take advantage of it.

**Level:** Intermediate

**Moderator:** Veit Dengler, *McKinsey & Co.*

**Panelists:** Dave King, *pogo.com*

Steig Westerberg, *Stream Theory*

Lloyd Walker, *Sapient*

Hubert Joly, *Vivendi Universal Games*

### 3.2 The Kids' Marketplace: As Important As Ever

THURSDAY, MAY 17 12:30 P.M. - 2:00 P.M.

It pays to know the kids' market. As hardware and software prices drop, the installed base of PlayStation, N64, Game Boy, and PCs grows, hot new platforms continue to be introduced, and manufacturers compete to secure brand loyalty at an early age. Learn about what's selling at retail and what publishers are looking for from developers. Speakers who specialize in selling to the kids' market reveal what platforms are hot and which genres will prove most promising.

**Level:** Intermediate

**Moderator:** Sarina Simon, *Knowledge Kids Network*

**Panelists:** Ken Goldstein, *Disney Online*

Matt Brown, *LeapFrog*

Leah Kalboussi, *LEGO Media*

Stephen Youngwood, *Nickelodeon*

### 3.3 The Future of Peripherals

THURSDAY, MAY 17 2:30 P.M. - 4:00 P.M.

New technologies create a market for creative peripherals. Smell, feel, and hear the latest breakthroughs in game technology—presented by inventors, creators, and patent holders. Get a sneak peak at devices and technologies slated for release.

**Level:** Intermediate

**Moderator:** Stephen Baker, *PC Data*

**Panelists:** Neil Synder, *Plantronics*

Stacey Spiegel, *Immersion Studios*

Darren Richardson, *Mad Catz, Inc.*

### 3.4 Reality Check for Independent Game Designers

FRIDAY, MAY 18 9:00 A.M. - 10:30 A.M.

Join well-known game designers and game journalists in a lively conversation about independent game development and the future of our industry. With an emphasis on discussion and debate rather than formal presentations, topics include: Is consolidation inevitable or can independent companies survive? Is an "indie" games movement possible? Can there be a game-industry equivalent of small record labels, college radio stations, and DJ raves? How is creativity encouraged in today's game industry? What economic, technological, and cultural factors led us here, and what should we change about how we make, market, and distribute games?

**Level:** Intermediate

**Moderator:** Eric Zimmerman, *gameLab*

**Panelists:** Noah Falstein, *The Conspiracy*

Chris Hecker, *definition 6*

Brian Reynolds, *Big Huge Games*

Clive Thompson, *Newsday*

### 3.5 Games Go Wireless

FRIDAY, MAY 18 11:00 P.M. - 1:00 P.M.

Wireless technology is coming to the world of gaming at a dizzying pace. This session will educate you in the latest wireless initiatives, teach you the basics of delivering media and games to wireless handhelds and phones, and address ways game developers and publishers can participate in the wireless revolution. Our panel of experts will bring you up to speed on what may be the fastest-developing segment of the games industry

**Level:** Intermediate

**Moderator:** Vince Broady, *ZDNet*

**Panelists:** Graham Stafford, *Nokia*

Billy Pidgeon, *Jupiter Communications*

Juan Montes, *Motorola*

Oren Tversky, *Symbian*





## TRACK 4: CURRENT ISSUES

Inside games it's a fantasy world, but outside it's still a jungle. Look to the future as we discuss how movies and games are becoming more alike, examine new technologies aimed for the game space, and debate the issue of responsible game design.

### 4.1 Join Sid Meier in a Special Interview

THURSDAY, MAY 17 10:00 A.M. - 11:30 A.M.

Join Sid Meier in a special One-on-One E<sup>3</sup> Conference session. Submissions were diverse, to say the least. Ultimately, we took a look at the reader-generated wish list and recognized the singular beauty contained in a three-word request from a conference attendee. "Get us Sid," he asked politely, eloquently, and simply. Well, you asked; we delivered. Computer game legend Sid Meier has agreed to join us in a special one-on-one session that kicks off the first day of E<sup>3</sup>. Joining Sid Meier is *Computer Gaming World*'s George Jones—an unabashed *Civilization* devotee—to participate and interview Firaxis' Games founder Sid Meier on stage. We invite you to sit in on a very special interview: Sid Meier, interviewed by George Jones. As they say in legends past: Your wish is our command!

### 4.2 PC Games: The Future Looks Bright

THURSDAY, MAY 17 12:30 P.M. - 2:00 P.M.

PC gaming is thriving, but some assert that its popularity is threatened by the success of console gaming. Hear why consoles have gained such popularity and what PC game enthusiasts have to say about the advantages of the PC as a gaming platform.

**Level:** Intermediate

**Moderator:** Rob Smith, *PC Gamer magazine*

**Panelists:** Cliff Bleszinski, *Epic Games*

Dave Perry, *Shiny Entertainment*

Chris Taylor, *Gas Powered Games*

### 4.3 Game Design Issues for the Next Millennia

THURSDAY, MAY 17 2:30 P.M. - 4:00 P.M.

As the audience for games grows, new technologies are incorporated into games, and the industry faces increased scrutiny over violent content. Are the rules, goals, and responsibilities of game designers changing? What do game designers say when they discuss the future of games? Hear a panel of accomplished designers speak about the opportunities and responsibilities facing today's game-design community.

**Level:** All

**Moderator:** Steve Kent, *USA Today and MSNBC*

**Panelists:** Sid Meier, *Firaxis*

Peter Molyneux, *Lionhead Studios*

Ed Fries, *Microsoft*

Mark Turmell, *Midway Games*

### 4.4 The Future of Games is... Everywhere

FRIDAY, MAY 18

9:00 A.M. - 10:30 A.M.

Bluetooth, i-BURST, i-mode, and GPRS (General Packet Radio Service) are just a few of the technologies that will take games places they've never been before. You're already seeing games on the seat-back in front of you on an airplane, on your mobile phone, and on your dashboard...and that's just the beginning. A panel of futurists, analysts, and tech experts will tell us where gaming is headed.

**Level:** Intermediate

**Moderator:** Eric Scheirer, *Forrester Research*

**Panelists:** Neil Young, *Electronic Arts*

Chris Melissinos, *Sun Microsystems*

Jason Bell, *Infogrames*

Celia Pearce, *USC Annenberg Center for Communications*

### 4.5 Can Hollywood and Gaming Live Happily Ever After?

FRIDAY, MAY 18

11:00 P.M. - 1:00 P.M.

With more games providing film-like gameplay, and as movies reach into the world of gaming for inspiration, interest in this cross-pollination of art and culture is on the rise. Our panel will ask what we as an industry can learn from the movies and assess how Hollywood turns game franchises into celluloid. Listen as our panel of movie guys-turned-gamers (and vice-versa) addresses whether these two creative industries will ever get along.

**Level:** Intermediate

**Moderator:** N'Gai Croal, *Newsweek*

**Panelists:** Chris Lee, *Chris Lee Productions*

Ken Levine, *Irrational Games*

Hal Barwood, *LucasArts*

Lorne Lanning, *Oddworld Inhabitants*

# Conference Sessions

## TRACK 5: IN CONVERSATION

Grab a seat up front. This track will put you face-to-face with the names you know from gaming and the gaming press. Hear game journalists defend their turf, listen in on a discussion of how celebrity licenses have changed the face of gaming, and examine how the culture of console and computer games has changed and influenced society outside the game space.

### 5.1 Do Game Journalists Play Fair?

THURSDAY, MAY 17 10:00 A.M. - 11:30 A.M.

As the game industry has grown, so has game journalism. What sort of authority do today's journalists have and what are their responsibilities? Do they follow the rules other consumer journalists follow? Are they fair? This panel will assess the state of game journalism and put developers at the same table with the journalists who cover them.

**Level:** All

**Moderator:** Joshua Quittner, *On Magazine*

**Panelists:** Geoff Keighley, *GameSlice.com*

Stevie Case, *Game Designer*

David Swofford, *Origin Systems*

Robert Coffey, *Computer Gaming World*

### 5.2 What Makes a Great Game?

THURSDAY, MAY 17 12:30 P.M. - 2:00 P.M.

Prepare to be inspired as the industry's top game makers reveal how critically and commercially successful games are created. Did they know their game was destined for greatness? Is there a recipe that others can follow for making a great game? This panel will showcase successful games—introduced and explained by their makers.

**Level:** Beginner

**Moderator:** Joel Enos, *Freelance Contributor to Playboy, Wired, and other publications*

**Panelists:** Greg Zeschuk, *BioWare*

Lucy Bradshaw, *Maxis*

Bill Roper, *Blizzard Entertainment*

### 5.3 Computer and Console Games: A Cultural Legacy?

THURSDAY, MAY 17 2:30 P.M. - 4:00 P.M.

Computer and console games are a rich part of the cultural heritage for Gen X and Gen Y. Play a few bars from *Super Mario Brothers* or *Leisure Suit Larry* at a party, and quite a few people can hum the rest. Still, few books, newspapers, or magazines take the time to examine the history of video games. This panel will analyze the role of games in popular culture, explore places where gaming has influenced pop culture, and discuss strategies for pushing gaming further into mainstream press.

**Level:** All

**Moderator:** Justin Hall, *Links.net*

**Panelists:** Greg Costikyan, *Unplugged Games*

Van Burnham, *Wired*

Henry Lowood, *Stanford University*

### 5.4 One-on-One: Shigeru Miyamoto, with Newsweek's N'Gai Croal.

FRIDAY, MAY 18 9:00 A.M. - 10:30 A.M.

If the videogame industry has a superstar, Nintendo's Shigeru Miyamoto may well be it. The creator of *Mario 64*, *Zelda: Ocarina of Time*, and *Donkey Kong*, Miyamoto is known for his careful attention to plot, tempo, and stunning game design. E3 Conference attendees are invited to attend a unique One-on-One interview as Shigeru Miyamoto, the legendary designer Next Generation magazine called the "Spielberg of video games," discusses game design, creativity, and the future of videogames with *Newsweek* magazine's N'Gai Croal.

**Level:** All

**Journalist:** N'Gai Croal, *Newsweek*

**Game Designer:** Shigeru Miyamoto, *Nintendo*

### 5.5 Star Power: The Impact of Celebrities on Today's Games

FRIDAY, MAY 18 11:00 P.M. - 1:00 P.M.

What do David Bowie, Tony Hawk, and the Olsen Twins have in common? They've all lent their names and likenesses to games. What has the effect been on gaming and what effect have these licenses had on the celebrities themselves? Bring your autograph book and meet some of the biggest names in the game industry as they (and their publishers) talk about the impact games have had on their careers, their sports, and their lifestyles.

**Level:** All

**Moderator:** Ty Burr, *Entertainment Weekly*

**Panelists:** Greg Goldstein, *Activision* — Licensee to be announced

Rob Watson, *Infogrammes* — NFL player to be announced

Peter Dille, *THQ* — John Sohigan of the

World Wrestling Federation



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# Speaker Biographies

## Al Abrams

President, Abrams Creative Services

Al Abrams is a public relations, creative marketing, and digital media consultant to the high-technology and entertainment industries. He also serves as a corporate advisor on consumer culture. His personal clients run the gamut from high-profile celebrities and major league baseball players, to Fortune 500 companies and dot-com start-ups. Al's focus is on the high-technology sector, consulting for companies involved in the Internet, interactive entertainment, B2B e-Commerce, computer gaming, and consumer electronics. Al also acts as a Hollywood industry production consultant in the areas of broadband entertainment content and online digital video.

Session 1.2

Workshop 5

## Jessee Allread

President, DX3 Consulting

Jessee Allread's expertise is in the access, creation, structure, and implementation of business development, developer/publisher relationships, sales and marketing, domestic/international distribution channels, and retail management. He advises companies on Internet business development relationships and content, and e-commerce business and revenue models. Focusing on access and partnership, Jessee matches technology and content with publishing and distribution. He advises on and negotiates licensing, publishing and distribution agreements with creators, developers, and publishers for placement of interactive technology, content and services into Web partnerships and distribution. Jessee's experience results in the knowledge and relationships necessary to place the right site and service with the right channel and partner.

Workshop 2

Session 4.5

## Tom Armbruster

Animation Marketing Manager, Vicon, Inc.

Session 1.2

Session 2.4

## Kevin Bachus

Director of 3rd Party Relations, Microsoft Games Group

Workshop 6

## Stephen Baker

Director Hardware, Services & Analysis; PC Data

Session 3.3

Session 4.4, 2.1

Stephen Baker is the Vice President of Technology Products Research and Analysis at PC Data, the leading market research firm for software and hardware point-of-sale data. Mr. Baker's responsibilities at PC Data include expanding the data collection, categorization, and reporting capabilities of PC Data's point-of-sale reports, including adding new product categories and groups where appropriate, providing subscribers analytic insight to the data and providing strategic direction for the POS reporting. Prior to joining PC Data, Mr. Baker was the senior analyst in the distribution channels service at International Data Corp (IDC) for two-and-a-half years. He specialized in retail, third party mail, and direct distribution.

## Guha Bala

President, Vicarious Visions

Workshop 4

Guha Bala is the President of Vicarious Visions, Inc., an independent game development company which creates single-player and online-multiplayer games for IBM PC, X-Box, PlayStation, PlayStation2, Nintendo Game Cube, Nintendo 64, Dreamcast, Game Boy Advance, and Game Boy Color. Recent projects include *Spider-Man* (GBC/GBA/PSX), *Tony Hawk Pro Skater 2* (GBA), and *Blue's Clues*, *Barbie Magic Genie Adventure*, *Fisher Price Rescue Heroes*, and *Wild Thornberrys* (GBC). He is also working on unannounced next generation console titles. Vicarious Visions, Inc. began in 1994 while Guha was a student. He co-founded the company with his brother Karthik Bala, who serves as Chairman and Chief Executive Officer.

## Glenn Baptiste

Director of Research, Activision, Inc.

Glenn Baptiste has served as Director of Research for Activision since June of 2000. Baptiste is responsible for spearheading the company's research activities. Prior to joining Activision, Baptiste was Associate Director of Market Research at Hasbro, Inc. He was responsible for creating a new market research department for the company's boys' division, which includes such high-profile brands as *Pokémon*, *Star Wars*, *Batman*, *Transformers*, *GI Joe*, *Play-Doh*, and *Tonka*. Before this, he served as Project Director at Pathfinder Research Group, Inc., a full-service strategic marketing and market research company. Baptiste directed all phases of market research projects for Fortune 500 and industry leaders in the consumer-packaged goods, advertising, and automobile industries.

## Hal Barwood

Director, LucasArts Entertainment Company

Prior to working on *Indiana Jones and the Infernal Machine*, Hal Barwood was the project leader on *Indiana Jones and the Fate of Atlantis*. He developed the game's storyline, characters, and puzzle elements, and led the team that built the game. Hal brings 20 years of film industry knowledge and experience to LucasArts. Among his feature film credits are *Sugarland Express* (which he co-wrote), *Dragonslayer* (which he co-wrote and produced), and *Warning Sign* (which he co-wrote and directed). Hal's been designing and building games since childhood, when paper was the medium of choice. His first computer games—*Binary Gauge*, a railroad simulator, and *Space Snatchers* from Aratoon, an action-adventure epic—were written for the Apple II, that Gutenberg press of the digital age. Both of the games were self-published.

## Keith Bates

Chief Executive Officer, Plazmic, Inc.

Prior to joining Plazmic, Mr. Bates was a venture capitalist at Ventures West, a premiere venture capital firm in Canada. At Ventures West, Mr. Bates focused on start-ups and companies developing Java technology solutions. He led the original venture investment in Plazmic and in Jaldi Semiconductor, and worked closely with VW portfolio companies including Java technology developer AudeSi Technologies (acquired by Wind River). Mr. Bates has substantial experience in the creation and building of start-up opportunities. Prior to working at Ventures West, he was an entrepreneur, and articled at Toronto corporate law firm Davies, Ward & Beck.

## Jason Bell

Sr. V.P. of Publishing, Infogrames, Inc.

Jason Bell has a long history of working in various entertainment and media industries. He spent the past six years at leading electronic entertainment companies such as Electronic Arts and Kesmai. He was also on the faculty of the University of Virginia, has spent many years in radio, TV, and audio production, and has worked as talent in the traditional media industry. The emergence of massively multiplayer games captured his imagination, which led him to the interactive entertainment industry. Mr. Bell's role at Infogrames is to strategically drive the company to achieve founder and CEO Bruno Bonnell's vision of becoming a truly mass-market company.

## Charles Bellfield

V.P., Marketing & Corporate Communications; Sega of America

Charles Bellfield is responsible for the direction of communications at Sega of America. During 2000, Bellfield coordinated all marketing communications for the 128bit Internet-ready Sega Dreamcast game console, which launched on 9/9/99 with a marketing budget of \$100 million. This launch resulted in the biggest 24 hours in retail entertainment history. This year, Bellfield will be a driving force in the launch of SegaNet—the only high-speed console gaming network. Previously, he worked as brand marketing manager at NEC Electronics. He was responsible for worldwide strategic brand marketing for NEC's multimedia technology and products. Bellfield instigated a \$25 million worldwide brand-marketing program to clearly communicate NEC's products to the industry and consumers. The marketing program was a first for NEC, and instrumental to the successful design wins at Nintendo, Sega, Compaq, Gateway, Hewlett Packard, Matrox Graphics as well as NEC's own Packard Bell NEC.





## Mark Blecher

### Vice President of Marketing and Sales, EA.com

Session 2.3

Mark Blecher brings over a dozen years of consumer marketing experience to his role as Vice President of Marketing and Sales for EA.com, the Internet partnership between Electronic Arts and AOL. In his position, Mr. Blecher is responsible for advertising, public relations, and all customer acquisition and retention programs for the EA.com entertainment service. He also leads the advertising, sales, and e-commerce efforts for EA.com. Mr. Blecher began his career with Electronic Arts in 1998 when he was hired as Vice President of North America Marketing for the retail software arm of Electronic Arts. During his career, Mr. Blecher has launched many consumer brands and held marketing positions at PepsiCo, The Clorox Company and the Gordon Biersch Brewing Company.

## Cliff Bleszinski

### Lead Designer, Epic Games, Inc.

Session 4.2

Cliff Bleszinski, now 26, has been working in the game industry since the age of 17. In 1993, Cliff designed *Jazz Jackrabbit*, commonly referred to as "The Sonic the Hedgehog of the PC," and also designed the game's sequel. Cliff was one of four original developers for *Unreal*, which won critical acclaim from the gaming world and the media. He was the lead designer on the award-winning *Unreal Tournament*, which won numerous PC Game of the Year awards and has been well received as a PlayStation 2 launch title. Cliff produced the Dreamcast version of *Unreal Tournament* and is currently producing *Unreal 2*. Cliff has created a number of Web sites, including the tongue-in-cheek Cat-Scan ([www.cat-scan.com](http://www.cat-scan.com)). Cliff has been a featured speaker at several E<sup>3</sup> and Game Developers Conference tradeshows.

## Lucy Bradshaw

### General Manager, Maxis

Session 5.2

Prior to taking the senior position at Maxis in March 2000, Lucy served as Executive Producer of the studio's *SimCity* franchise. Her responsibilities included overseeing the development of *SimCity 3000*, 1999's top grossing PC game, and *SimCity.com*, which has set a standard for Internet support for a single-player gaming experience. Before coming to Maxis in 1997, Lucy held various roles within Electronic Arts. During her tenure, she managed a number of projects for the 3-DO system, ran the EA tools group, and served as producer and development director on a number of other projects. Lucy got her start in the interactive entertainment industry at Activision, where she worked as a production manager. Lucy then moved to LucasArts, where she took the position of Associate Director of Development. While there, she worked on *Monkey Island II*, *Indiana Jones and the Fate of Atlantis*, *Star Wars* Nintendo, and *Secret Weapons of the Luftwaffe*.

## Vince Broady

### Vice President, Entertainment; CNET Networks

Session 3.5

Vince Broady manages CNET's flagship gaming information site, *GameSpot.com*, as well as CNET's strategy for entertainment-oriented technology sites and services. Previously at ZDNet, Broady served as Vice President of Site Development, managing the site's overall product development strategy to ensure an award-winning, best-of-breed user experience. Prior to that, he served as general manager of ZDNet's consumer channel where he planned and implemented the strategy for ZDNet's consumer properties, including popular Web sites such as *GameSpot*, *FamilyPC*, *Equip*, *Yahoo! Internet Life*, *Computer Stew* and *ZDNet Music*. During his more than nine years of executive experience in the consumer technology arena, Broady has become a noteworthy influence in the gaming, consumer electronics, consumer PC, and peripherals markets.

## Matt Brown

### Vice-President, Internet Division; LeapFrog Enterprises, Inc.

Session 3.2

Matthew Brown joined LeapFrog in 1999 as one of the primary architects of the LeapFrog Internet strategy. Recently, Mr. Brown became Vice-President of New Business Development, responsible for establishing strategic business relations, and managing character and technology licensing. Prior to this position, Mr. Brown was Director and Vice-President of the Internet division. Before joining LeapFrog, Mr. Brown was Co-Founder and President of Primordial, LLC, the creator of the award-winning ZOOB®. He holds a BA from Georgetown and a JD from Villanova University School of Law. He served as law clerk to the Honorable Oliver Seth, United States Tenth Circuit Court of Appeals.

## Brian Bruning

### CEO, Fathammer

Workshop 6

Brian Bruning is CEO at Fathammer, an innovative software developer creating advanced technologies to enable cutting-edge 3D content on current and future mobile devices. Brian previously worked for 3dfx, Creative Labs, and Red Jade building industry-respected, worldwide developer relations departments that establish standards for development with emerging technologies. His organizations are recognized for their co-marketing and branding efforts, responsive developer support, innovative ideas, cooperative partnerships, and the highest quality of content creation.

## Jane Buckingham

### President, Youth Intelligence

Workshop 5

President of Youth Intelligence, Jane has been studying and interpreting America's youth for more than a decade, helping companies, educators, and parents better understand 12-35-year-olds. Youth Intelligence is a marketing consulting firm that uses traditional and non-traditional, proprietary techniques to determine today's concerns and tomorrow's trends for a wide range of companies including, Coke, MTV, Levi, Cosmopolitan, Clairol, Nike, Sprint, Polo, McDonald's, and ESPN. Ms. Buckingham is a columnist for the *New York Times Syndicate*, for which she writes a weekly column on trends called *NeXt Gen*. She is also a contributing editor for *Cosmopolitan* magazine. She has appeared on shows including *The Today Show*, *Oprah*, *Good Morning America*, and *20/20*. She has been featured in *The New York Times*, *Fortune*, *US*, and *The Boston Globe*. She has also written for magazines including *Marie Claire*, *Mademoiselle*, *Brandweek*, and *McCall's* and has served as an advisor for the books *Revolution X* and *Teens Shopping for a Better World*.

## Mark Burke

### Sr. V.P. Product Development and Acquisitions; Crave Entertainment

Session 1.4

As Senior VP of Product Development and Acquisitions at Crave, Mark manages the internal and external production groups. He has served in various senior management positions since 1984, working for Software Publishing Corporation, Photonics Corp., Bell Atlantic, and Crave Entertainment. Mark was the first Crave employee and one of the founders. He is now in his fourth year as head of production, development, and product acquisitions.

## Van Burnham

### Contributing Editor and Author, *Wired*

Session 5.4

Van Burnham is the author of *Supercade: A Visual History of the Videogame Age 1971-1984* (The MIT Press), the first book to illustrate and document the history, legacy, and visual language of the videogame phenomenon. Van is a Contributing Editor for *Wired* magazine—the "journal of record for the future" and winner of the prestigious National Magazine Award. Van is also a member of the International Academy of Digital Arts and Sciences, a videogame Web site judge for San Francisco's annual Webby Awards, and a member of the Video Arcade Preservation Society.

# Speaker Biographies

## Ty Burr

### Writer at Large, Entertainment Weekly

Ty Burr is a Writer at Large for Entertainment Weekly. He has written for the magazine since its 1990 launch and was instrumental in spearheading its multimedia and Internet coverage (the most thorough in a general consumer weekly), first as chief multimedia critic and later as editor of both EW's weekly Internet section and its monthly "EW Internet" supplement. Mr. Burr helped oversee EW's entry onto the Web in October 1994, and has remained involved in the magazine's Web efforts ever since.

Session 5.5

Session 1.3

## Stevie Case

### Game Designer

Stevie "KillCreek" Case is best known for giving a beating to John Romero in a one-on-one Quake deathmatch. Stevie is a life-long gamer with a specific interest in first-person shooters. In 1997, she signed on as the first full-time professional gamer with the Cyberathlete Professional League (CPL). After designing several Quake user levels and contributing to strategy guides for Prima Publishing, she signed on in QA at Ion Storm. Late that year she was promoted to the position of level designer on John Romero's creative team. In 1999 Stevie rejoined the CPL as a member of the Board of Directors. In her free time she has appeared in publications including *Yahoo Internet Life*, *PC Accelerator*, *Details*, *Playboy.com*, and *Rolling Stone*. Forbes recently named Stevie one of their "Top 100 Celebrities" for the year 2000, and *Working Woman Magazine* called her one of the "20 Under 30" women to watch in business.

Session 5.1

Session 5.4

## Louis Castle

### General Manager and Co-founder, Westwood Studios

As a college student with a dual major in computer science and fine arts, it wasn't long before Louis was freelancing full-time with partner Brett Sperry. They started their own company in 1985, then called Westwood Associates, in the modest environs of Castle's converted garage (which also housed his bed and his beloved pinball machine). Since then, Castle's versatility has led to juggling several crucial roles within the company, from design guru to finance whiz to operations honcho. That versatility has also aided him in the design of such varied games as *Monopoly* (1995) and *Blade Runner* (1997). His recent promotion to General Manager has him running the day-to-day operations at Westwood, as well as plotting the company's future, which includes breaking ground on next generation consoles and exploring new genres, including a 3-D action-adventure on the PlayStation2 and a persistent state world game for the PC.

Workshop 4

Workshop 2

## Tom Ciprian

### President, CEO Play-by-Play Sports Interactive, Inc.

Tom Ciprian co-founded Play-By-Play Sports Cards in Canada in 1997 as an offline card-game company. The games were played during live sporting events. In January of 2000, the company ported its popular card game into a real-time, online sports game. Today, Tom runs Play-By-Play Sports Interactive as the President and CEO, and is once again redeveloping the game by combining the Internet and wireless personal devices with his new game products, allowing regular sports fans, die hard fanatics, and casual gamers alike to play and participate in one community.

Workshop 2

Session 4.5

## Robert Coffey

### Associate Editor, Computer Gaming World

Raised by a pack of feral pigs, Robert Coffey somehow weasled his way into New York University and graduated in 1985 with a BFA in Acting. Calling upon every skill he mastered in college, Mr. Coffey embarked on a long and utterly unrewarding career as a waiter. "You are evil! Get out of my restaurant!" explained one former employer when asked to elaborate on the circumstances regarding Mr. Coffey's abrupt termination. Some years later, Mr. Coffey began working as a freelance writer, toiling for both Larry Flynt (really) and *Computer Gaming World*. After moving on from creating pornography to simply downloading it like everyone else, Mr. Coffey blackmailed himself into a position as an Associate Editor for CGW in mid-1999. Inexplicably, Mr. Coffey continues to work at CGW, disturbing his co-workers and frightening strangers unlucky enough to share an elevator with him. It is a deeply satisfying life.

Session 5.1

Workshop 5

## Claude Comair

### Chairman and CTO of Nintendo Software Technology Corporation (NST), Founder and Chairman of DigiPen Corp.

Mr. Comair has completed two degrees in Engineering. The first is a degree of the third cycle in Architecture, and the second is a Masters degree in Environmental Engineering with an emphasis on computer city simulations and the creation of 3-D visualization software for this purpose. The research led Mr. Comair to write VU, a 3-D-computer language to be used in the creation of virtual 3-D databases for cities. In 1988, Mr. Comair concluded his research in Japan and moved to Vancouver, Canada where he established the head office of DigiPen Corp. Over a period of 11 years, DigiPen has grown into a successful multi-national corporation. In 1996, Mr. Comair and Nintendo Company Ltd. jointly created DigiNin Inc., A corporation dedicated to making video games in North America. In 1998 Mr. Comair became the Chairman and CTO of Nintendo Software Technology Corp.

## Greg Costikyan

### Chief Design Officer, Unplugged Games

Chief Design Officer and co-founder of Unplugged Games, Greg has designed 28 commercially-produced online, computer, board, role-playing, and wireless games. He is a games industry analyst, who has consulted for Fortune 500 companies on game industry business issues, and writes frequently about games for *Wall Street Journal Interactive*, *The New York Times*, *Salon*, etc.

## David Cremin

### Partner, Zone Ventures

David L. Cremin is a Partner of Zone Ventures. Mr. Cremin has been at Zone Ventures since its inception in August of 1998, leading fund management, fundraising, and portfolio management efforts with other partners. He has over 11 years experience working as an entrepreneur in the U.S. and overseas. He has raised funds in both debt and equity for privately held companies. Prior to Zone Ventures, he served as Founder and CEO of Vis-à-Vis Entertainment, a music publishing and digital media company. Before that, Mr. Cremin worked in strategic planning at Citicorp Credit Services. He also spent several years touring as a professional musician and recording artist for RCA Records, Atlantic Records, Elektra Records and EastWest Records. Mr. Cremin currently serves on the boards of several companies, including Hiwire, Inc., Showbiz Data, Inc., and Zone Communications, Inc. He holds a B.S. in Industrial Engineering from Stanford University.

## N'Gai Croal

### General Editor, Newsweek

Croal was promoted to general editor in December 1999. He has written about technology since he came to Newsweek in February 1995 as an associate editor. He has written extensively about video games, the MP3 phenomenon and the growing popularity of handheld computers. As a contributor to the weekly "Cyberscope" section, Croal has reviewed many of the latest Web sites, digital cameras, mobile phones, computer peripherals, MP3 players, CD-ROMs, toys, joysticks and video games. He also writes for the magazine's "Arts and Entertainment" section, where he has covered everything from the eye-popping special effects in *The Matrix* to the success of rock 'n' rap performers like Limp Bizkit and Kid Rock. His work has also appeared in *The Washington Post*, *Details*, *The Source*, *Momentum*, and *Theater Week*. Before coming to Newsweek, Croal was a producer at Digital Ink, The Washington Post's first online service.

## Marten Davies

### V.P. Entertainment Services, Sapient Corporation

Marten Davies has a unique ability to discover new markets and maximize their profitability. He has more than 25 years of diversified international sales, marketing, business development, and operational management experience, with more than 17 of those years spent specifically in the entertainment software industry.





## Dr. Paul Debevec

Executive Producer, Graphics Research;  
USC Institute for Creative Technologies

Paul Debevec earned degrees in Math and Computer Engineering at the University of Michigan in 1992 and a Ph.D. in Computer Science at UC Berkeley in 1996. Debevec's Ph.D. thesis presented an interactive method for modeling architectural scenes from photographs and rendering those scenes using projective texture-mapping. With this method he led the creation of a photorealistic model of the Berkeley campus for his 1997 film *The Campanile Movie*. The techniques were later used to create the Academy Award-winning virtual backgrounds for the "bullet time" shots in the 1999 film *The Matrix*. Since his Ph.D. Debevec has worked on techniques for capturing real-world illumination and illuminating synthetic objects with real light, facilitating the realistic integration of real and computer-generated imagery. His 1999 film *Fiat Lux* placed towering monoliths and gleaming spheres into a photorealistic reconstruction of St. Peter's Basilica, all illuminated by the light that was actually there. For real objects, Debevec has worked on developing the Light Stage, a device that allows objects and actors to be synthetically illuminated with any form of lighting. Debevec works at the University of Southern California's Institute for Creative Technologies, where he directs research in virtual actors, virtual environments, and applying computer graphics to creative projects.

## Jason Della Rocca

Program Director, International  
Game Developers Association

Jason Della Rocca is the program director of the IGDA—an independent, non-profit, professional organization for developers of entertainment software. He oversees the day-to-day running of the association, giving particular focus to outreach efforts and member programs. Jason has been a member of the game development community for several years, and is best known as the Developer Relations Group Manager at Matrox Graphics Inc., a leading supplier of consumer graphics cards. Jason enjoyed short stints at Proksim Software, evangelizing their game networking middleware, and Silicon Graphics, where he worked with 3-D and Web technologies.

## Veit Dengler

Engagement Manager, McKinsey & Company

Veit Dengler is an Engagement Manager in the Los Angeles Office of McKinsey & Co., and a core member of its global media and entertainment practice. He is currently leading a research project on changing consumer habits regarding online entertainment with the transition to broadband.

## David Devor

Co-Founder; Chief Operating Officer; Essential Reality

In his position at Essential Reality, Mr. Devor is responsible for business development, product design/development and overall management of the company. Prior to working at Essential Reality, Mr. Devor founded and managed a large chain of home entertainment furnishings centers. He also has over eight years of experience managing private equity investments through his principal position with Devor Capital Investments LLC. The investment firm specializes in high-tech companies with a primary focus on interactive entertainment, electronic gaming, and Internet-related opportunities.

## Peter Dille

Vice President of Marketing, THQ, Inc.

## Pam Dixon

Syndicated Radio Show Host and Author,  
The Dixon Report

Pam Dixon is an award-winning author, journalist, and syndicated radio show host recognized for her contributions in the area of technology as it impacts the arts, education, business, and popular culture. She is the author of eight books, including the award-winning *Job Searching Online for Dummies*, 2nd edition (IDG Books, January 2000), and *Be Your Own Headhunter Online* (Random House, 1995), which was recognized by the Computer Press Association as one of the best non-fiction computer books of 1995. Dixon is the New Media columnist for the *San Diego Union Tribune*, where she writes about the intersection between arts and technology. For her radio show, which is nationally syndicated, Dixon interviews the luminaries of technology and discusses key trends, advancements, and happenings in the tech world.

## Session 1.2

## Joel Enos

Contributor Journalist

## Session 5.2

Joel Enos is a freelance writer who regularly covers technology and culture—from games to gadgets—for *Playboy*, *SOMA*, and *Click*. He has also written for *Wired*, *Forbes ASAP*, *Upside*, *CNET*, and *The San Jose Mercury News*, among others. A former senior editor for *ComputerLife* and *Equip* magazines, Joel was also a contributing editor for *PC/Computing* and was on staff at the gaming publication *Electronic Entertainment*. He is based in San Francisco.

## Noah Falstein

President, The Inspiracy

## Session 3.4

Noah Falstein is the President of The Inspiracy, a consulting firm specializing in game design and production. With 20 years designing and managing entertainment and educational software for companies such as Williams Electronics, LucasArts Entertainment, The 3DO Company, and Dreamworks Interactive, Falstein has worked on everything from toys to CD-ROM games to console titles to location-based entertainment. The Inspiracy does original design and design review for both established game companies and those looking to enter the field. Noah Falstein can be reached at [nf@theinspiracy.com](mailto:nf@theinspiracy.com).

## Workshop 1

## Halldor Fannar

Chief Technology Officer, Lightspeed Games

## Workshop 6

Halldor Fannar is Chief Technology Officer and cofounder of Lightspeed Games Inc., an independent game development company in Silicon Valley.

Halldor holds a BS in Theoretical Physics and has extensive experience in creating console video games. He worked as Lead Programmer at Atari Games and Midway Games, developing titles such as *California Speed* for Nintendo 64 and *Gauntlet Legends* for the Sony PlayStation. Before he entered the video game industry, Halldor developed innovative 3D imaging and animation technology in cooperation with Microsoft and Intel. Currently, Halldor and his coworkers at Lightspeed Games are working on a game for next generation consoles.

## Session 3.1

## Temple Fennell

President, Boxerjam

## Workshop 5

Temple Fennell, Co-Founder and President, helped launch Boxerjam in 1995.

He has also served as the Director of Development, managing the creation and launch of the first two original Boxerjam game shows: *Strike A Match* and *Out of Order*. Previously, Mr. Fennell owned and operated a film production company, Boxer Films, for which he created, wrote, and directed commercials, music videos, and films. The company worked primarily with freelance writers and film professionals and merged with Jam Productions after its first year in business. Mr. Fennell's film background enhances his ability to create and develop eye-catching and entertaining formats for Boxerjam game shows. He was a directing fellow at the American Film Institute and holds a BS in Systems Engineering from the University of Virginia.

## Session 1.2

## Jeff Ferguson

President and CEO, IO Display Systems, LLC

## Session 1.2

Jeffrey K Ferguson is President and CEO, IO Display Systems, LLC, which manufactures personal display devices and stereoscopic 3-D products used in a broad array of applications from entertainment to medical and commercial uses.

The company was formed in 1997 as a new venture between Ilixco, Inc., a display technology company, and Liberty Media Group, an ATT company

that holds interests in a broad range of video programming, communications, technology, and Internet businesses in the United States, Europe, South

America, and Asia.

## Session 5.5

## Rob Fermier

Lead Programmer, Ensemble Studios

## Session 1.1

Rob "Xemu" Fermier has been creating games in one form or another since creating space combat simulations on the back of his homework in 4th grade.

Now, to his constant surprise, he's paid to do it. While at Looking Glass and Irrational Games, he helped create games such as *System Shock* (1994), *Flight Unlimited* (1995), and *System Shock 2* (1999). He has now returned to his ancestral home in Texas and is the lead programmer on Ensemble Studios' next real-time strategy game.

## Workshop 5

# Speaker Biographies

## Ed Fries

### General Manager, Microsoft Games Group

In 1985, Ed Fries joined Microsoft's Office group as an intern, and was put in charge of upgrading the system used to create and display online tutorials. Fifteen years later, Ed oversees a team of more than 700 programmers, designer, artists and producers, developing a broad range of multi-platform titles for the Microsoft label. Since taking over the reins of the Microsoft Games division in 1995, Fries has signed a large number of high-profile game developers to partner with Microsoft, including Chris Roberts (Digital Anvil), Bruce Shelley (Ensemble Studios), Chris Taylor (Gas Powered Games), Alex Garden (Relic Entertainment), and, most recently, Brian Reynolds (Big Huge Entertainment). Together with a strong in-house development team, he has turned the company into a leading force in the games industry.

Session 4.3

## Rob Fulop

### President, Perchance, Inc.

Rob Fulop has been a pioneer in the commercialization of interactive digital media from its earliest days at Atari, and is a founding member of two highly visible software publishers (Imagic/PFMagic). Mr Fulop has authored or produced breakthrough interactive entertainment for virtually every consumer interactive media format, delivering consistent "hit level" sales. He is currently focused on the Internet as a platform for wide-scale distribution of interactive entertainment he is developing.

Session 1.5

## Greg Goldstein

### V.P. Licensing, Activision, Inc.

Greg Goldstein has served as Vice President of Licensing for Activision, Inc. since May 2000. In this role he is responsible for identifying, negotiating, and securing worldwide licensing agreements and lead brand development partnerships that will add to the company's license portfolio. Prior to joining Activision, Goldstein served as Senior Vice President of Licensing and Product Development at Inkworks, where he played a key role in establishing the start-up entertainment collectible publishing company as a market leader. Under his direction, the company launched dozens of innovative products based on entertainment brands including James Bond, Buffy The Vampire Slayer, Men in Black, and Planet of the Apes. Before joining Inkworks, Goldstein was the entertainment brand manager at Topps Company, where he oversaw marketing and development activities related to such brands as Star Wars, X-Files, Batman, and Jurassic Park.

Session 5.5

## Ken Goldstein

### Executive V.P. and Managing Director, Disney Online

Disney Online is the business unit of the Walt Disney Internet Group (NYSE: DIG) that is the number one Web entertainment destination for kids. Responsible for all creative, technical, marketing, and financial initiatives surrounding the presence of the Disney brand on the Internet, Ken oversees development of the corporate site; all of the divisional Web sites of The Walt Disney Company, and the highly successful subscription service Disney's Club Blast. Prior to joining Disney in November 1998, Ken served as Brøderbund Software's Vice President of Entertainment and Founding General Manager of the company's Red Orb Entertainment division. Commercially and critically acclaimed titles on the Red Orb label include *Riven: The Sequel to Myst*, by Cyan Productions, *Warlords III*, by the Strategic Studies Group (SSG), *The Journeyman Project 3: Legacy of Time*, by Presto Studios, and *Prince of Persia 3D*, by Red Orb Entertainment Studio.

Session 3.2

## Jeff Green

### Executive Editor, Computer Gaming World

Jeff Green is the Executive Editor of Computer Gaming World magazine. He's been on the CGW staff for almost five years—long enough to remember when full-motion video was considered cool. His "Greenspeak" column has appeared on the back page of CGW for the past three years, an incredible feat considering that he has never once said anything of relevance. Jeff's turn-offs include sunsets, walks on the beach, and sniffing glue. His turn-offs include mean people and flight sims.

Session 1.5

## Ilene Haase

### Director, Interactive Entertainment, The NPD Group, Inc.

Ilene Haase is the Director of Interactive Entertainment for The NPD Group, an international marketing information company headquartered in Port Washington, NY. Founded in 1953, the firm specializes in providing insight into consumer purchasing and behavior via Internet-based and traditional research methodologies, including online and offline consumer panels and retail panels supplying point-of-sale tracking data. Ilene manages the sales, marketing, client service, and operational efforts for the video game and leisure software industries. During her six-year tenure with NPD, Ilene has specialized in video games, leisure software, and toys. Prior to working at NPD, Ilene worked as an account executive of sales and client service for Wallace Computer Services. Ilene received her Bachelor's Degree and MBA from Hofstra University's Zarb School of Business.

Session 1.4

## Justin Hall

### Game Culture Correspondent, Links.net

Justin Hall has been exploring the human side of the technology culture for over a decade. In 1994, with Justin's *Links from the Underground*, he celebrated the weird, wild, and wonderful of the early World Wide Web. Justin served as a young gadfly at seminal websites *HotWired* and *Electric Minds*, and as Director of Innovation at *Gamers.com*, asking: how do games shape the minds of the people that play them? Where is the wit and wisdom in this world of distraction? Justin is now an independent writer, speaker, TV talk show host, and lifelong student, publishing his notes at [www.links.net](http://www.links.net) and occasionally in *Rolling Stone* magazine.

Session 5.4

## Demis Hassabis

### Chairman and CEO, Elixir Studios Ltd.

Demis broke into the industry at the age of 17 when he co-created *Theme Park* with Peter Molyneux at Bullfrog. *Theme Park* went on to become one of the most successful games of all time, both critically and commercially. Demis studied at Cambridge University, from which he graduated with a Double First Class Honors Degree in Computer Science. Upon graduation he joined the newly-formed Lionhead Studios, one of the highest profile start-ups the industry has ever seen. There he worked as a Senior Programmer on *Black & White* until his departure in February 1998. Elixir Studios was founded by Demis in 1998. He built it into a successful company that now employs nearly 40 people at its offices in Camden, London. Demis is Lead Designer on Elixir's first game, *Republic: The Revolution*, and also is still involved in programming as part of the AI architecture team.

Workshop 1

## Chris Hecker

### Technical Director, definition six, inc.

Chris is the Technical Director of definition six, inc. a small game developer working on high-end physics and graphics technologies. Chris has been on the Advisory Board for the Game Developers Conference for five years and is a regular speaker at the conference. A frequent contributor to *Game Developer*, he was its technical columnist for two years and is currently the Editor-at-Large. He's also on the editorial board of the computer graphics research publication *Journal of Graphics Tools*.

Session 3.4

## Diane Heppting

### Chief Operating Officer, Gizmo Games

Workshop 2

## Scott Herrington

### Executive Producer, Turbine Entertainment Software

Session 2.1, 2.5

Scott Herrington entered the game industry almost 10 years ago, working at Park Place Productions and then Game Test. He was the producer on the *Earthworm Jim* series and *MDK* while working for Playmates Interactive Entertainment in the mid '90s. After that, he joined Shiny Entertainment. There, he moved away from production and into the role of the company's PR/Marketing Director. In 1999, he was hired away from Shiny by Turbine to work on *Asheran's Call* and is currently Turbine's Executive Producer.





## Mark Herrmann

General Manager, Lycos Gamesville

Mark Herrmann is responsible for developing direct marketing products for the Lycos Network through new strategic partnerships and internal product development. Mr. Herrmann has a background in both traditional and new media publishing. Prior to joining Lycos, he was the Director of Business Development at Gamesville.com, Inc., the Web's leading games site. Mr. Herrmann started his online career as the Director of Interactive Marketing at The Phoenix Media/Communication Group, a Boston-based multimedia company with interests in newspaper publishing, broadcasting, and audio-text services. Mr. Herrmann holds an MBA and an MS in Communications from Boston University and a BA in Economics from the University of Vermont.

## J.C. Herz

Author, Joystick Nation

J.C. Herz is the author of *Joystick Nation: How Videogames Ate Our Quarters, Won Our Hearts, and Rewired Our Minds* (Little Brown 1997) and the CEO of Joystick Nation Inc., which applies the principles of game design to the development of networked applications in the business world. Prior to founding the company, she was a columnist with *New York Times*, where she wrote a weekly essay on the art and science of interactive entertainment. J.C. sits on the National Research Council's Committee on Creativity and Information Technology, and advises a number of Internet start-up companies.

## Jeff Hilbert

Game Developer Agent

Session 2.5

Workshop 6

## Mark Jacobs

President, Mythic Entertainment

Session 4

Workshop 3

## Henry Jenkins

Director of the Comparative Media Studies Program, M.I.T.

Henry Jenkins, Director of the Comparative Media Studies Program at M.I.T., has spent his career studying media and the way people incorporate it into their lives. He has published articles on a diverse range of topics relating to popular culture, including work on Star Trek, WWF Wrestling, Nintendo Games, and Dr. Seuss. He testified this year before the U.S. Senate during the hearings on media violence that followed the Littleton shootings, and served as co-chair of Pop!Tech, the 1999 Camden Technology Conference. Jenkins has published six books and more than fifty essays on popular culture. His books include *From Barbie to Mortal Kombat: Gender and Computer Games* (1999), *The Children's Cultural Reader* (1998) "What Made Pistachio Nuts": *Early Sound Comedy and the Vaudeville Aesthetic* (1993), *Classical Hollywood Comedy* (1994), *Textual Poachers: Television Fans and Participatory Culture* (1992), and the forthcoming *The Politics and Pleasures of Popular Culture*.

## Hubert Joly

Chief Executive Officer, Vivendi Universal Games

Session 3.1

## George Jones

Editor-in-Chief, Computer Gaming World

Session 4.1

Session 2.2

## Leah Kalboussi

Sales Director, LEGO Systems Inc.

Session 3.2

Leah Kalboussi has worked for some of the software publishing industry's major players. Her career in the software industry began at British Telecom's software entertainment division Telecomsoft. Kalboussi spent three years as United Kingdom Sales, Marketing, and Public Relations Manager for its budget range. In 1989, Kalboussi joined Microsoft as Product Manager for Europe. This was followed by seven years at Sierra On-Line (now Havas Interactive), where she spent three-and-a-half years as European Sales Manager, and the latter three years as General Manager, United Kingdom. Kalboussi joined LEGO Media International in October 1997, where she started as Sales Director for Europe and Asia, defining sales strategies for all markets outside of the United States. Having overseen and implemented the integration of all LEGO Software sales operations for Europe and Asia, Kalboussi currently serves as the Sales Director for LEGO Media and LEGO MINDSTORMS, America, as well as overseeing LEGO Media new business globally.

## Chris Kantrowitz

CEO, The Groove Alliance

Session 2.2

Chris Kantrowitz, 26 is the co-founder and CEO of The Groove Alliance. The company's 3-D Groove was developed in 1998 and has become one of the most popular gaming platforms for the Web. Kantrowitz started The Groove Alliance in his parent's basement, and, with his team, has grown the company into a multi-million dollar enterprise. Kantrowitz began his career at the age of 14, by starting Accufocus, a video game testing business which worked with many leading game companies. After graduating from college, Kantrowitz formed Cosmic Cube, which would later merge with Accufocus to become The Groove Alliance. Kantrowitz graduated with a BA in Political Science from the University of Oregon. He was a key speaker at the 1999 Macromedia Users Convention.

## Geoff Keighley

Editor in Chief, GameSlice.com

Session 5.1

Geoff Keighley, editor in chief of GameSlice.com, is celebrating his tenth year as a journalist in the interactive entertainment industry. Launched in 1996, GameSlice.com publishes discerning editorials and in-depth feature stories that take players behind the scenes of gaming. Geoff also serves as a Contributing Editor to ZDNet's GameSpot.com, home of his acclaimed Behind the Games (BTG) series. Previous articles in the BTG series include *The Final Hours of Half-Life* and *Haunted Glory: The Rise and Fall of Trilobyte*.

## Steve Kent

Journalist, USA Today and MSNBC

Session 4.3

Steven L. Kent, author of *The First Quarter: A 25-year History of Video Games* and MSNBC columnist, has been actively covering the video game industry since 1993. His work can be found in *Delta Sky Magazine*, *Japan Times*, *USA Today*, *Access Magazine*, *Next Generation*, and several other publications.

## Amy Jo Kim

Creative Director, NAIMA

Session 2.5

## Dave King

Vice Chairman, Chief Technology Officer; pogo.com, Inc./E.A.

Session 3.1

Dr. King is the Chief Technology Officer and a Vice Chairman of pogo.com. He is a co-founder and one of the original technical architects who oversaw the growth of the service from its conception to 20 million registered members and more than 80,000 simultaneous players. He has recently spearheaded pogo.com investigations into wireless, set-top, and broadband games. Dr. King was the founder, President, and Chief Executive Officer of Outland, the first commercial Internet game service, which became the Total Entertainment Network (TEN) and later pogo.com. Dr. King received a Bachelor of Science degree in Physics from Harvey Mudd College and Masters of Science and Ph.D. degrees in Electrical Engineering from Stanford University. His research on high temperature superconductors was published in 15 articles, including a feature article in *Science* and 5 articles in *Physical Review Letters*.

# Speaker Biographies

## Lorne Lanning

### Co-Founder and President, Oddworld Inhabitants

Lorne brings 14 years experience in the field of computer generated special effects to the helm of the Oddworld team. Prior to forming Oddworld Inhabitants, Lorne was the Creative Director of Special Projects at Rhythm & Hues Studios. While at Rhythm & Hues, he was Visual Efx Supervisor for MCA/Universal's Seafari attraction and the MGMGrand 3-D stereoscopic show, EFX. Lorne is the indefatigable mastermind of Oddworld Inhabitants, stamping his indelible imprint on every aspect of production, from Abe's distinctive gait to all of Oddworld's many Inhabitants. With the multiple award-winning *Oddworld: Abe's Oddysee®* and *Oddworld: Abe's Exoddus* under his belt, Lorne is now scheming to extend the Oddworld franchise into the home of every man, woman, and child on Earth, with *Oddworld: Munch's Oddysee*. He's also more twisted than an epileptic pretzel.

## Chris Lee

### Producer, Chris Lee Productions

Chris Lee is the founder of Chris Lee Production Inc., a multi-media entertainment and management company. His company is involved in a wide range of content creation: the production of motion pictures, television, Internet programming, music videos, commercials, and computer video games. Lee is the former president of motion picture production for Columbia/TriStar Pictures where he was responsible for the Academy Award®-winning films, *As Good As It Gets*, *Jerry Maguire*, and *Philadelphia*, among others. Originally from Hawaii, he graduated from Yale University.

## Ken Levine

### Co-founder and General Manager, Irrational Games

Ken Levine is the co-founder and general manager of Irrational Games. Before founding Irrational, Ken earned his chops at Looking Glass Studios, where he co-wrote the original design document for *Thief: The Dark Project*. After founding Irrational, Ken was the lead designer of *System Shock 2*. Today, Ken divides his time between managing the business and public relation affairs of Irrational's Boston and Canberra, Australia office, as well as project leading the upcoming PS2 survival horror game *The Lost*. He also conceived the concept, characters and story for the upcoming PC superhero tactical RPG *Freedom Force*.

## Susan Lewis

### Vice President, Content; Yummy Interactive, Inc.

Susan is currently Vice President of Content for Yummy Interactive, Inc., a pioneer in broadband, on-demand game delivery. In her role, she oversees all licensing and strategy for Yummy's catalogue of game and entertainment software. Prior to joining Yummy, Susan founded ThinkBIG, and represented game developers and publishers in licensing and publishing negotiations. ThinkBIG quickly gained notoriety within the industry and was featured in *Wired Magazine*, *CNET*, *Salon*, *San Francisco Chronicle*, and the book *Game Design: Secrets of the Sages*. ThinkBIG negotiated deals with Electronic Arts, Havas, Fox Interactive, Atari Games, and Acclaim Entertainment. Prior to ThinkBIG, Susan recruited for a variety of top gaming companies including Hasbro, Blizzard, Psygnosis, FASA, and Microsoft. Susan has been a speaker at E3, Game Developers Conference, and the Online Gaming Event in London, and was a judge for the 2nd and 3rd Independent Game Festival. Susan holds a BA from Brandeis University.

## Ken Li

### New York Bureau Staff Writer, the Industry Standard

Prior to joining the Standard, Ken was a reporter at *The New York Daily News*, writing on everything from illegal drag racers to accounting-firm mergers. In addition to contributing daily breaking-news stories, Ken wrote for the "Sunday TechZone" section. At the Standard, Ken covers media and entertainment including Sony, Viacom, and other games-related companies.

## Aaron Loeb

### Executive Producer, Daily Radar.com

Aaron Loeb came to the games industry from the wild world of books in 1995. As employee number two of UGO, LLC, he served as the Editor in Chief of the UGO Network at launch. He joined Imagine Media in 1998 where he served as Editor in Chief of Next Generation Online, then Executive Producer of Daily Radar. Mr. Loeb is currently the Director of Online Editorial and Technology for Imagine Media's Entertainment Division.

Session 4.5

## Henry Lowood

### Curator for History of Science and Technology Collections, Stanford University

Henry Lowood is Curator for History of Science and Technology Collections at Stanford University. He has led efforts to document the history of Silicon Valley through archival and computer-based materials. He is also a lecturer in the Program for History and Philosophy of Science and, with Professor Timothy Lenoir, has just embarked on a project called "How They Got Game: The History and Culture of Interactive Simulations and Video Games," one of the first projects funded by the new Stanford Humanities Laboratory.

Session 5.4

Session 4.5

## Camela Martin

### Director of Production Services, LucasArts Entertainment Company.

In the eight years she has been at LucasArts, Camela has been instrumental in the creation and development of both domestic and international production resources (from a production staff of 2 in 1993 to managing a staff of 21 at the present time). In addition to directing worldwide production efforts, Camela oversees the Voice, Music/Sound and Quality Services departments, including test, compatibility and product support. Working with managers to direct these departments, Camela assists in bringing licensed and original gaming content to market across the studio for all platforms, including PlayStation2, PlayStation, PC, Nintendo 64, Macintosh, GameCube, Game Boy, and Xbox. As a member of senior management, Camela contributes to the overall strategic direction of LucasArts, helping to manage a successful business in a competitive and ever-changing industry.

Session 1.3

## Skip McIlvaine

### Director of Games Business Development, Sega.com

With eight years of gaming industry experience, Skip McIlvaine is the Director of Games Business Development for Sega.com, Inc. With experience in both the hardware and software development processes, McIlvaine works closely with third party developers to create games for the 128-bit Sega Dreamcast. With the advent of online console gaming via SegaNet, McIlvaine works with hardware, software, and Internet developers to bring online entertainment to a new, more immersive level. McIlvaine began his career at Media Vision, working with game developers on the company's audio and video technology, ultimately serving as Manager of Developer Relations and Marketing Specialist. McIlvaine has written and presented at the Computer Game Developers' Conference for the past three years and has had interviews and by-lined articles published in a variety of gaming and audio industry publications.

Session 2.1

## P.J. McNealy

### Senior Analyst, Gartner

P.J. McNealy is a Senior Analyst in Gartner's eBusiness Research organization, responsible for following the consumer electronics market. He covers the gaming arena, both in the online and offline worlds, and is tracking the console wars between Sony, Microsoft, and Nintendo, as well as watching emerging players such as Indrema. Leveraging extensive consumer data, Mr. McNealy has studied household penetration rates in the United States, built profiles of PC and console gamers, and conducted consumer surveys about attitudes around online gaming. Mr. McNealy is also preparing a forecast of online gaming revenues both in the living room through the game console and through the PC. This report will be published later in 2001. Mr. McNealy earned a BS in English from Boston College and a Master's degree in journalism from the College of Communications at Boston University.

Session 2.3

Session 2.2

Session 2.4





## **Sid Meier**

Chairman and Director of Creative Development,  
FIRAXIS Games

Recognized as the "Father of Computer Gaming," Sid Meier has been honored with virtually every major award in the gaming industry, and in 1999 was the second person ever to be inducted into the Academy of Interactive Arts and Science's "Hall of Fame." Sid continues to lead the industry into new territories. In 1997, the company's first release, the award winning *Sid Meier's Gettysburg!*, was a groundbreaking, real-time, tactical-level war game. It was the first ever to provide virtually inexhaustible depth of play, detailed tactical decision making, and superb AI in a real-time environment. In early 1999, FIRAXIS released *Sid Meier's Alpha Centauri*, which won "Turn-Based Strategy Game of the Year" from both PC Gamer and Gamecenter, and enhanced it later in the year with *Sid Meier's Alien Crossfire*, voted 1999's "Best Expansion Pack of the Year" by several industry magazines. *Sid Meier's Antietam!*, the stellar follow-up to *Sid Meier's Gettysburg!*, was also released in 1999 and received "War Game of the Year" from Computer Gaming World magazine. FIRAXIS is currently developing the highly anticipated *Civilization III*. Sid will continue to lead the creative process at FIRAXIS Games, creating innovative games for players around the world.

## **Chris Melissinos**

Business Development Manager, Sun Microsystems

Chris Melissinos is Sun Microsystems' self-proclaimed video game addict and is responsible for the development of Sun Microsystems' programs and offerings targeting the game development community. As the Business Development Manager for Electronic Entertainment, he is responsible for driving an industry-wide movement toward Java game development, building infrastructure programs for massively connected game play, and is Sun Microsystems' sole evangelist for the games industry. Chris's speaking résumé includes high profile conferences such as the Consumer Electronics Show, Electronic Entertainment Expo, Harvard's Cyberposium, and Java Conference 2000 in Milan, Italy.

## **Mike Mika**

Creative Director, Digital Eclipse

Mike joined Digital Eclipse in November 1998. He is responsible for ensuring the creative quality of all of Digital Eclipse's products. A self-taught programmer, Mike received a BA in English from Wayne State University in Detroit in 1996. After producing several games for the Amiga at Genetic Fantasia, he worked at Next Generation Magazine as Associate Editor before joining Digital Eclipse. His programming credits include: *Tarzan* (GBC), *Alice in Wonderland* (GBC), *Clax* (GBC), *NFL Blitz* (GBC), *Little Nicky* (GBC), and *Yars' Revenge* (GBC).

## **Shigeru Miyamoto**

General Manager of the Entertainment Analysis and Development Department, Nintendo

## **Peter Molyneux**

Managing Director, Lionhead Studios

Peter Molyneux is one of the best-known names in the international world of computer games. He co-founded Bullfrog Productions in 1987 and created a new genre of computer games, "the god game" with the release of *Populous*. Since then, Peter has been responsible for a string of massive-selling games including *Powermonger*, *Theme Park*, *Magic Carpet* and *Dungeon Keeper*. Cumulative sales of his games are now approaching the ten million mark worldwide. In 1997 Peter left Bullfrog Productions to form a new game development company, Lionhead Studios, and has just finished the company's first game *Black and White*. Peter is recognized as one of the computer games industry's most articulate and eloquent speakers on the subject of the development of computer games. He has spoken at the American Museum of the Moving Image, the British Film Institute, ICA (London), the Tate Gallery, and the Dortmund Museum of History and Culture.

Session 4.3

## **Juan Montes**

Vice President and Director of Technology and Solutions, Motorola—Personal Communications Sector

Mr. Montes joined Motorola in October 2000 to grow the engineering capabilities in Europe and develop an applications business for GPRS and 3G. Initially concentrating on Entertainment solutions, Mr. Montes has already licensed *Trivial Pursuit* and *Who Wants To be a Millionaire* for Motorola to bring to its customers. Prior to Motorola, Mr. Montes worked at Sony Computer Entertainment Europe where he held the role of Vice President of Software Development. In the six years he spent with Sony he was instrumental in the launch of PlayStation in Europe in September 1995. Mr. Montes has extensive experience in setting up and managing international software development organizations. Mr. Montes studied an Engineering degree in Madrid University and, after moving to England, also obtained a BS degree in Computer Science. He has been elected a Fellow of the British Computer Society.

Session 3.5

## **Tim Morten**

Chief Executive Officer, Savage Entertainment

Workshop 4

In 1994, Tim Morten started in the games industry as an entry-level programmer with Activision. After rescuing *MechWarrior 2* from cancellation in 1995, Morten quickly rose through the ranks at Activision, ultimately leading projects such as *MechWarrior 2: Mercenaries* and *Heavy Gear*. In 1998, Morten founded Savage Entertainment with partners Chacko Sonny and John Lafleur, where he now serves as CEO. Savage's first game is based on one of the most successful films in history, and will be released for next-generation gaming consoles such as Sony PlayStation 2 and Microsoft Xbox.

## **Ray Muzyka**

Joint Chief Executive Officer and Co-Executive Producer, BioWare Corp.

Workshop 4

Dr. Ray Muzyka co-founded BioWare in 1995 with Dr. Greg Zeschuk. Ray was the producer on *Baldur's Gate*, and is the co-executive producer of *Shattered Steel*, *MDK2*, *Tales of the Sword Coast*, *Baldur's Gate II* (and its upcoming expansion pack *Throne of Bhaal*), and BioWare's upcoming *Neverwinter Nights* and *Star Wars RPG*. In addition to his development role, Ray also co-manages the financial, HR, and legal business side of BioWare, and is currently finishing up the last year of an executive MBA program at the Ivey School of Business, UWO.

## **John Nguyen**

Co-Founder and Producer, Gigantic Games

Workshop 2

In 1997, John called long time friend David Ancira with only one thing to say: "Let's make a game." From that point, Gigantic Games began to push the fabric of online entertainment. Nguyen differentiates Gigantic from other entertainment "portals" through their fundamental approach to online entertainment: Provide computer game industry quality titles through online distribution and delivery. John brings product sense to each title and refines the creative path of Gigantic Games. He has worked in the computer game industry for nearly five years. With knowledge in both art design and programming, John unifies technology and imagination at Gigantic. John also maintains Gigantic's broader vision of online entertainment. He actively shapes Gigantic Game's business strategies for opportunities in the ever-evolving interactive entertainment industry.

## **James Ohlen**

Director of Writing and Design, BioWare

Workshop 1

James Ohlen has been lead designer on *Baldur's Gate*, *Tales of the Sword Coast*, and *Baldur's Gate 2* (with Kevin Martens). Prior to joining BioWare he lived in a small, northern Alberta town called Grande Prairie where he hunted caribou from his igloo. When food became scarce he traveled down to BioWare to work as a designer on *Battlefield Infinity* (later named *Iron Throne*, then *Baldur's Gate*). Currently he works as lead designer on the BioWare-developed *Star Wars RPG*.

# Speaker Biographies

## Shelley Olhava

Senior Research Analyst, IDC

Shelley Olhava is a Senior Analyst in the Consumer Devices program at IDC. In this role, she focuses on the gaming and home networking markets. Ms. Olhava has expertise in the video game market, next-generation console transition, video game and PC gamer demographics, and online gaming. Ms. Olhava has been quoted in numerous publications, including *Investor's Business Daily* and *The Wall Street Journal*. She holds a BA in Political Science and Comparative Literature from the University of California at Berkeley.

## Celia Pearce

Multimedia Designer, Artist, Researcher, Teacher and Author

Celia Pearce is an interactive multimedia designer, artist, researcher, teacher and author of *The Interactive Book: A Guide to the Interactive Revolution* (Macmillan.) She currently holds a position as Research Associate at University of Southern California's Annenberg Center for Communication and is Adjunct Professor and Production Track-Head of Interactive Media in the School of Cinema-Television. Prior to her appointment at USC, she spent 17 years designing games and attractions for location-based entertainment, including Iwerks and Evans & Sutherland's Virtual Adventures: The Loch Ness Expedition, a 24-player virtual reality attraction, which won eight awards, including the first Interactive Arts and Sciences award for Best Virtual Reality. Ms. Pearce has taught and lectured throughout Europe, Canada, and the U.S. and served as Panels Chair for SIGGRAPH 1998.

## Jim Perkins

President and Chief Executive Officer, Arush Entertainment, a division of WEB Corp.

Jim Perkins, WEB Corp. President and CEO, has spent the past 12 years at the forefront of the entertainment software industry. His success is attributed to his ability to lead profitable growth of interactive software companies through careful product acquisition, well-managed product development, and innovative retail and Internet distribution. He is known for publishing such blockbuster hits as *Doom™*, *Wolfenstein 3-D™*, *Warcraft™* and *Duke Nukem™*.

## David Perry

President, Shiny Entertainment

David Perry has been in the videogame business for nearly 20 years. Starting from Northern Ireland, he joined a publishing company in England to make games like *Teenage Mutant Ninja Turtles* and *The Terminator*. He then moved to America to make games like *Aladdin* for Disney and *Cool Spot* for 7-UP. Upon receiving his green card, Perry formed Shiny Entertainment in 1993 to make properties such as *Earthworm Jim*, *MDK*, *Messiah*, and their latest game *Sacrifice*. David is now working on the video games based on the hit Warner Brothers movie—*The Matrix*.

## Alex Pham

Technology Reporter, Los Angeles Times

Alex Pham has been a newspaper journalist since 1987, working for publications such as *The Washington Post*, *USA Today*, *The Oregonian*, and *The Boston Globe*. She has covered the health care, banking, and biotechnology industries. She began covering technology in 1999 for the *Globe* and joined *The Los Angeles Times* in December 2000. She earned her BA in International Relations from Johns Hopkins University, and her Masters degree in Public Policy from the University of Texas.

Session 2.1

## Billy Pidgeon

Analyst, Web technologies, Jupiter Communications

Billy Pidgeon examines new technologies that shape the environment in which online ventures and consumers interact. His specialties are online games, production tools, UI design, multimedia, PC hardware, system software, site utilities, and hosted applications. Pidgeon joined Jupiter in 1999 from News Digital Media, a division of NewsCorp, where he most recently served as Technical Business Development Manager for Fox Sports.com, FoxNews.com, and Fox.com in New York City. He was also a Special Projects Producer for Fox Sports Online, managing coverage of major events such as the Super Bowl, the U.S. Open, the World Series, and the NCAA Tournament. Prior to Fox Sports, Pidgeon was an executive producer with Acclaim Entertainment where he directed the production of a portion of the company's console and PC titles. He also worked as a producer at Hi Tech Expressions, a developer of preschool and family-entertainment software for Nintendo, Sega, and PC systems.

Session 3.5



## Celia Pearce

Multimedia Designer, Artist, Researcher, Teacher and Author

Session 4.4



## Mike Pogue

President and CEO, Angel Capital Network

Workshop 2

Session 2.2

Mike is the President and CEO of Angel Capital Network, a Sausalito-based venture investment bank. After a stint with Price Waterhouse in New York, Mike spent much of his early career working in the institutional finance community. He was the first employee of FactSet Data Systems, Inc., an institutional investment research company now listed on the New York Stock Exchange. Mike later became President of Rabbit Ears Productions, Inc., a children's film and publishing company that went from the kitchen table to Grammy and Action for Children's Television Award-winner during his five years with the company. For the last seven years, Mike has focused his attention primarily on technology companies, working with over twenty companies either as an investor or in senior management roles. In addition to serving on company boards, he is a board member of Marin Technology Venture Forum, the International Angel Investors Institute, and chairs the San Francisco chapter of International Angel Investors Institute.



## Jim Perkins

President and Chief Executive Officer, Arush Entertainment, a division of WEB Corp.

Session 2.2



## David Perry

President, Shiny Entertainment

Session 4.2



## Alex Pham

Technology Reporter, Los Angeles Times

Session 2.3, Workshop 6



## Kent Quirk

President, Academy of Interactive Arts and Sciences

Session 1.4

Workshop 1



Co-Founder, Game Architect, and Chief Technical Officer, CogniToy

Kent Quirk is the chief technical officer, game architect, and co-founder of CogniToy, an independent game developer based in Acton, Massachusetts. He is the designer of the acclaimed computer game *MindRover*, published by CogniToy. Adrenaline Vault called *MindRover*'s design "so comprehensive and accessible to all that it cannot be described as anything short of brilliant." Mr. Quirk has also designed several other published games and many commercial software products. He has over 20 years of software design and development experience.



## Kimberley Quirk

CogniToy

Workshop 6



Kimberley Quirk is CEO and one of the founders of CogniToy, makers of *MindRover: The Europa Project*, the intelligent robot simulation game. She is currently working on business development, finances, and marketing/distribution for CogniToy. She has 18 years experience in various engineering and management positions including development, program management, QA, customer support, continuation engineering, and technical marketing. Kim has an MS in Electronic Engineering from Thayer School of Engineering at Dartmouth College, and a BA, also from Dartmouth College.



## Joshua Quittner

Managing Editor, *On Magazine*, The TIME Group

Session 5.1



ON is the where-to, how-to, when-to guide to being connected. It covers everything online, and every technology product you can turn on. Quittner is responsible for the editorial direction of the magazine, development of stories, and the expansion of its Web site. Quittner also writes a weekly column in the "Personal Time" Section entitled "Your Technology," which combines practical advice with engaging personal stories. It has become one of *TIME*'s most popular features and has already made an impact on the industry since its debut in 1998. Quittner, named one of top 20 most influential technology journalists by MC Technology Intelligence, also anchors "TIMETech," a daily 60-second technology report distributed by CBS Radio Network.





## Brian Reynolds

### President, Big Huge Games

Session 3.4

A ten-year industry veteran, Brian Reynolds is recognized as one of the industry's most talented and productive game designers. Honored by PC Gamer magazine as one of twenty-five "Game Gods," Reynolds has since 1993 masterminded the design of an unbroken stream of hit strategy games, including *Colonization*®, *Civilization II*®, and *Alpha Centauri*®. Highly regarded for his mastery of the art of programming, Reynolds' dual specialty gives him the substantial advantage of being able to bring his own visions to life. He has built a reputation for finely-tuned strategy games. As President of Big Huge Games, Reynolds brings to bear his proven talent for balancing the many and diverse elements which come together to create an addictive game design, a happy team, and a successful product. Big Huge Games has signed a multi-title publishing deal with Microsoft and is hard at work on a new strategy game.

## Darren Richardson

### Chief Executive Officer, Mad Catz

Session 3.3

Richardson was appointed Chief Executive Officer of Mad Catz following GTR's acquisition of the company in September 1999, and has been an EVP of GTR Group since October 1997. In his role as CEO, Richardson focuses on the integration of Mad Catz into GTR, as well as the development and implementation of Mad Catz strategy moving forward. Prior to joining Mad Catz, Richardson served in several senior management capacities with Games Trader, including Chief Operating Officer, and Vice President of Business Development. Richardson has an MBA degree from Trinity College Dublin and a Bachelor of Commerce degree from the University of Wollongong Australia.

## Jason Robar

### Lead Program Manager, Games Infospace

Workshop 2

Jason joined Go2Net, now InfoSpace, in September 2000. Most recently, Jason was Lead Program Manager in charge of Microsoft's third-party relations for Internet appliances with partners like Compaq, ATI, Macromedia, and Adobe. Previously, he worked in business development for Microsoft's gaming site, Zone.com, owning relationships with retail game partners, including Hasbro, LucasArts, Mattel, Red Storm, and others. In addition, Jason spent his first four years at Microsoft as a game technology evangelist in Developer Relations. It was his job to convince skeptical game developers to develop games on the Windows 95 platform, as well as assist Microsoft in developing DirectX as the operating system of choice to develop games. Previously, Jason spent five years in the U.S. Air Force specializing in military intelligence.

## Bill Roper

### Senior Director of Developer Relations, Blizzard Entertainment

Session 5.2

Bill Roper is responsible for overseeing and managing all external projects, as well as coordinating internal development teams and heading Blizzard's project oversight teams. Roper has worked directly on all of Blizzard's top-selling products. His credits include work on *Diablo II* (Senior Producer), *Diablo* (Producer), *StarCraft* (Producer), *StarCraft: Brood War* (Executive Producer), and *Warcraft II: Beyond the Dark Portal* (Executive Producer). He has also played a key role in the world design and has managed the manual design for *Warcraft*, *Warcraft II*, *StarCraft*, *Diablo*, and *Diablo II*. In addition, Roper has served as a producer on several Macintosh versions of these games and worked as a part of the project oversight team for the console versions of *Warcraft II: the Dark Saga*, *Diablo*, and *StarCraft 64*.

## Jason Rubin

### President and Co-Founder, Naughty Dog

Session 1.1

Rubin has been developing games since 1985. He, his partner Andy Gavin, and the Naughty Dog team are responsible for the creation of the *Crash Bandicoot* franchise, and for developing the first four *Crash* titles: *Crash Bandicoot* (PSX:1996), *Crash Bandicoot 2: Cortex Strikes Back* (PSX:1997), *Crash Bandicoot: Warped* (PSX:1998), and *CTR: Crash Team Racing* (PSX:1999). Together, these titles have sold more than 20 million units worldwide, with more than half of the sales coming from outside of the United States. *Crash 3* is the only foreign-created and developed title to have sold more than a million units in Japan in the history of video games. Currently, Rubin and Naughty Dog are working on an undisclosed PlayStation2 title scheduled for release in 2001.

## Yoot Saito

### Game Designer and Chief Executive Officer, Vivarium Inc. Tokyo

Session 1.5

Yoot Saito's current projects include: PC network version of *Seaman*, collaboration with Nintendo, and preparation for creating a movie. His past titles and awards include: 1993 *Tower* (Japan), 1994 *SimTower* (U.S./MAXIS), Entrepreneur of the Year (Nikkei Business Publishing), 1995 Codies Award/Best Strategy Game of the Year (*SimTower*), Reader's Best Choice/Nikkei Magazine Hall of Fame/Mac User Magazine, GrandPrix/Mac Life Magazine, 1996 *Tower* (Console Version), 1997 *Tower 2*, 1998 *YootTower* (U.S./SegaSoft), 1999 *Seaman* (Japan/Sega), 2000 *Seaman* (U.S./Sega), Japan Game Award/New Wave of the Year, The Excellent Artwork/Japan Administration of Art and Best New Product of the Year/DimeMagazine (Japan). Saito's writings include: *Introduction to Ultraman Research* (Chukei Publishing, 1992), *Macintosh Legend* (Documentary/ASCI, 1995), *Under the Apple Tree* (Documentary/ASCI, 1996), *Macintosh Hitch Hike Guide* (Apple Computer Japan, 1996), *Diary of Jean Paul Gasse* (Gento-sha).

## Marc Saltzman

### Freelance Journalist

Session 1.3

Marc Saltzman has covered the interactive entertainment industry for the past five years as a freelance journalist, author, public speaker, radio and TV personality, and consultant. Along with his weekly syndicated videogames columns with Gannett News Services in the United States and the Toronto Star Syndicate in Canada, Marc currently contributes to over two dozen prominent publications, including *USA Today*, *Newsweek*, *Playboy*, *Playboy.com*, *Entertainment Weekly*, *Yahoo! Internet Life*, *Golf Digest*, *PC Gamer*, *EGM Magazine*, and many others. Marc's five books with Macmillan USA are: *Internet Games Directory*, *Gamer's Web Directory: Sites, Cheats and Secret*, *Quake II Strategy Master*, *Game Design: Secrets of the Sages*, and most recently, *Game Design: Secrets of the Sages, Second Edition* (2000), also bundled with the *Game Programming Starter Kit 4*). Marc has also written popular in-game manuals for *Quake II* (id Software/Activision) and *Sin* (Ritual Entertainment/Activision).

## Eric Scheirer

### Analyst, Media and Entertainment, Forrester Research

Session 4.4

Eric Scheirer, PhD, is an Analyst in the Media and Entertainment group of Forrester Research. His research at Forrester is concerned with the impact of technology on business-to-consumer delivery of entertainment content such as music, movies, and video games. He also follows the changes in copyright law and Internet policy forced by the growing wave of new-media applications and consumer demands for digital content. Before joining Forrester, Dr. Scheirer was one of the leading technology innovators in the digital-music arena, playing a key role in the development of the MPEG-4 Audio standard. He received his doctorate from the renowned MIT Media Laboratory for his research on automated music-listening systems.

## Derek Simmons

### Producer, Blizzard

Session 1.3

## Sarina Simon

### President and Chief Executive Officer, Knowledge Kids Network

Session 3.2

Bringing more than 20 years of experience developing children's educational products in multimedia, film, and print, Sarina Simon serves as the guiding vision behind *KidsEdge.com* and the day-to-day leader of Knowledge Kids Network. Prior to developing *KidsEdge.com*, Simon was Senior Vice President of content, research, and development for Knowledge Universe (KU), where she worked in the Knowledge Kids group. Before joining KU, Simon served as president of the Home and Family Entertainment division of Philips Electronics and as an executive film producer for the Walt Disney Company. She has authored numerous books for parents and children and has received several prestigious awards for her work in film and software.

## John Smedley

### Vice President & Chief Executive Officer, Verant Interactive, Inc.

Session 2.5

# Speaker Biographies

## Rob Smith

Editor in Chief, PC Gamer magazine

Rob Smith began his career in the UK squinting at a Game Boy screen for a console magazine. Originally from Sheffield, England, Rob worked on a variety of console magazines before jumping the fence to the PC side of the business, initially working on the home business publication, PC Today, and later as editor of a gaming magazine, PC Powerplay. The lure of the American Dream outweighed his soccer fanaticism and brought him across the pond to IDG's PC Games. Two years later, he saw the potential of PC Accelerator, and moved to Imagine Media to help the successful launch of the first games industry lifestyle magazine. Rob relocated to PC Gamer over a year ago and is still convinced that he has the best job in the industry.

## Harvey Smith

Project Director, ION Storm

Session 4.2

## Neil Snyder

President—Computer Audio Systems Division, Plantronics

Session 1.1

Session 3.3

Neil Snyder is responsible for transforming Plantronics's 40 years of telephone headset design experience into a line of premium PC headsets for emerging applications like interactive gaming, Internet telephony, chat, and speech recognition. Snyder heads the product design and business development aspects of Plantronics's entire line of PC headsets. Prior to Plantronics, Snyder was with Iomega Corporation as the worldwide general manager of the Zip Aftermarket Business and senior director of the Software and Media Group.

## John Sohigian

Vice President, Retail Marketing, World Wrestling Federation Entertainment, Inc.

Session 5.5

As Vice President, Retail Marketing for World Wrestling Federation Entertainment, Inc., John Sohigian is charged with developing direct relationships with key licensed products retailers. His primary objectives are to build the WWF brand at retail, and support WWF licensees by developing co-marketing and promotional programs. In the past year, he has overseen national programs with Kmart, Musicland, and AAFES, and was responsible for developing the initial licensing strategy for the XFL. Prior to World Wrestling Federation, John spent 15 years in the sports marketing business with the NHL, Clarion/Performance Properties, NFL Properties, and Strike 3 Entertainment. Highlights include managing the 1989 NHL All Star Game, developing and implementing Sprint's marketing programs to support its U.S. Soccer and 1994 World Cup sponsorships, managing NFL Properties' FSI programs, including creation of the Hershey \$1,000,000 Kick promotion, and developing sponsorship strategy for the bowling industry.

## Ken Soohoo

Co-Founder, President and Chief Executive Officer, PlanetWeb

Session 2.1

Ken Soohoo is co-founder, President and Chief Executive Officer of PlanetWeb, the company that creates Internet software and portal services for the consumer electronics market. Mr. Soohoo has over twelve years of software engineering and programming experience, and has held key executive and engineering positions with Planetweb, Digital Pictures, Inc., Momenta Corporation and Atari. Mr. Soohoo is well recognized in the Internet appliance industry and has been featured in *Forbes*, *The Wall Street Journal*, *GameWEEK*, and quoted extensively in other trade publications such as *Red Herring*.

## Warren Spector

Lead Game Designer/Austin Office, ION Storm

Workshop 1

At TSR, Inc., Warren collaborated on *Top Secret/S.I.* and the *Bullwinkle & Rocky Game*, wrote a novel (*The Hollow Earth Affair*), and worked on several board games and roleplaying adventures. Two years later, Warren left pen-and-paper gaming and joined ORIGIN Systems, Inc. as an Associate Producer. There he produced *Ultima VI*, *Wing Commander*, *Ultima Underworld*, *Ultima VII: Serpent Isle*, *System Shock*, *Wings of Glory*, and others. In 1997, after a one-year stint with Looking Glass Technologies, Warren founded the Austin office of Dallas-based game developer ION Storm. Two years later he accepted a partnership position and seat on ION's board of directors. He is also on the board of the International Game Developers Association. Warren and his team released the award-winning action/roleplaying game *Deus Ex* in June 2000. *Deus Ex 2* and *Thief 3* are currently in the works, to be published by Eidos Interactive.

## Stacey Spiegel

Chief Executive Officer, Immersion Studios

Session 3.3

Stacey Spiegel, Immersion's Chief Executive Officer, is an internationally acclaimed new media artist who has actively promoted and exhibited multimedia works for over 15 years. From 1985 to 1987 Stacey was a fellow at the Center for Advanced Visual Study at MIT.

## Alex St. John

Chief Executive Officer, WildTangent

Session 2.4

Alex St. John became Microsoft's first game evangelist in 1994, chartered with the mission of making Windows the predominant game OS for the PC. After researching and interviewing dozens of the industry's leading game developers, St. John crafted an idea to create a special family of technologies just for game developers which would later be called DirectX. In 1998, St. John founded WildTangent, a technology company in Redmond Washington dedicated to pioneering new technologies for multimedia content authoring and delivery for the Internet. Since then, several million consumers have downloaded WildTangent's Web Driver and played DirectX-accelerated Java games over the Internet. WildTangent has grown to over 150 employees producing content and technology for leading Internet game publishers, developers, and multimedia hardware developers.

## Graham Stafford

Senior Manager, Content Development Support; Nokia

Session 3.5

Graham Stafford has spent more than 20 years in the games industry, and is viewed as an authority on the industry and its future prospects. As Head of Content Development in Nokia's Digital Convergence Unit, Graham works daily with developers around the globe who are producing compelling content designed for our platforms and formats. Prior to joining Nokia, Graham worked from 1992 to 1999 with Psygnosis Ltd., part of the Sony Corp. . He joined as a games producer producing many titles including some of the later Lemmings products. He took a leading role in the team that established the Psygnosis development studios—responsible for many early PlayStation hits both in Europe and the US. In 1982, Graham was one of the early initiators of the computer games business. He set up and ran his own successful company for a decade. He now resides in Helsinki, Finland.

## Tommy Strand

Producer and Lead Game Designer, Funcom

Session 2.5

Tommy Strand started his professional career doing commercial graphics for TV as well as visual simulations and programming. He started in the game industry doing 3D graphics and animations for the 3DO, Saturn, and PlayStation in the game *Casper*. After six years working for Funcom, Tommy is now the Producer and Lead Game Designer for *Anarchy Online*, a massive multiplayer online persistent world. He sees himself as a jack-of-all-trades with a focus on new technology, software architecture, motion capture and community.

## Mark Surfus

President/Chief Executive Officer/Chairman of the Board, Gamespy Industries, Inc.

Session 2.1

Entrepreneur Mark Surfus has carved a unique niche for himself as the visionary force behind California-based Gamespy Industries, the world leader in editorial gaming content and multiplayer gaming. The company is also the leader in creating and supplying original software technology for game developers and publishers. Founded by Mark in 1995, Gamespy has since become synonymous with creating superior gaming experiences, working in conjunction with such leading game publishers as Activision, Eidos, WizardWorks, and Gathering of Developers for the enjoyment of more than six-million gamers located in over one hundred countries. In 1995, Mark founded the predecessor company to Gamespy, Critical Mass Communications, a consulting company that created websites and Internet strategies for more than 40 corporations. When the PC game *Quake* was released in 1996, Mark immediately saw his future, and quickly developed the *PlanetQuake.com* website, which became the center of the *Quake* community, with gamers playing and reading about the game online.



## David Swofford

Director of Communications, Origin Systems

David Swofford's background is firmly rooted in television journalism. David spent the first four years of his career at KLBK-TV in Lubbock, Texas, moving from photojournalist to reporter to weeknight news anchor to news director. From Lubbock, he spent the next 11 years as a reporter and anchor at KTBC-TV in Austin. He served as a political reporter at the Texas state capitol and covered such national stories as the Reagan/Gorbachev summit and four national political conventions. He's also received several Associated Press awards for his news and feature reporting. David joined ORIGIN in 1994 as Manager of Media Relations and now serves as the Director of Communications. In his role, he oversees the international media campaigns for all ORIGIN products including the successful Wing Commander and Ultima Online franchises.

## Tommy Tallarico

Musician and Composer

## Chris Taylor

President, Gas Powered Games

Chris Taylor began his career in the video games business at Distinctive Software in Canada. His first title, *Hardball II*, won the SPA (Software Publishers Association) award for best sports game of the year. Next, Chris created *4D Boxing*, which won many accolades for its innovation as a 3D title. He later served as designer and project lead for the original *Triple Play Baseball* at Electronic Arts. Chris went on to create the highly acclaimed RTS *Total Annihilation*, at Cavedog Entertainment. After completing the expansion pack, *The Core Contingency*, he decided to start his own company. Chris founded Gas Powered Games in May of 1998 in Kirkland, WA. Currently, GPG is developing *Dungeon Siege*, an action-fantasy RPG, due out in summer/fall 2001.

## Chris Taylor

San Francisco Bureau Chief, TIME magazine

Chris is San Francisco Bureau Chief and writes frequently about all aspects of technology for *Time* magazine. He writes a monthly games column for *On* (formerly *Time Digital*) and a weekly column on Silicon Valley for *Time.com*. Before joining *TIME* in New York in 1997, Chris worked for a variety of publications in London and Glasgow, including *GQ*, the *London Times*, and *Time Out*. He was born in Liverpool, England and is a graduate of Oxford University and Columbia Journalism School.

## Clive Thompson

Technology Columnist, Newsday

Clive Thompson is a leading writer and thinker on the political and cultural implications of high tech and video games. He is the weekly high-tech columnist for *Newsday*, and monthly columnist for *Report on Business*. He writes regularly for a wide range of publications, including *Shift*, *Fortune*, *The Washington Post*, *Worth*, *Elle*, *New York*, *Lingua Franca*, *Raygun*, *Globe and Mail*, *Toronto Star*, and many others. In 2000, Clive received a Canadian National Magazine Award for his reporting on the workplace implications of high-tech culture. He also is the host of *ShiftTV*—a weekly worldwide syndicated show about technology, a regular media commentator on high-tech issues for various radio and TV shows, as well as NBC, the Fox Network, National Public Radio, ABC, the Canadian Broadcasting Corporation, and New York. Clive is also a technology innovator; in 2000, he founded *Beaker.net*, a wireless company that produces an engine for allowing everyday people to publish material on the wireless Internet. The Daily News in New York named him one of "50 New Yorkers to Watch Out for in 2001" for his work creating *Beaker.net*.

Session 5.1

## Mark Turmell

Midway Sports, Director

Session 4.3

Mark is a 20 plus-year game industry veteran with 18 published titles. His first game was programmed and published for the Apple II computer in 1980. His Apple II games include *Sneakers* and *Beer Run*. Mark also designed fast & furious Atari VCS game cartridges. His VCS games include *Fast Eddie* and *Turmoil*. He's worked for Activision and Hasbro, and began designing coin-operated video games for Midway (Williams Electronics) in 1989. Mark's approach was to design high-adrenalin, fast-paced, break-all-the-rules-type sports games. His Midway Games include *Smash TV* and *NBA JAM*, earning over one billion dollars in the first twelve months, one quarter at a time. Midway Games sold over five million consumer cartridges of *WWF Wrestlemania* and *NFL Blitz*. Over two million units sold within three months of launch. Midway created a new sales category for sports products, while not impacting existing brands. This new brand is *NBA Showtime—The NBA* on NBC. Mark now directs the consumer console development of future Midway Sports Asylum games.

Session 1.3

## Oren J. Tversky

Business Development, Symbian

Session 3.5

Oren J. Tversky works for Symbian in Business Development. He is responsible for licensing the Symbian platform and pursuing new business opportunities in the United States and Asia Pacific. Before joining Symbian, Tversky received his MBA from UC Berkeley's Hass School of Business. Prior to that he worked for the 3DO Company. Tversky studied computer graphics and animation at Brown University where he received an MS in Computer Science.

Session 4.2

## John Vechey

Director of Business Development, PopCap Games

Session 2.4

John Vechey is the director of business development at PopCap Games, a popular developer of online mass-market java games. PopCap licenses titles to major portals such as Infospace and *pogo.com*, and is the creator of the hit games *Bejeweled* and *Alchemy*, which currently account for 20 percent of the daily traffic on the Microsoft Gaming Zone. Before co-founding PopCap with partners Brian Fiete and Jason Kapalka, John worked at *Flipside.com* as a producer and software engineer.

Session 1.1

## Richard Vogel

Executive Producer, Sony Online

Session 2.3

Rich Vogel was the Producer of *Meridian 59*, and Origin's *Ultima Online*. He is currently Executive Producer at Verant Austin, where he oversees the development of *Star Wars Online*. He speaks frequently on issues of online world design, online development process, and online community management.

Session 3.4

## Lloyd Walker

Vice President, Sapient

Session 3.1

As a Vice President with Sapient, Lloyd Walker leads the company's Advanced Research and Development team, which seeks to anticipate and understand the horizon of new technologies and services. Walker brings more than 17 years of product development and creative management experience to his leadership position. Walker joined Sapient through the August, 2000 acquisition of Human Code, a leading developer of rich media and broadband applications for entertainment and e-learning companies. As Human Code's Chief Acceleration Officer, Walker oversees the company's New Business Ventures group, directing research and innovation with broadband technology, and contributing to the development of corporate strategies.

Session 3.1

## Rob Watson

Senior V.P. of Worldwide Licensing, Infogrames

Session 5.5

## John Welch

Sr. Director & Exec. Producer, Games; Shockwave.com

Session 2.4

Mr. Welch leads the gaming agenda at Shockwave.com, where he heads up the collection of internal and co-development teams building the next generation of games designed first and foremost for the Internet consumer. Prior to joining Shockwave.com in mid 1999, he was the Director of Product Development for the Dreamcast Network at SegaSoft Networks, Inc. (now Sega.com). Mr. Welch holds a BS in Math/Computer Science from MIT and a MS in Computer Science from the University of Massachusetts.

# Speaker Biographies

## Steig Westerberg

### President and Chief Executive Officer, Stream Theory

Steig Westerberg is the founder of Stream Theory and a recognized business innovator. Westerberg is broadening the use of streaming media as a business solution by applying his expertise to the next important development for businesses: streaming software applications within corporate and open networks. He has authored the era of instant streaming delivery and management of software on the Internet, corporate Intranets, and virtual private networks. Westerberg has over 10 years' experience managing and growing companies, including assisting startups while at Young, Craig & Company.

## Mike Wilson

### Chief Executive Officer/Co-Founder, Gathering of Developers

Mike Wilson, a driving force behind some of the most successful game companies, is the co-founder and Chief Executive Officer of developer-driven computer and video game publisher Gathering of Developers. Previously Wilson was Chief Executive Officer and co-founder of ION Storm, LP, a high-profile computer game development company that he helped to establish. Earlier, Wilson was director of marketing and distribution at id Software, where he established id Distribution and orchestrated the retail and Internet launches of Quake, and *The Ultimate DOOM*, among others. He has spoken at E3, SXSW, and GDC and has been featured in *WSJ*, *New York Times*, and *SPIN*. Wilson has also been recognized in *Texas Monthly* and *D Magazine* as one of Dallas' most promising and successful business people under 30.

## Gil Winters

### CEO & Founder, Digital Collectibles, Inc.

In March of 2000, Gil founded Digital Collectibles, Inc. (DCI), an interactive software and services company that creates and distributes Limited Edition Digital Objects (LEDOs). While fun for consumers, LEDOs are a valuable loyalty marketing tool for companies who want to increase online revenues, or "build buzz" for an upcoming product release. Prior to forming DCI, Gil was an agent with Entertaining Ideas, Inc., a game-licensing agency. Gil started in the gaming industry in 1983 with The Companions Inc., writing RPG supplements. After college, Gil had a seven-year career as a strategic management consultant, working for firms such as Booz-Allen & Hamilton, A.T. Kearney, and (most recently) AT&T Solutions. At Booz-Allen, he developed wargames for the Pentagon, while at AT&T Solutions, he spearheaded the creation of their online games practice. Gil has an MBA from Emory and a Bachelor's of Industrial Engineering from Georgia Tech.

## Michele Wojtyna

### Director, Ipsos-NPD

Michele Wojtyna has been in the market research industry for the past 16 years. The first ten years of her career were spent working for Fortune 100 clients, including Procter and Gamble and Pepsi-Cola. The past five years have been spent working for marketing research suppliers, including 3 years at Ipsos-NPD. While at Ipsos-NPD, Michele has focused on custom research for the high tech and interactive entertainment industries. Under Michele's leadership, Ipsos-NPD has developed the first industry-wide concept service specifically designed to test the potential of new video game ideas. Michele has a Masters in Business Administration from SUNY at Buffalo (where she received the Outstanding Marketing Student award) and a Bachelor of Arts in both Political Science and History from Canisius College in Buffalo, New York.

## Will Wright

### Chief Designer and Co-founder, Maxis

Wright began working on what would become *SimCity*-The City Simulator in 1985. Using a complex technique, he found a way to bring realistic simulations to desktop PCs. Wright has had a lifelong fascination with simulations. His interest in plastic models of ships and airplanes during his childhood in Georgia eventually led to his designing computer models of cities, ecosystems, and ant colonies. *SimCity* was released in 1989, and within a few months became a hit. The game has since won 24 domestic and international awards. With Fred Haslem, Wright co-designed *SimEarth*-The Living Planet in 1990, a simulation of a planet based on the Gaia theory of James Lovelock. In 1991, Wright and Justin McCormick designed *SimAnt*-The Electronic Ant Colony. *SimCity 2000* and *SimCopter*, a helicopter flight game, are also part of Wright's recent repertoire. The latest incarnation of *SimCity*, *SimCity 3000 Unlimited*, the definitive version of 1999's best-selling game *SimCity 3000*, has continued in the tradition.

### Session 3.1

## Neil Young

### Vice President & Executive in Charge of Production, Electronic Arts

Neil Young started in the interactive entertainment industry 12 years ago as a programmer and producer with Imagitec, a small UK development company, working on platform conversions for Electronic Arts, ORIGIN Systems, Microprose, and Mindscape. In 1990 he joined Probe Software as a Senior Producer and worked on many titles for Acclaim, Sega, Hudson, USGold and Virgin Interactive. In 1992 Neil began working in the US at Virgin and was soon promoted to vice president of product development. In 1997 Young was named vice president and general manager of ORIGIN Systems, Electronic Arts's Austin, Texas subsidiary. There, Neil oversaw the launch of the highly successful *Ultima Online*. In 1999 Neil left ORIGIN to become Vice President and Executive in Charge of Production at Electronic Arts where he currently is creating next-generation interactive content for EA's new online business division, EA.com.

### Workshop 4

## Stephen Youngwood

### V.P. Interactive Products and Book Publishing, Nickelodeon

Steve manages the business and creative ends of Nickelodeon's global interactive products and domestic book publishing businesses. His focus is on broadening Nickelodeon's presence in the interactive software and CD-ROM & toy space, expand the company's business initiatives into computer-related products and devices, and expand product synergies with Nick Online. On the book side, Steve solidifies Nickelodeon's position as a leading children's publishing source and expands the group beyond traditional property-based licensing. He also develops key strategic partnerships, product strategies, franchise strategies, and oversees product development and marketing. In particular, Steve helped launch Nickelodeon's partnership with Gateway Computers and helped cultivate its *Rugrats* and *Blue's Clues* properties into tremendously successful software franchises.

### Workshop 2

## Greg Zeschuk

### Joint Chief Executive Officer, BioWare

Greg Zeschuk is one of two Chief Executive Officers and founding partners (the other being Dr. Ray Muzyka) of BioWare Corp., the developer responsible for *Baldur's Gate*, *Baldur's Gate 2: Shadows of Amn*, *MDK2*, *MDK2: Armageddon*, and *Shattered Steel*. As co-Executive Producers, Zeschuk and his partner oversee and manage BioWare's games and work with the development teams to set and maintain the vision for them. BioWare primarily works on licensed titles—currently in development are *Neverwinter Nights* and a *Star Wars* role playing game (not yet titled). *Neverwinter Nights* is a licensed AD&D game published by Black Isle Studios/Interplay, and BioWare's *Star Wars* role playing game is in production with LucasArts Entertainment.

### Workshop 5

## Eric Zimmerman

### Chief Executive Officer, gameLab

Eric is Chief Executive Officer of gameLab, a NYC-based game developer. gameLab's first two titles, *BLIX* and *LOOP*, are available on Shockwave.com. Other titles include the critically acclaimed *SISYFiGHT 2000* (Word.com) and the CD-ROM titles *Gearheads* (Philips Media) and *The Robot Club* (Southpeak Interactive). Non-computer game projects include the interactive paper book *Life in the Garden* (RSUB), the board game *Organism* (ArtByte), and game installations in a variety of gallery and museum spaces. Eric has taught at MIT's Comparative Media Studies program, New York University's Interactive Telecommunications Program, and the Digital Design MFA program at Parsons School of Design. He is currently co-authoring a book with Katie Salen about game design to be published by MIT Press in 2002.

### Session 1.5

### Session 1.5, 4.4



# E3 2002

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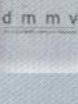
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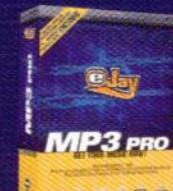
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# Product Categories

Company	Product	Booth	Company	Product	Booth
<b>Business</b>					
<b>CD-ROM</b>					
ASCARON Software GmbH	ANSTOSS ACTION	6501	Topics Entertainment / CounterTop Software	Instant Immersion Spanish	.6643
DeLorme	Street Atlas USA	746	Topics Entertainment / CounterTop Software	Listen & Learn Toddler	.6643
games.theglobe.com	Chips & Bits Game Store	2608	Topics Entertainment / CounterTop Software	Preschool Exelerator	.6643
Sonopress	CD/DVD Replication Services	7301, 7304			
The Mousepad Company Limited	Lap top cases	6523			
<b>DVD</b>					
games.theglobe.com	Chips & Bits Game Store	2608	COKE M INTERNATIONAL LTD.	Computer Software	.1176
Sonopress	CD/DVD Replication Services	7301, 7304	Encore Software, Inc.	National Geographic	.7345, 7349, 7353, 7357
<b>Handheld</b>					
games.theglobe.com	Chips & Bits Game Store	2608	COKE M INTERNATIONAL LTD.	Computer Software	.1176
Sonopress	CD/DVD Replication Services	7301, 7304	Compact Media, Inc.	Languages Products	.7602
<b>Hybrid</b>			Compact Media, Inc.	The Learning Company Products	.7602
games.theglobe.com	Chips & Bits Game Store	2608	Kutoka Interactive	Mic-Just in Time!	.6033
Sonopress	CD/DVD Replication Services	7301, 7304	Kutoka Interactive	Mia-Romaine's New Hat	.6033
<b>Internet</b>			Kutoka Interactive	Mia-The Search for Grandma's Remedy	.6033
games.theglobe.com	Chips & Bits Game Store	2608	School Zone Interactive	Deluxe Boxed Software	.7315, 7317
VideoGame.Net /			School Zone Interactive	Flash Action Software	.7315, 7317
Lunar Tide Communications, Inc.	VideoGame Database	7228	School Zone Interactive	On-Track Software	.7315, 7317
<b>MAC</b>			The Learning Company	Carmen Sandiego	.MR 5018, MR 503
games.theglobe.com	Chips & Bits Game Store	2608	The Learning Company	ClueFinders	.MR 5018, MR 503
Sonopress	CD/DVD Replication Services	7301, 7304	The Learning Company	Reader Rabbit	.MR 5018, MR 503
<b>Multiple</b>			Tivola Publishing	Tivola Publishing	.6523
games.theglobe.com	Chips & Bits Game Store	2608			
The Mousepad Company Limited	Lap top cases	6523			
VideoGame.Net /					
Lunar Tide Communications, Inc.	VideoGame Database	7228			
<b>Nintendo</b>					
games.theglobe.com	Chips & Bits Game Store	2608			
<b>Sega</b>					
games.theglobe.com	Chips & Bits Game Store	2608			
<b>Sony</b>					
games.theglobe.com	Chips & Bits Game Store	2608			
<b>XBox</b>					
games.theglobe.com	Chips & Bits Game Store	2608			
Sonopress	CD/DVD Replication Services	7301, 7304			
<b>Education</b>					
<b>CD-ROM</b>					
ARXEL TRIBE	BIG TEDDY	.6743	ARXEL TRIBE	BIG TEDDY	.6743
COKE M INTERNATIONAL LTD.	Computer Software	.1176	DK Digital Media (DK Interactive Learning)	I Love Phonics	.746
Compact Media, Inc.	Languages Products	.7602	DK Digital Media (DK Interactive Learning)	Math Explorer Deluxe	.746
Compact Media, Inc.	The Learning Company Products	.7602	DK Digital Media (DK Interactive Learning)	OZ The Magical Adventure Interactive Storybook	.746
Cosmi Corporation	Swift & Starshine Educational Titles	.6423, 7328	DK Digital Media (DK Interactive Learning)	Reading Explorer Deluxe	.746
DK Digital Media (DK Interactive Learning)	I Love Phonics	.746	Galilea Multimedia	Genesys	.6233
DK Digital Media (DK Interactive Learning)	Math Explorer Deluxe	.746	Galilea Multimedia	Ton et Lisa	.6233
DK Digital Media (DK Interactive Learning)	OZ The Magical Adventure Interactive Storybook	.746	HORTUS SOFT	Webkids	.6233
DK Digital Media (DK Interactive Learning)	Reading Explorer Deluxe	.746	HORTUS SOFT	Webland	.6233
Ellis Enterprises, Inc.	The Bible Library	.6927	Paraworld AG	Traffic City	.6501
Encore Software, Inc.	Kaplan Test Preparation	.7345, 7349, 7353, 7357	The Learning Company	Carmen Sandiego	.MR 5018, MR 503
Encore Software, Inc.	National Geographic	.7345, 7349, 7353, 7357	The Learning Company	ClueFinders	.MR 5018, MR 503
Galilea Multimedia	Genesys	.6233	The Learning Company	Reader Rabbit	.MR 5018, MR 503
Galilea Multimedia	Tom et Lisa	.6233			
HORTUS SOFT	Webkids	.6233			
HORTUS SOFT	Webland	.6233			
Integral Media	GALSWIN	.6233			
JC Research Inc.	High school Science	.7202			
JC Research Inc.	Jr. High Science	.7202			
JC Research Inc.	U.S. History	.7202			
Kay Productions,™ LLC	CJ's Closet	.6915			
Mimion Entertainment Ltd.	Tiny Tails	.7619			
Off-Price, Inc.	DK SOFTWARE	.7605			
Off-Price, Inc.	HAVAS	.7605			
Rocelco Inc.	ScienceLab	.6933			
School Zone Interactive	Deluxe Boxed Software	.7315, 7317			
School Zone Interactive	Flash Action Software	.7315, 7317			
School Zone Interactive	On-Track Software	.7315, 7317			
The Learning Company	Carmen Sandiego	.MR 5018, MR 503			
The Learning Company	ClueFinders	.MR 5018, MR 503			
The Learning Company	Reader Rabbit	.MR 5018, MR 503			
Tivola Publishing	Tivola Publishing	.6523			
Topics Entertainment / CounterTop Software	1st & 2nd Grade Exelerator	.6643			
Topics Entertainment / CounterTop Software	Instant Immersion Language Starter: Kids	.6643			
<b>Entertainment</b>					
<b>CD-ROM</b>					
A 1 Software GmbH & Co. KG	Augustine	.6501	A 1 Software GmbH & Co. KG	Cheeky 1, 2 & 3	.6501
A 1 Software GmbH & Co. KG	Kiribati range	.6501	A 1 Software GmbH & Co. KG	Math Boy Series	.6501
A 1 Software GmbH & Co. KG	Mini Curry 1 & 2	.6501	A 1 Software GmbH & Co. KG	Pong Pong Series	.6501
A 1 Software GmbH & Co. KG	Rabe 1, 2 & 3	.6501	A 1 Software GmbH & Co. KG	Rabe 1, 2 & 3	.6501
COKE M INTERNATIONAL LTD.	Computer Software	.1176	COKE M INTERNATIONAL LTD.	Computer Software	.1176
ComfyNet	Bert & Ernie Computer Phone	.1514	ComfyNet	Elmo's Computer Phone	.1514
ComfyNet	ComfyNet	.1514	ComfyNet	Pink Panther Computer Book	.1514
Cosmi Corporation	Swift Action Arcade Games	.6423	Cosmi Corporation	SwiftWare Entertainment Titles	.6423
Cosmi Corporation	Topz USA	.746	DeLorme	Aliens Attack	.6233
DeLorme	Delta Development	.6233	Delta Development	Battle slime	.6233
Delta Development	Delta Development	.6233	Delta Development	Fournistik	.6233
Delta Development	Delta Development	.6233	Delta Development	Iron spirit	.6233
Delta Development	Delta Development	.6233	Delta Development	Kassbllok	.6233
Delta Development	Delta Development	.6233	Delta Development	Maiku	.6233
Delta Development	Delta Development	.6233	Delta Development	Playground	.6233
Discreet	gmax	.7406			



Company	Product	Booth	Company	Product	Booth
DK Digital Media (DK Interactive Learning)	So You Want to be a Genius? .....	746	<b>Internet</b>		
eJay AG	Dance eJay 3 .....	6501	An Eye for an Eye .....	Visiodrome.com .....	6233
eJay AG	eJay MP3 Easy .....	6501	Aliens Attack .....	Aliens Attack .....	6233
eJay AG	eJay MP3 PRO .....	6501	Battle slime .....	Battle slime .....	6233
eJay AG	eJay MP3 Station 2.0 .....	6501	Fournistik .....	Fournistik .....	6233
eJay AG	Ibiza eJay .....	6501	Iron spirit .....	Iron spirit .....	6233
EMME	Albert .....	6233	Kassbllok .....	Kassbllok .....	6233
EMME	Little polar bear and the polar bear .....	6233	Maiku .....	Maiku .....	6233
EMME	Mr Men .....	6233	Playground .....	Playground .....	6233
Encore Software, Inc.	Zoboomafoo .....	7345, 7349, 7353, 7357	gmax .....	gmax .....	7406
Enroute, Inc.	FirstPerson Immersive Video .....	6609	Dance eJay 3 .....	Dance eJay 3 .....	6501
Global Star Software	Mad Gab for Palm .....	6033	eJay MP3 Easy .....	eJay MP3 Easy .....	6501
Global Star Software	Vegas Casino Vol. 1 & 2 .....	6033	eJay MP3 PRO .....	eJay MP3 PRO .....	6501
Integral Media	OENOLOGUS .....	6233	eJay MP3 Station 2.0 .....	eJay MP3 Station 2.0 .....	6501
Knowledge Adventure	Barbie Beach Party .....	1100	<b>location based gaming zones</b> .....	<b>location based gaming zones</b> .....	6501
Knowledge Adventure	Kelly Club .....	1100	Nokia .....	Nokia Media Terminal .....	1300
Knowledge Adventure	Secret Agent Barbie .....	1100	PAN Interactive .....	Rosemond Valley .....	6649, 7633
MAGIX ENTERTAINMENT CORP.	Music & Video Maker Generation 6 deLuxe .....	6621	Sony Online Entertainment .....	Jeopardy! Online .....	746
Ministry of Games	location based gaming zones .....	6501	Sony Online Entertainment .....	Wheel of Fortune Online .....	746
(labels NETZSTATT and INZZIDE)	DISNEY SOFTWARE .....	7605	team cHmAn .....	Banja .....	6233
Off-Price, Inc.	Learning Company .....	7605	<b>MAC</b>		
Off-Price, Inc.	Sound Source .....	7605	A 1 Software GmbH & Co. KG .....	Augustine .....	6501-6503
PAN Interactive	Rosemond Valley .....	6649, 7633	A 1 Software GmbH & Co. KG .....	Kiribati range .....	6501-6503
The Learning Company	Scooby-Doo .....	MR 501B, MR 503	A 1 Software GmbH & Co. KG .....	Mini Curry 1 & 2 .....	6501-6503
Wild Things	Accessories .....	6523	A 1 Software GmbH & Co. KG .....	Rabe 1, 2 & 3 .....	6501-6503
<b>DVD</b>			Delta Development .....	Aliens Attack .....	6233
COKeM INTERNATIONAL LTD.	Computer Software .....	1176	Delta Development .....	Battle slime .....	6233
Discreet	gmax .....	7406	Delta Development .....	Fournistik .....	6233
Enroute, Inc.	FirstPerson Immersive Video .....	6609	Delta Development .....	Iron spirit .....	6233
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES .....	7049	Delta Development .....	Kassbllok .....	6233
Ministry of Games	location based gaming zones .....	6501	Delta Development .....	Maiku .....	6233
(labels NETZSTATT and INZZIDE)	Accessories .....	6523	DK Digital Media (DK Interactive Learning) .....	Playground .....	6233
Wild Things			Encore Software, Inc. .....	So You Want to be a Genius? .....	746
<b>eToy</b>			Zoboomafoo .....	Zoboomafoo .....	7345, 7349, 7353, 7357
Delta Development	Aliens Attack .....	6233	<b>location based gaming zones</b> .....	<b>location based gaming zones</b> .....	6501
Delta Development	Battle slime .....	6233	Scooby-Doo .....	MR 501B, MR 503	
Delta Development	Fournistik .....	6233	<b>Multiple</b>		
Delta Development	Iron spirit .....	6233	COKeM INTERNATIONAL LTD. .....	Computer Software .....	1176
Delta Development	Kassbllok .....	6233	Desk Top Simulators LLC .....	Home System .....	6749
Delta Development	Maiku .....	6233	GAME CENTER "MYIICCO" ACCESSORIES .....	ACCESSORIES-GAMES .....	7049
Delta Development	Playground .....	6233	Ministry of Games	location based gaming zones .....	6501
Delta Development	ACCESSORIES-GAMES .....	7049	(labels NETZSTATT and INZZIDE)	Nokia .....	1300
GAME CENTER "MYIICCO" ACCESSORIES	location based gaming zones .....	6501	PAN Interactive .....	Rosemond Valley .....	6649, 7633
Ministry of Games	Nokia Media Terminal .....	1300	TECHNODIGIT	3D Capture Services .....	6233
(labels NETZSTATT and INZZIDE)			<b>Nintendo</b>		
Nokia			COKeM INTERNATIONAL LTD. .....	Video Games .....	1176
<b>Handheld</b>			Encore Software, Inc. .....	Zoboomafoo .....	7345, 7349, 7353, 7357
Cash-U	Peanut Butter .....	7024	GAME CENTER "MYIICCO" ACCESSORIES .....	ACCESSORIES-GAMES .....	7049
Digital Bridges	Wireless Pets .....	2316	Knowledge Adventure .....	Kelly Club .....	1100
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES .....	7049	Ministry of Games	location based gaming zones .....	6501
Global Star Software	Mad Gab for Palm .....	6033	(labels NETZSTATT and INZZIDE)	Arthur .....	MR 501B, MR 503
Global Star Software	Vegas Casino Vol. 1 & 2 .....	6033	The Learning Company .....	Wild Things .....	6523
Ministry of Games	location based gaming zones .....	6501	<b>Sega</b>		
(labels NETZSTATT and INZZIDE)	Mobile Entertainment .....	7332, 7336	COKeM INTERNATIONAL LTD. .....	Video Games .....	1176
NeoMagic Corporation	Nokia Mobile Phone Games .....	1300	GAME CENTER "MYIICCO" ACCESSORIES .....	ACCESSORIES-GAMES .....	7049
Nokia	Rosemond Valley .....	6649, 7633	Ministry of Games	location based gaming zones .....	6501
PAN Interactive			(labels NETZSTATT and INZZIDE)	Wild Things .....	6523
<b>Hybrid</b>			Wild Things .....	Accessories .....	6523
A 1 Software GmbH & Co. KG	Augustine .....	6501	<b>Sony</b>		
A 1 Software GmbH & Co. KG	Kiribati range .....	6501	COKeM INTERNATIONAL LTD. .....	Video Games .....	1176
A 1 Software GmbH & Co. KG	Mini Curry 1 & 2 .....	6501	Encore Software, Inc. .....	Zoboomafoo .....	7345, 7349, 7353, 7357
A 1 Software GmbH & Co. KG	Rabe 1, 2 & 3 .....	6501	Enroute, Inc. .....	FirstPerson Immersive Video .....	6609
COKeM INTERNATIONAL LTD.	Computer Software .....	1176	GAME CENTER "MYIICCO" ACCESSORIES .....	ACCESSORIES-GAMES .....	7049
Delta Development	Aliens Attack .....	6233	Ministry of Games	location based gaming zones .....	6501
Delta Development	Battle slime .....	6233	(labels NETZSTATT and INZZIDE)	Wild Things .....	6523
Delta Development	Fournistik .....	6233	Wild Things .....	Accessories .....	6523
Delta Development	Iron spirit .....	6233	<b>Sony</b>		
Delta Development	Kassbllok .....	6233	COKeM INTERNATIONAL LTD. .....	Video Games .....	1176
Delta Development	Maiku .....	6233	Encore Software, Inc. .....	Zoboomafoo .....	7345, 7349, 7353, 7357
Delta Development	Playground .....	6233	Enroute, Inc. .....	FirstPerson Immersive Video .....	6609
Delta Development	Zoboomafoo .....	7345, 7349, 7353, 7357	GAME CENTER "MYIICCO" ACCESSORIES .....	ACCESSORIES-GAMES .....	7049
Encore Software, Inc.	ACCESSORIES-GAMES .....	7049	Ministry of Games	location based gaming zones .....	6501
GAME CENTER "MYIICCO" ACCESSORIES	Freddi Fish and the Case of the		(labels NETZSTATT and INZZIDE)	Wild Things .....	6523
Humongous Entertainment	Creature of Coral Cove .....	MR 401	Wild Things .....	Accessories .....	6523
Ministry of Games	location based gaming zones .....	6501	<b>XBox</b>		
(labels NETZSTATT and INZZIDE)	Scooby-Doo .....	MR 501B, MR 503	GAME CENTER "MYIICCO" ACCESSORIES .....	ACCESSORIES-GAMES .....	7049
The Learning Company			Ministry of Games	location based gaming zones .....	6501
			(labels NETZSTATT and INZZIDE)	Wild Things .....	6523

# Product Categories

Company	Product	Booth	Company	Product	Booth
<b>G a m e s - A c t i o n</b>					
<b>CD-ROM</b>					
4D Rulers Software, Inc.	GORE	7121	Purple Software Limited	Shogi	6523
A 1 Software GmbH & Co. KG	Origami Master	6501	Rage Games Limited	GunMetal	7314
ACTION ZONE LLC	Hardware	7609	Roelco Inc.	Boxed Value Software	6933
ACTION ZONE LLC	Software	7609	Russabit-M	Hoverace	7625
ACTIVISION	Soldier of Fortune	946	Sierra	Throne of Darkness	1100
ACTIVISION	Star Trek	946	Simon & Schuster Interactive	Bump!	1100
AlfaData Computer Corp.	Fighting Station	7314	Simon & Schuster Interactive	Deer Avenger 4	1100
ASCARON Software GmbH	Burgenland	6501	Simon & Schuster Interactive	Farscape	1100
BAMI! Entertainment, Inc.	Powerpuff Girls	MR 153A	Simon & Schuster Interactive	Star Trek Deep Space Nine: Dominion Wars	1100
Bethesda Softworks Inc.	Giant Monster News	MR 504	Simon & Schuster Interactive	Warrior Skye	1100
Bethesda Softworks Inc.	Jetstriders	MR 504	Simon & Schuster Interactive	PlanetSide	746
Brightstar Entertainment Ltd.	Hotwired	5030	Sony Online Entertainment	Zero-G Marines	824
Brightstar Entertainment Ltd.	Paintball Hero's 2	5030	Strategy First Inc.	Taiyo	6233
Codemasters Inc.	Operation Flashpoint: Cold War Crisis	4007, 4009, 4011, 4013	team chmAn	Hot Wheels/Matchbox	4001
Codemasters Inc.	Prisioner of War	4007, 4009, 4011, 4013	THQ, Inc.	Red Faction	4001
COKeM INTERNATIONAL LTD.	Computer Software	1176	THQ, Inc.	convertors	6939
Compact Media, Inc.	New Games	7602	tigergame limited	EWJ 3D	2316
Conspiracy Entertainment	Knights	1312	VIS entertainment plc	HALLOWEEN	6733
Cyberscape Graphics Inc.	Deep Raider	7008	WANADOO	IRON STORM	6733
Delta Development	BDE	6233	WANADOO	KIRIKOU	6733
Discreet	gmax	7406	WANADOO	NEW YORK RACE 2215	6733
eGames, Inc.	Fox Kids Presents eGames Pack	7510	WANADOO	Accessories	6523
eGames, Inc.	Fox Kids Presents eGames Pack 2	7510	Wild Things	White Day	6615
eGames, Inc.	Fox Kids Presents Speedy Eggbert	7510	Wizard Soft Ltd.	Carmageddon 3	MR 514
eGames, Inc.	Fox Kids Presents Spooky Castle	7510	Xicot Interactive		
Encore Software, Inc.	Galaxy of Games Gold Edition	7510			
Encore Software, Inc.	Pinball Classics	7345, 7349, 7353, 7357	<b>DVD</b>		
Encore Software, Inc.	Vegas Fever 3	7345, 7349, 7353, 7357	ACTION ZONE LLC	Hardware	7609
Enpack Packaging and Media	media content	6921	ACTION ZONE LLC	Software	7609
Enpack Packaging and Media	packaging	6921	COKeM INTERNATIONAL LTD.	Computer Software	1176
Essential Reality, LLC	P5	6943	Electronic Arts	Command & Conquer: Renegade	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 308B, MR 309
Etranges Libellules	Kirikou and the Sorceress, published by Wanadoo Edition	6233	Enpack Packaging and Media	media content	6921
Etranges Libellules	The Extraordinary Adventure of a Man Fallen from the Moon	6233	eSoftnet	packaging	6921
Fishtank / Ravensburger Interactive Media GmbH	Aquanox	6045	GAME CENTER "MYIICCO" ACCESSORIES	Blood Aria	6633, 7322
Galilea Multimedia	Jah	6233	Marjorq Micro Ltd.	Fidex	6633, 7322
Galilea Multimedia	Vanguard	6233	Marjorq Micro Ltd.	ACCESSORIES-GAMES	7049
Global Star Software	Akimbo Kung Foo Hero	6033	Ministry of Games	Rex the Runt	5024
Global Star Software	Storm Front	6033	(labels NETZSTATT and INZZIDE)	Wallace & Gromit	5024
GRIN Inc.	Ballistics	6555	W.I.T.		
GRIN Inc.	Debuting Title	6555	WANADOO	European Games championships	6501
IncaGold	Hotwired	6523	WANADOO	Video games	7505
IncaGold	Jean-Louis Schlesser's All-terrain Rally	6523	WANADOO	HALLOWEEN	6733
IncaGold	Pointball Heroes II	6523	WANADOO	IRON STORM	6733
JOWOOD PRODUCTIONS SOFTWARE AG	ZAX - THE ALIEN HUNTER	546	WANADOO	KIRIKOU	6733
Knowledge Adventure	Jurassic Park III: Danger Zone!	1100	WANADOO	NEW YORK RACE 2215	6733
LEGO Company	LEGO Bionicle	866	Wild Things	Accessories	6523
LEGO Company	LEGO Creator Harry Potter	866			
LEGO Company	LEGO Island 2	866	<b>eToy</b>		
LEGO Company	LEGO MINDSTORMS Robotics Invention System	866	Delta Development	BDE	6233
LEGO Company	LEGO MINDSTORMS Ultimate Builders set	866	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
LEGO Company	LEGO Racers 2	866	LEGO Company	LEGO MINDSTORMS Robotics Invention System	866
LEGO Company	LEGO Studios	866	LEGO Company	LEGO MINDSTORMS Ultimate Builders set	866
Lucas Learning Ltd.	Star Wars Super Bombed Racing	MR 517, MR 518	LEGO Company	LEGO Studios	866
LucasArts Entertainment Company LLC	Star Wars Jedi Knight II	MR 517, MR 518			
Marjorq Micro Ltd.	Rex the Runt	5030	<b>Handheld</b>		
Marjorq Micro Ltd.	Wallace & Gromit	5030	Capcom Entertainment	Breath of Fire	1324
Metro3D, Inc.	Armada 2: Exodus	4003	Capcom Entertainment	Final Fight	1324
Metro3D, Inc.	Doork Angel: Vampire Apocalypse	4003	Capcom Entertainment	Street Fighter	1324
Mimon Entertainment Ltd.	Cybercops	7619	Conspiracy Entertainment	The Tiny Toon Adventures	1312
Mimon Entertainment Ltd.	Tiny's Adventures	7619	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Ministry of Games	European Games championships	6501	Global Star Software	Storm Front	6033
(labels NETZSTATT and INZZIDE)	SCAPE	6233	LEGO Bionicle	LEGO Bionicle	866
NEMOSOFT	Hired Team: Trial	7127	LEGO Company	LEGO Island 2	866
New Media Generation	New Game	7127	LEGO Company	LEGO Racers 2	866
New Media Generation	Toy Gladiator	MR 7320	NeoMagic Corporation	Mobile Entertainment	7332, 7336
Nitrostream Inc.	Comanche 4	MR 304A	NEWKIDCO	DISNEY'S DOUG	2116
NovaLogic, Inc.	Necrocide	MR 304A	NEWKIDCO	ET THE EXTRA-TERRESTRIAL	2116
NovaLogic, Inc.	Intergalactic Bounty Hunter	6649, 7633	NEWKIDCO	WINNIE THE POOH & TIGGER	2116
PAN Interactive	The Hitch Hikers Guide to the Galaxy	6649, 7633	Nitrostream Inc	Toy Gladiator	MR 7320
PAN Interactive	MC: Warzone Online	6555	Purple Software Limited	Shogi	6523
Paradox Entertainment	Rapid Recoil	6555	Q-Mark Technology Corporation	Electronic Toy	7601
Paradox Entertainment			Titus	Barbarians	5118
			Titus	Downforce	5118
			Titus	Prehistoric man	5118
			Titus	Robocop	5118
			ZIO	Top Gun	5118
			ZIO	Knight Move	2200
			ZIO	Metallion	2200
			ZIO	Need for Speed	2200
			ZIO	SIMCity 2000	2200
			ZIO	Ultima Underworld	2200
			ZIO	ZIOGolf	2200





Company	Product	Booth	Company	Product	Booth
<b>Hybrid</b>			MAJESCO SALES, INC.	M&M's Advance	MR 405
COKeM INTERNATIONAL LTD.	Computer Software	1176	MAJESCO SALES, INC.	PITFALL: The Mayan Adventure	MR 405
Compact Media, Inc.	New Games	7602	MAJESCO SALES, INC.	STAR TREK VOYAGER ELITE FORCE	MR 405
Delta Development	BDE	6233	Marjoacq Micro Ltd	Rex the Runt	5030
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049	Marjoacq Micro Ltd	Wallace & Gromit	5030
Q-Mark Technology Corporation	Electronic Toy	7601	Microids	Xtrem Roller	4017
<b>Internet</b>			Natsume Inc.	Return of the Ninja	1312
Compact Media, Inc.	New Games	7602	NEWKIDCO	ET THE EXTRA-TERRESTRIAL	2116
Delta Development	BDE	6233	NEWKIDCO	TOM AND JERRY	2116
Discreet	gmax	7406	NEWKIDCO	WINNIE THE POOH & TICKER	2116
Enpack Packaging and Media	media content	6921	Q-Mark Technology Corporation	Electronic Toy	7601
Enpack Packaging and Media	packaging	6921	TDK Mediactive	Lady Sia	966
eSofnet	Mist Of Darkness	6633, 7322	TDK Mediactive	No Rules	966
eSofnet	N-Age	6633, 7322	TDK Mediactive	Shrek	966
Ministry of Games	European Games championships	6501	TDK Mediactive	Wendy	966
(labels NETZSTATT and INZZIDE)	REAL LIFE SYSTEM	6233	THQ	Hot Wheels/Matchbox	4001
NEMOSOFT	Toy Gladiator	MR 7320	Titus	Barbarians	5118
Nitrostream Inc	MC: Warzone Online	6555	Titus	Downforce	5118
Paradox Entertainment	Rapid Recoil	6555	Titus	Prehistorik man	5118
Paradox Entertainment	Mightygames	7305	Titus	Robocop	5118
Planetactive	Electronic Toy	7601	Universal Interactive Studios	Top Gun	5118
Q-Mark Technology Corporation	PlanetSide	746	VIS entertainment plc	Spyro 5	1100
Sony Online Entertainment	Betty Bad	MR 5118	VIS entertainment plc	EWJ 3D	2316
WildTangent			W.I.T	Tom & Jerry Fists of Fury	2316
<b>MAC</b>			WANADOO	Video games	7505
Delta Development	BDE	6233	WANADOO	KIRIKOU	6733
Enpack Packaging and Media	media content	6921	Wild Things	NEW YORK RACE 2215	6733
Enpack Packaging and Media	packaging	6921	Yobo Gameware Co.	Accessories	6523
Essential Reality, LLC	P5	6943	Yobo Gameware Co.	Import Games	7003
Knowledge Adventure	Jurassic Park III: Danger Zone!	1100			
PAN Interactive	The Hitch Hikers Guide to the Galaxy	6649, 7633	<b>Sega</b>		
Q-Mark Technology Corporation	Electronic Toy	7601	ACTION ZONE LLC	Hardware	7609
<b>Multiple</b>			ACTION ZONE LLC	Software	7609
ACTIVISION	Marvel: X-Men, Spider-Man	946	COKeM INTERNATIONAL LTD.	Video Games	1176
ACTIVISION	Return to Castle Wolfenstein	946	Essential Reality, LLC	P5	6943
ACTIVISION	Supercar Street Challenge	946	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Bethesda Softworks Inc.	Giant Monster News	MR 504	GAMETRONICS	BUDGET TITLES	7033
Bethesda Softworks Inc.	Jetstriders	MR 504	Q-Mark Technology Corporation	Electronic Toy	7601
Capcom Entertainment	Mega Man	424	tigergame limited	convertors	6939
COKeM INTERNATIONAL LTD.	Computer Software	1176	W.I.T	Video games	7505
Discreet	gmax	7406	Wild Things	Accessories	6523
Eidos Interactive	Thunderstrike	1024	Xicat Interactive	Charge 'N Blast	MR 514
Electronic Arts	Harry Potter and the Sorcerer's Stone	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 3088, MR 309	Yobo Gameware Co.	Import Games	7003
Electronic Arts	Medal of Honor: Allied Assault	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 3088, MR 309			
Enpack Packaging and Media	media content	6921	<b>Sony</b>		
Enpack Packaging and Media	packaging	6921	Acclaim Entertainment, Inc.	Crazy Taxi	MR 505, MR 506
Essential Reality, LLC	P5	6943	Acclaim Entertainment, Inc.	Shadow Man 2: Second Coming	MR 505, MR 506
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049	ACTION ZONE LLC	Hardware	7609
Ministry of Games	European Games championships	6501	ACTION ZONE LLC	Software	7609
(labels NETZSTATT and INZZIDE)	REAL LIFE SYSTEM	6233	ARGO USA Corporation	Adventures of Cookie & Cream	4015
NEMOSOFT	DRAGON TALES	2116	ASCARON Software GmbH	Armored Core 2 Another Age	4015
NEWKIDCO	ET THE EXTRA-TERRESTRIAL	2116	BAM! Entertainment, Inc.	Fighting Station	7314
NEWKIDCO	WINNIE THE POOH & TICKER	2116	BANDAI America, Inc.	PS1	7015
Russobit-M	Hoverace	7625	BioWare Corp.	PS2	7015
team cHmAn	Taiyo	6233	Capcom Entertainment	Burgenland	6501
<b>Nintendo</b>			Capcom Entertainment	Powerpuff Girls	MR 153A
ACTION ZONE LLC	Hardware	7609	Capcom Entertainment	Mobile Suit Gundam Journey to Jaburo	2216
ACTION ZONE LLC	Software	7609	MDK2: Armageddon	7309	
AlfaData Computer Corp.	Fighting Station	7314	Devil May Cry	1324, 7410	
BAM! Entertainment, Inc.	Dexters Laboratory	MR 153A	Maximo	1324, 7410	
BAM! Entertainment, Inc.	Powerpuff Girls	MR 153A	Onimusha	1324, 7410	
Capcom Entertainment	Breath of Fire	1324	Resident Evil	1324, 7410	
Capcom Entertainment	Final Fight	1324	Prisioner of War	4007, 4009, 4011, 4013	
Capcom Entertainment	Street Fighter	1324	Video Games	1176	
Capcom Entertainment	Video Games	1176	Gadget Racers	1312	
COKeM INTERNATIONAL LTD.	The Tiny Toon Adventures	1312	Hidden Invasion	1312	
Conspiracy Entertainment	P5	6943	Knights	1312	
Essential Reality, LLC	The Extraordinary Adventure of a Man Fallen from the Moon	6233	Stretch Panic	1312	
Estranges Libellules	ACCESSORIES-GAMES	7049	The Tiny Toon Adventures	1312	
GAME CENTER "MYIICCO" ACCESSORIES	BUDGET TITLES	7033	H2Ooverdrive	1312	
GAMETRONICS	Crazy Chase	2808	James Bond 007	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 3088, MR 309	
Kemco/Kotobuki System Co., Ltd.	PHALANX	2808	P5	6943	
Kemco/Kotobuki System Co., Ltd.	Top Gear GT Championship	2808	Kirikou and the Sorceress, published by Wanadoo Edition	6233	
Kemco/Kotobuki System Co., Ltd.	Star Wars Rogue Squadron II	MR 517, MR 518	Jah	6233	
LucasArts Entertainment Company LLC	EARTHWORM JIM	MR 405	Vanguard	6233	
MAJESCO SALES, INC.	F-14 TOMCAT	MR 405	ACCESSORIES-GAMES	7049	
MAJESCO SALES, INC.	IRIDIION 3D	MR 405	BUDGET TITLES	7033	
MAJESCO SALES, INC.			Stuntman	824, MR 402A, MR 402B	

# Product Categories

Company	Product	Booth	Company	Product	Booth
LEGO Company	LEGO Stunt Rally	866	ARXEL TRIBE	Caly Agent	6709
Longbow Digital Arts	Tread Marks PS2	6033	1C	Jazz and Faust	6709
Lucas Learning Ltd.	Star Wars Super Bombard Racing	MR 517, MR 518	1C	Death Dealer (working title)	6233
LucasArts Entertainment Company LLC	Star Wars Racer II	MR 517, MR 518	An Eye for an Eye	Casanova	6743
LucasArts Entertainment Company LLC	Star Wars Starfighter II	MR 517, MR 518	ARXEL TRIBE	Hitchcock	6743
MAJESCO SALES, INC.	SOLDIER OF FORTUNE	MR 405	ARXEL TRIBE	PILGRIM	6743
MAJESCO SALES, INC.	STAR TREK VOYAGER ELITE FORCE	MR 405	ARXEL TRIBE	The Legend	6743
Marjacq Micro Ltd.	Rex the Runt	5030	Bethesda Softworks Inc.	Sea Dogs 2	MR 504
Marjacq Micro Ltd.	Wallace & Gromit	5030	Bethesda Softworks Inc.	The Elder Scrolls III: Morrowind	MR 504
Metro3D, Inc.	Armada 2: Exodus	4003	BioWare Corp.	Baldur's Gate 2: Shadows of Amn	7309, 7410
Metro3D, Inc.	Daark Angel: Vampire Apocalypse	4003	BioWare Corp.	Baldur's Gate 2: Throne of Bhaal	7309, 7410
MicroRoids	Xtrem Roller	4017	BioWare Corp.	Neverwinter Nights	7309, 7410
Midos Interactive Entertainment	Dynasty Warriors 2	6207	Blizzard Entertainment	Star Wars - (untitled)	7309, 7410
Midos Interactive Entertainment	Operation Winback	6207	Brightstar Entertainment Ltd.	Diablo II Expansion	1100
Midway Games Inc.	Legion	600, MR 303A, MR 303B	Fishtank / Ravensburger	Schizm	5030
Midway Games Inc.	Spy Hunter	600	Interactive Media GmbH	Arx	6045
Namco Hometek Inc.	Ace Combat 4	800	Fishtank / Ravensburger	Call of Cthulu	6045
Namco Hometek Inc.	Dead to Rights	800	Interactive Media GmbH	Etherlords	6045
Namco Hometek Inc.	Klonooz 2	800	Interactive Media GmbH	Anarchy Online	2332
Namco Hometek Inc.	Time Crisis Project Titan	800	Funcom	The Longest Journey	2332
Natsume Inc.	Pilot Academy	1312	Funcom	Lockness	6233
NEMOSOFT	SCAPE	6233	Galilea Multimedia	Tao Kwon Do	6855
NEWKIDCO	ET THE EXTRA-TERRESTRIAL	2116	GameBox Ent.	Survivor	824, MR 402A, MR 402B
NEWKIDCO	TOM AND JERRY	2116	Infogrames, Inc.	Akuma	7202
NEWKIDCO	WINNIE THE POOH & TIGGER	2116	JC Research Inc.	GORASUL - Legacy Of The Dragons	546
Q-Mark Technology Corporation	Electronic Toy	7601	JOWOOD PRODUCTIONS SOFTWARE AG	Jurassic Park III: Computer Game with Tech Toy	1100
Red Lemon Studios Ltd	Roswell: Aliens Myths and Legends	2316	Knowledge Adventure	Jurassic Park III: Dino Defender	1100
Sierra	Half-Life PS2	1100	Knowledge Adventure	Fighting Legends	2232
Simon & Schuster Interactive	Warrior Skye	1100	Maximum Charisma Studios, Inc.	Dungeon Siege	1146, MR 304C, MR 305
TDK Mediactive	Obee	966	Microsoft	Super Dino	7619
TDK Mediactive	Pryzm	966	Mimon Entertainment Ltd.	Dark Age of Camelot	1414
TDK Mediactive	The Land Before Time	966	Mythic Entertainment	Dark Ages	7027
THQ, Inc.	Hot Wheels/Matchbox	4001	Nexon USA	Elania	7027
THQ, Inc.	Red Faction	4001	Nexon USA	Elemental Saga	7027
tigergame limited	convertors	6939	Nexon USA	Nexus: The Kingdom of the Winds	7027
Titus	Barbarians	5118	Paradox Entertainment	Valhalla Chronicles	6555
Titus	Downforce	5118	Red Lemon Studios Ltd	Farscape	2316
Titus	Robocop	5118	Rocelco Inc.	Boxed Value Software	6933
Titus	Top Gun	5118	Russabit-M	Dangerous Experiment	7625
Universal Interactive Studios	Crash Bandicoot: The Wrath of Cortex	1100	Saint Hermit Studios	Fairy Fish	6815
Universal Interactive Studios	Jurassic Park: Survivor	1100	Saint Hermit Studios	OH~ Ghost Baby	6815
Universal Interactive Studios	The Mummy Returns	1100	Saint Hermit Studios	The Lamp of Lutos	6815
W.I.T	Video games	7505	Sony Online Entertainment	EverQuest	746
WANADOO	HALLOWEEN	6733	THQ, Inc.	Power Rangers	4001
WANADOO	IRON STORM	6733	THQ, Inc.	Rugrats	4001
WANADOO	KIRIKOU	6733	Titus	Kao The Kangaroo	5118
WANADOO	NEW YORK RACE 2215	6733	INQUISITION	INQUISITION	6733
Wild Things	Accessories	6523	WANADOO	LOCH NESS	6733
Working Designs	Gungiraffe Blaze	2408	WANADOO	THE INSIDER	6733
Working Designs	Silpheed	2408	Wizard Soft Ltd.	Arcturus	6615
Yobo Gameware Co.	Import Games	7003	Wizard Soft Ltd.	Benesion	6615
<b>XBox</b>			Wizard Soft Ltd.	Gaiaria	6615
ACTION ZONE LLC	Hardware	7609	Wizard Soft Ltd.	The Fate	6615
ACTION ZONE LLC	Software	7609	Working Designs	Lunar Silver Star Story Complete	2408
AlfaData Computer Corp.	Fighting Station	7314	<b>DVD</b>		
Conspiracy Entertainment	Enclave	1312	ARXEL TRIBE	Casanova	6743
Conspiracy Entertainment	Knights	1312	ARXEL TRIBE	Hitchcock	6743
Conspiracy Entertainment	The Tiny Toon Adventures	1312	ARXEL TRIBE	The Legend	6743
Eidos Interactive	Mad Dash Racing	1024	Brightstar Entertainment Ltd.	Schizm	5030
Funcom	JMX	2332	Galilea Multimedia	Lockness	6233
Galilea Multimedia	Jah	6233	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Galilea Multimedia	Vanguard	6233	WANADOO	INQUISITION	6733
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049	WANADOO	LOCH NESS	6733
Infogrames, Inc.	Unreal Championship	824, MR 402A, MR 402B	WANADOO	THE INSIDER	6733
LucasArts Entertainment Company LLC	Star Wars Obi-Wan	MR 517, MR 518	<b>eToy</b>		
Marjacq Micro Ltd	Rex the Runt	5030	ARXEL TRIBE	GAME CENTER "MYIICCO" ACCESSORIES	7049
Marjacq Micro Ltd	Wallace & Gromit	5030	ARXEL TRIBE	WANADOO	6733
Microsoft	Azurrik - Rise of Perathia	1146, MR 304C, MR 305	Brightstar Entertainment Ltd.	WANADOO	6733
Microsoft	Halo	1146, MR 304C, MR 305	Galilea Multimedia	WANADOO	6733
Microsoft	Oddworld: Munch's Oddysee	1146, MR 304C, MR 305	GAME CENTER "MYIICCO" ACCESSORIES	WANADOO	6733
NEMOSOFT	SCAPE	6233	WANADOO	WANADOO	6733
NEWKIDCO	ET THE EXTRA-TERRESTRIAL	2116	WANADOO	WANADOO	6733
Rage Games Limited	GunMetal	7314	<b>Handheld</b>		
Simon & Schuster Interactive	Farscape	1100	ARXEL TRIBE	Steve Jackson's Sorcery!	2316
TDK Mediactive	Shrek	966	ARXEL TRIBE	ACCESSORIES-GAMES	7049
Tecmo, Inc.	Dead or Alive 3	2800	ARXEL TRIBE	BUDGET TITLES	7033
THQ, Inc.	New Legends	4001	Brightstar Entertainment Ltd.	Kao The Kangaroo	5118
W.I.T.	Video games	7505	Galilea Multimedia		
Wild Things	Accessories	6523	GAME CENTER "MYIICCO" ACCESSORIES		

**Booth and Meeting Room Key**

South Hall 300 - 1900 West Hall 2000-3900 Petree Hall 4000-4900 Concourse Hall 5000-5900 Kentia Hall 6000-7900  
 Concourse (1st Floor) : 150-153 South (2nd Floor) : 300-390 Concourse (2nd Floor) : 400-490 West (2nd Floor) : 500-590



Company	Product	Booth	Company	Product	Booth
<b>Hybrid</b>					
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049			
<b>Internet</b>					
eSofnet	Dragon Raja	6633, 7322	CD-ROM	Divine Divinity	6433
Funcom	Anarchy Online	2332	CDV Software Entertainment Inc.	Escape from Alcatraz	6433
Maximum Charisma Studios, Inc.	Fighting Legends	2232	CDV Software Entertainment Inc.	Grom	6433
Nexon USA	Dark Ages	7027	CDV Software Entertainment Inc.	Heaven & Hell	6433
Nexon USA	Elancia	7027	CDV Software Entertainment Inc.	Project Nomads	6433
Nexon USA	Elemental Saga	7027	CDV Software Entertainment Inc.	Psychotoxic	6433
Nexon USA	Nexus: The Kingdom of the Winds	7027	Clear-Vu Products	Extreme Pac	7011
Sony Online Entertainment	EverQuest	746	Clear-Vu Products	Zenith Pac	7011
WildTangent	Dark Orbit	5118	ComfyNet	Comfy Keyboard	1514
Wizard Soft Ltd.	Forgotten Saga 2 Online	6615	Denki	Denki Blocks!	2316
<b>MAC</b>			Discreet	gmax	7406
ARXEL TRIBE	Casanova	6743	E.M.G	ESCAPE	6233
ARXEL TRIBE	Hitchcock	6743	Edutainment Group	Dragon	7611
ARXEL TRIBE	The Legend	6743	Eyagi	Fantasy For You Episode I 'The Land of Fear'	1076
Galilea Multimedia	Lockness	6233	Fishtank / Ravensburger		
Knowledge Adventure	Jurassic Park III: Dino Defender	1100	Interactive Media GmbH	Car Tycoon	6045
<b>Multiple</b>			Infogrames, Inc.	Working Title: "Funracer"	6045
Bethesda Softworks Inc.	Sea Dogs 2	504	Infogrames, Inc.	Freddi Fish 5	824, MR 402A, MR 402B
BioWare Corp.	Neverwinter Nights	7309, 7410	Microids	Monopoly City	824, MR 402A, MR 402B
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049	Midas Interactive Entertainment	Road To India	4017
Maximum Charisma Studios, Inc.	Fighting Legends	2232	Mimco Entertainment Ltd.	Pocket Price Duo	6207
NEWKIDCO	SESAME STREET	2116	Mimco Entertainment Ltd.	Puzzlemانيا	7619
<b>Nintendo</b>			Ministry of Games	Puzzlemانيا Kids	7619
Enix America Inc.	Dragon Warrior III	2208	(labels NETZSTATT and INZZIDE)	European Games championships	6501
Enix America Inc.	Dragon Warrior Monsters 2 - Cobi's Journey	2208	Net-Games AG	FSGS Free Standard Game Server	976
Enix America Inc.	Dragon Warrior Monsters 2 - Tara's Adventure	2208	New Media Generation	Rangers	7127
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049	PAN Interactive	Pippi Longstocking	6649, 7633
GAMETRONICS	BUDGET TITLES	7033	PAN Interactive	Rock Manager	6649, 7633
Kemco/Kotobuki System Co., Ltd.	Tweety and the Magic Jewel	2808	Pocket Playcard Game Ltd.	PocketPlaycardGame	7023
Natsume Inc.	Harvest Moon 3: Boy Meets Girl	1312	Roelco Inc.	Explore The World of Software	6933
Natsume Inc.	Lufia: The Legend Returns	1312	Saint Hermit Studios	The Wizard of OZ	6815
NEWKIDCO	SESAME STREET	2116	Saint Hermit Studios	With Seven	6815
THQ, Inc.	Power Rangers	4001	Sierra	You Don't Know Jack	1100
THQ, Inc.	Rugrats	4001	Univenture, Inc.	Safety-sleeves®	6929
Titus	Kao The Kangaroo	5118	Univenture, Inc.	UniKeep™	6929
<b>Sega</b>			XTECNOLOGIES	GAMES PERIPHERALS	6201
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049			
GAMETRONICS	BUDGET TITLES	7033			
Titus	Kao The Kangaroo	5118			
<b>Sony</b>			<b>DVD</b>		
Atlas U.S.A., Inc.	Wizardry	MR 507	Clear-Vu Products	Extreme Pac	7011
Bandai America, Inc.	Digimon World 2	2216	Clear-Vu Products	Zenith Pac	7011
Eidos Interactive	Blood Omen 2	1024	Discreet	gmax	7406
Eidos Interactive	Deus Ex	1024	E.M.G	ESCAPE	6233
Eidos Interactive	Herdy Gerdy	1024	eSofnet	Zophie 2	6633, 7322
Eidos Interactive	Soul Reaver 2	1024	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Enix America Inc.	Dragon Warrior VII	2208	Ministry of Games	European Games championships	6501
Galilea Multimedia	Lockness	6233	(labels NETZSTATT and INZZIDE)	Safety-sleeves®	6929
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049	Univenture, Inc.	UniKeep™	6929
GameBox Ent.	Tae Kwon Do	6855			
GAMETRONICS	BUDGET TITLES	7033			
Knowledge Adventure	Barbie Explorer	1100			
KOEI Corporation	Saiyuki	2324			
LucasArts Entertainment Company LLC	Escape from Monkey Island	MR 517, MR 518	<b>eToy</b>		
Natsume Inc.	Harvest Moon: Burning Heart	1312	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
NEWKIDCO	DISNEY'S GOOFY	2116	Univenture, Inc.	Safety-sleeves®	6929
NEWKIDCO	SESAME STREET	2116	Univenture, Inc.	UniKeep™	6929
Square Soft/Square Electronic Arts LLC.	FINAL FANTASY X	500			
THQ, Inc.	Power Rangers	4001	<b>Handheld</b>		
WANADOO	INQUISITION	6733	Denki	Denki Blocks!	2316
WANADOO	LOCH NESS	6733	Edutainment Group	Dragon	7611
WANADOO	THE INSIDER	6733	gcompany	Puzzle Cross	6549
Working Designs	Arc the Lad I	2408	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Working Designs	Arc the Lad II	2408	GAMETRONICS	VIDEOGAME ACCESSORIES	7033
Working Designs	Arc the Lad III	2408	NEMOSOFT	SHARP SHOOTER	6233
Working Designs	Arc the Lad Monster Tournament	2408	Rage Games Limited	Denki Blocks	7314
<b>XBox</b>			Software 2000	Swing Advance	7321, 7323
Bethesda Softworks Inc.	The Elder Scrolls III: Morrowind	MR 504	Univenture, Inc.	Safety-sleeves®	6929
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049	Univenture, Inc.	UniKeep™	6929
GameBox Ent.	Tae Kwon Do	6855			
Tremor Entertainment Inc.	Unannounced first-party Xbox title!	7222	<b>Hybrid</b>		
			Discreet	gmax	7406
			GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
			Univenture, Inc.	Safety-sleeves®	6929
			Univenture, Inc.	UniKeep™	6929
			<b>Internet</b>		
			ComfyNet	Comfy Keyboard	1514
			Denki	Denki Blocks!	2316
			Discreet	gmax	7406
			Eyagi	Fantasy For You Episode I 'The Land of Fear'	1076

# Product Categories

Company	Product	Booth
Longbow Digital Arts	Rival Ball	.6033
Ministry of Games	European Games championships	.6501
(labels NETZSTATT and INZZIDE)	FSGS Free Standard Game Server	.976
Net-Games AG	QuizQuiz	.7027
Nexon USA	Kidz Race	.6501
Paraworld AG	Moonlighting with Werner	.6501
Paraworld AG	Aitchu	.6233
TOON 8	escape 3	.6233
TOON 8	Snow Rider Academy	.6233
TOON 8	Safety-sleeves®	.6929
Univenture, Inc.	UniKeep™	.6929
VideoGame.Net /	Game Tribes	MR 7228
Lunar Tide Communications, Inc.		
<b>MAC</b>		
Net-Games AG	FSGS Free Standard Game Server	.976
Univenture, Inc.	Safety-sleeves®	.6929
Univenture, Inc.	UniKeep™	.6929
<b>Multiple</b>		
Clear-Vu Products	Extreme Pac	.7011
Clear-Vu Products	Zenit Pac	.7011
Denki	Denki Blocks!	.2316
Discreet	gmax	.7406
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Ministry of Games	European Games championships	.6501
(labels NETZSTATT and INZZIDE)	Hoyle	.1100
Sierra	Safety-sleeves®	.6929
Univenture, Inc.	UniKeep™	.6929
VideoGame.Net /	Game Tribes	MR 7228
Lunar Tide Communications, Inc.		
<b>Nintendo</b>		
Acclaim Entertainment, Inc.	Mary-Kate & Ashley Winners Circle & Crush Course	MR 505, MR 506
COKeM INTERNATIONAL LTD.	Video Games	.1176
Denki	Denki Blocks!	.2316
Discreet	gmax	.7406
Edutainment Group	Dragon	.7611
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
GAMETRONICS	VIDEOGAME ACCESSORIES	.7033
Kemco/Kotobuki System Co., Ltd.	Mech Platoon	.2808
Natsume Inc.	Qix Adventure	.1312
NEMOSOFT	SHARP SHOOTER	.6233
Rage Games Limited	Denki Blocks	.7314
Software 2000	Swing Advance	.7321, 7323
Univenture, Inc.	Safety-sleeves®	.6929
Univenture, Inc.	UniKeep™	.6929
XTECHNOLOGIES	GAMES PERIPHERALS	.6201
<b>Sega</b>		
COKeM INTERNATIONAL LTD.	Video Games	.1176
Edutainment Group	Dragon	.7611
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
GAMETRONICS	VIDEOGAME ACCESSORIES	.7033
Univenture, Inc.	Safety-sleeves®	.6929
Univenture, Inc.	UniKeep™	.6929
XTECHNOLOGIES	GAMES PERIPHERALS	.6201
<b>Sony</b>		
Acclaim Entertainment, Inc.	Mary-Kate & Ashley Winners Circle & Crush Course	MR 505, MR 506
Bandai America, Inc.	Digimon Digital Card Battle	.2216
Codemasters Inc.	MTV Music Generator 2	.4007, 4009, 4011, 4013
COKeM INTERNATIONAL LTD.	Video Games	.1176
Discreet	gmax	.7406
Edutainment Group	Dragon	.7611
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
GAMETRONICS	VIDEOGAME ACCESSORIES	.7033
KOEI Corporation	Guitar Man	.2324
Midas Interactive Entertainment	Black & White	.6207
Midas Interactive Entertainment	Pocket Price PlayStation	.6207
Sierra	You Don't Know Jack	.1100
Tecmo, Inc	Unison	.2800
Univenture, Inc.	Safety-sleeves®	.6929
Univenture, Inc.	UniKeep™	.6929
XTECHNOLOGIES	GAMES PERIPHERALS	.6201
<b>XBox</b>		
Crave Entertainment	Kengo	.1312
Discreet	gmax	.7406
Edutainment Group	Dragon	.7611
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Univenture, Inc.	Safety-sleeves®	.6929

Company	Product	Booth
<b>Games - Simulation</b>		
<b>CD-ROM</b>		
aerosoft	Airline Pilot 1	.6501
aerosoft	FlightSim Commander	.6501
aerosoft	Fly! addons	.6501
aerosoft	German Airports	.6501
AlfaData Computer Corp.	Take Off 2001	.6501
AlfaData Computer Corp.	Motorcycle controller	.7314
ASCARON Software GmbH	Racing Wheels	.7314
BAM! Entertainment, Inc.	King of the Road	.6501
Bethesda Softworks Inc.	Driven	MR 153A
Desk Top Simulators LLC	IHRA Drag Racing	MR 504
Desk Top Simulators LLC	F-18 Fighter Jet	.6749
Discreet	Hyper Stimulator	.6749
eGames, Inc.	gmax	.7406
GameBox Ent.	Fox Kids Presents Creation Station	.7510
IncaGold	Elysium	.6855
InterSense, Inc.	Model Railroad Simulator	.6523
JOWOOD PRODUCTIONS SOFTWARE AG	InterTrax2 3DOF Tracker	.7045
JOWOOD PRODUCTIONS SOFTWARE AG	HOTEL GIANT	.546
JOWOOD PRODUCTIONS SOFTWARE AG	INDUSTRY GIANT 2	.546
JOWOOD PRODUCTIONS SOFTWARE AG	THE NATIONS	.546
JOWOOD PRODUCTIONS SOFTWARE AG	THE STING	.546
KOG	TRAFFIC GIANT	.546
Microsoft	Extreme Rolly	.7627
Microsoft	Flight Simulator 2002	.1146, MR 304C, MR 305
Rococo Inc.	Zoo Tycoon	.1146, MR 304C, MR 305
Saint Hermit Studios	Boxed Value Software	.6933
Saint Hermit Studios	Dark Gang	.6815
Saint Hermit Studios	Legend of Glory	.6815
Software 2000	The Summoner: Mikania	.6815
Strategy First Inc.	Pizza Connection 2	.7321, 7323
Wilco Publishing	World War II Online	.824
Wilco Publishing	767 Pilot in Command	.7620
Wilco Publishing	Airport 2000 Vol.1	.7620
Wilco Publishing	Airport 2000 Vol.2	.7620
Wilco Publishing	Airport 2000 Vol.3	.7620
Wilco Publishing	Hangsim	.7620
Wizard Soft Ltd.	Wilco's 737 for Fly!	.7620
Xicat Interactive	Cooley Shop	MR 6615
	X-Plane	MR 514
<b>DVD</b>		
Electronic Arts	Simsville	.900, 7333, 7335, 7337, 7339, 7341, 7432, MR 308B, MR 309
eSofnet	1000 Years - Endless War	.6633, 7322
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
<b>eToy</b>		
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Yobo Gameware Co.	Animation	.7003
<b>Handheld</b>		
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
<b>Hybrid</b>		
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
<b>Internet</b>		
Discreet	gmax	.7406
<b>MAC</b>		
aerosoft	Fly! addons	.6501
Wilco Publishing	Wilco's 737 for Fly!	.7620
<b>Multiple</b>		
Bethesda Softworks Inc.	IHRA Drag Racing	MR 504
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Vision Technology System Co., Ltd.	XG250	.6053
<b>Nintendo</b>		
AlfaData Computer Corp.	Motorcycle controller	.7314
AlfaData Computer Corp.	Racing Wheels	.7314
BAM! Entertainment, Inc.	Driven	MR 153A
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Tecmo, Inc	Monster Rancher Game Boy Advance	.2800
Yobo Gameware Co.	Animation	.7003
<b>Sega</b>		
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Xicat Interactive	Coaster Works	MR 514
Xicat Interactive	Iron Aces	MR 514
Yobo Gameware Co.	Animation	.7003

**Booth and Meeting Room Key**

South Hall 300 - 1900 West Hall 2000-3900 Petree Hall 4000-4900 Concourse Hall 5000-5900 Kentia Hall 6000-7900  
 Concourse (1st Floor) : 150-153 South (2nd Floor) : 300-390 Concourse (2nd Floor) : 400-490 West (2nd Floor) : 500-590

**Company****Product****Booth****Sony**

AlfaData Computer Corp.  
 AlfaData Computer Corp.  
 Bethesda Softworks Inc.  
 GAME CENTER "MYIICCO" ACCESSORIES  
 JOWOOD PRODUCTIONS SOFTWARE AG  
 KOEI Corporation  
 Midas Interactive Entertainment  
 Rage Games Limited  
 Yobo Gameware Co.

Motorcycle controller ..... 7314  
 Racing Wheels ..... 7314  
 IHRA Drag Racing ..... MR 504  
 ACCESSORIES-GAMES ..... 7049  
 TRAFFIC GIANT ..... 546  
 Kessen 2 ..... 2324  
 Penny Racers ..... 6207  
 GT Racing: Africa ..... 7314  
 Animation ..... 7003

**XBox**

AlfaData Computer Corp.  
 AlfaData Computer Corp.  
 GAME CENTER "MYIICCO" ACCESSORIES  
 Yobo Gameware Co.

Motorcycle controller ..... 7314  
 Racing Wheels ..... 7314  
 ACCESSORIES-GAMES ..... 7049  
 Animation ..... 7003

**Games - Sports****CD-ROM**

AlfaData Computer Corp.  
 AlfaData Computer Corp.  
 AlfaData Computer Corp.  
 AniVision, Inc.  
 AniVision, Inc.  
 AniVision, Inc.  
 AniVision, Inc.  
 AniVision, Inc.  
 ASCARON Software GmbH  
 Brightstar Entertainment Ltd.  
 Daydream Software AB  
 Daydream Software AB  
 Discreet

eGames, Inc.  
 GameBox Ent.  
 IncaGold  
 IncaGold  
 IncaGold  
 JOWOOD PRODUCTIONS SOFTWARE AG  
 Knowledge Adventure  
 Microids

Microids  
 Midas Interactive Entertainment  
 NEMOSOFT  
 Rage Games Limited  
 Simon & Schuster Interactive  
 Software 2000  
 Steel Monkeys Limited  
 U & P Interactive Limited  
 WANADOO

**DVD**

GAME CENTER "MYIICCO" ACCESSORIES  
 Rage Games Limited  
 WANADOO

**eToy**

GAME CENTER "MYIICCO" ACCESSORIES  
 GameBox Ent.

**Handheld**

Atlas U.S.A., Inc.  
 Digital Bridges  
 GAME CENTER "MYIICCO" ACCESSORIES  
 GAMETRONICS  
 Software 2000  
 ZIO

**Hybrid**

GAME CENTER "MYIICCO" ACCESSORIES  
 Humongous Entertainment  
 Humongous Entertainment

**Internet**

Daydream Software AB  
 Daydream Software AB  
 Discreet  
 Paraworld AG  
 Paraworld AG  
 Paraworld AG  
 Paraworld AG  
 THQ, Inc.

**Company****Product****Booth****Multiple**

Acclaim Entertainment, Inc.  
 Acclaim Entertainment, Inc.  
 Acclaim Entertainment, Inc.  
 Acclaim Entertainment, Inc.  
 ACTIVISION  
 ACTIVISION  
 Eidos Interactive  
 Electronic Arts

**Electronic Arts**

GAME CENTER "MYIICCO" ACCESSORIES  
 GameMedia Electronic Ltd./  
 Huskee Interactive Corp.  
 Vision Technology System Co., Ltd.  
 Vision Technology System Co., Ltd.

**Nintendo**

Acclaim Entertainment, Inc.  
 AlfaData Computer Corp.  
 AlfaData Computer Corp.  
 BAM! Entertainment, Inc.  
 COKE M INTERNATIONAL LTD.  
 GAME CENTER "MYIICCO" ACCESSORIES  
 GAMETRONICS  
 Midway Games Inc.  
 Natsume Inc.  
 Rage Games Limited  
 Software 2000  
 THQ  
 THQ

**Sega**

COKE M INTERNATIONAL LTD.  
 Crave Entertainment  
 Crave Entertainment  
 GAME CENTER "MYIICCO" ACCESSORIES  
 GAMETRONICS  
 Natsume Inc.

**Sony**

Acclaim Entertainment, Inc.  
 AlfaData Computer Corp.  
 AlfaData Computer Corp.  
 ECW Devastation ..... MR 505, MR 506

Golf ..... 7314  
 Skateboard ..... 7314  
 Snowboard ..... 7314  
 Sports Illustrated 4K Baseball ..... MR 153A  
 Video Games ..... 1176  
 ACCESSORIES-GAMES ..... 7049

BUDGET SPORT TITLES ..... 7033  
 NHL Hitz ..... 600  
 Ultimate Surfing ..... 1312  
 David Beckham Soccer ..... 7314  
 Bundesliga Manager X ..... 7321, 7323  
 CMX 2002 ..... 4001  
 World Wrestling Federation ..... 4001

Video Games ..... 1176  
 Razor Freestyle Scooter ..... 1312  
 Ultimate Fighting Championship ..... 1312  
 ACCESSORIES-GAMES ..... 7049  
 BUDGET SPORT TITLES ..... 7033  
 Reel Fishing | Wild ..... 1312

All-Star Baseball 2002 ..... MR 505, MR 506  
 Dave Mirra Freestyle BMX 2 ..... MR 505, MR 506  
 ECW Devastation ..... MR 505, MR 506

Jeremy McGrath Supercross World ..... MR 505, MR 506  
 NFL Quarterback Club 2002 ..... MR 505, MR 506  
 Golf ..... 7314  
 Skateboard ..... 7314  
 Snowboard ..... 7314  
 Digimon World Grand Prix ..... 2216  
 Video Games ..... 1176  
 ACCESSORIES-GAMES ..... 7049

Dream Hunting ..... 6855  
 BUDGET SPORT TITLES ..... 7033  
 Test Drive ..... 824, MR 402A, MR 402B  
 World of Outlaws Sprint Cars ..... 824, MR 402A, MR 402B  
 Arctic Thunder ..... 600

CART Fury ..... 600  
 NHL Hitz ..... 600  
 CARS AND GIRLS ..... 6233  
 David Beckham Soccer ..... 7314

Trophy Bass PS2 ..... 1100  
 Bundesliga Manager X ..... 7321, 7323  
 Master Rallye ..... 2316  
 CMX 2002 ..... 4001

World Wrestling Federation ..... 4001  
 G-Surfers ..... 1100

**XBox**

Crave Entertainment  
 AlfaData Computer Corp.  
 AlfaData Computer Corp.  
 AlfaData Computer Corp.

GAME CENTER "MYIICCO" ACCESSORIES  
 GameBox Ent.  
 Infogrames, Inc.  
 JOWOOD PRODUCTIONS SOFTWARE AG  
 Microsoft  
 Midway Games Inc.  
 Midway Games Inc.

Ultimate Fighting Championship ..... 1312  
 Golf ..... 7314  
 Skateboard ..... 7314  
 Snowboard ..... 7314  
 ACCESSORIES-GAMES ..... 7049

Dream Hunting ..... 6855  
 Test Drive ..... 824  
 RALLY TROPHY ..... 546  
 NFL Fever 2002 ..... 1146, MR 304C, MR 305  
 Arctic Thunder ..... 600  
 NHL Hitz ..... 600

# Product Categories

Company	Product	Booth	Company	Product	Booth
Rage Games Limited	David Beckham Soccer	7314	GAMETRONICS	VIDEOGAME TITLES	7033
Rage Games Limited	eRacer	7314	Digital Bridges	Massively Multiplayer Space Game	2316
Simon & Schuster Interactive	Outlaw Golf	1100	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
THQ, Inc.	CMX 2002	4001	Global Star Software	Mahjongg	6033
THQ, Inc.	World Wrestling Federation	4001	Purple Software Limited	Backgammon	6523
<b>Games - Strategy</b>					
<b>CD-ROM</b>			Purple Software Limited	Checkers	6523
1C	Perimeter	6709	Purple Software Limited	Chess	6523
ANTIK GAMES S.A.	GREAT INVASIONS	6233	Purple Software Limited	Chinese Chess	6523
ANTIK GAMES S.A.	PAX ROMANA	6233	Purple Software Limited	Go	6523
ASCARON Software GmbH	Patrician II	6501-6508	Purple Software Limited	Gomoku	6523
Blizzard Entertainment	Warcraft III	1100	Purple Software Limited	Reversi	6523
Brightstar Entertainment Ltd.	Tombestones 1882	5030	Titus	Planet monsters	5118
CDV Software Entertainment Inc.	Cossacks	6433	<b>Hybrid</b>		
CDV Software Entertainment Inc.	Sudden Strike Forever	6433	THQ, Inc.	Tetris	4001
Crave Entertainment	Battle Realms	1312	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Crave Entertainment	Freedom Force	1312	<b>Internet</b>		
eGames, Inc.	MahJongg Master 3	7510	Ministry of Games (labels NETZSTATT and INZZIDE)	European Games championships	6501
Eidos Interactive	Trade Empires	1024	Nexon USA	Shattered Galaxy	7027
Elixir Studios	Republic: The Revolution	5030	Paragon AG	Beyond3000	6501
Ensemble Studios	RTS III	7426	Sismoplay	DuelField	6233
Fishtank / Ravensburger	Outer RIM- Battle Planets	6045	Sony Online Entertainment	Sovereign	746
Interactive Media GmbH	<b>SWINE</b>	6045	<b>MAC</b>		
Fishtank / Ravensburger	MahJongg	6033	PAN Interactive	Star Trek DS9 Dominion Wars	6649, 7633
Interactive Media GmbH	Oil Tycoon	6033	<b>Multiple</b>		
Global Star Software	Software Tycoon	6033	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Global Star Software	Robin Hood	6523	Ministry of Games (labels NETZSTATT and INZZIDE)	European Games championships	6501
IncaGold	Masters of Orion 3	824, MR 402A, MR 402B	Russobit-M	America, War between North and South	7625
Infogrames, Inc.	Star Wars Battleground	MR 517, MR 518	Russobit-M	Cossacs 2	7625
LucasArts Entertainment Company LLC	Empire of The Ants	4017	<b>Nintendo</b>		
Microids	For Gate	4017	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Microids	Sigma	1146, MR 304C, MR 305	GAMETRONICS	VIDEOGAME TITLES	7033
Microsoft	European Games championships	6501	MAJESCO SALES, INC.	FORTRESS	MR 405
Ministry of Games (labels NETZSTATT and INZZIDE)	Dynasty	6247	THQ, Inc.	Tetris	4001
MONTE CRISTO	Gadget Tycoon	6247	Titus	Planet monsters	5118
MONTE CRISTO	Neospace	6247	Versus Books	Strategy Guides	2232
MONTE CRISTO	Political Tycoon	6247	<b>Sega</b>		
MONTE CRISTO	StarPeace	6247	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Nexon USA	Shattered Galaxy	7027	GAMETRONICS	VIDEOGAME TITLES	7033
PAN Interactive	Star Trek DS9 Dominion Wars	6649, 7633	Titus	Worms World Party	5118
PAN Interactive	World War	6649, 7633	Versus Books	Strategy Guides	2232
Paradox Entertainment	Europa Universalis	6555	<b>Sony</b>		
Purple Software Limited	Backgammon	6523	Atlas U.S.A., Inc.	Hoshigami	MR 507
Purple Software Limited	Checkers	6523	Bandai America, Inc.	Mobile Suit Gundam Zeonic Front	2216
Purple Software Limited	Chess	6523	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Purple Software Limited	Chinese Chess	6523	GAMETRONICS	VIDEOGAME TITLES	7033
Purple Software Limited	Go	6523	Midos Interactive Entertainment	VIDEOGAME TITLES	7033
Purple Software Limited	Gomoku	6523	Tecmo, Inc.	Robot Warlords	6207
Purple Software Limited	Reversi	6523	THQ, Inc.	Monster Rancher 3	2800
Russobit-M	America, War between North and South	7625	Versus Books	Tetris	4001
Russobit-M	Cossacs 2	7625	Strategy Guides	Strategy Guides	2232
Sierra	Empire Earth	1100	<b>XBox</b>		
Sierra	Homeworld 2	1100	Versus Books	Strategy Guides	2232
Sierra	Warrior Kings	1100	GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Simon & Schuster Interactive	Real War	1100	THQ, Inc.	ACCESSORIES-GAMES	7049
Sismoplay	DuelField	6233	Tetris	Tetris	4001
Sony Online Entertainment	Sovereign	746	<b>Hardware</b>		
Strategy First Inc.	Disciples II : Dark Prophecy	824	<b>CD-ROM</b>		
Strategy First Inc.	Nexagon: The Pit	824	ACCompact	6501	
Strategy First Inc.	ORB	824	Azuradisc Inc.	6917	
Strategy First Inc.	Rails Across America	824	Eleven Engineering Inc	7308, 7310	
SUNFLOWERS GmbH	ANNO 1503	6843, 7342, 7344	KB Gear Interactive	4005	
Titus	Worms World Party	5118	KB Gear Interactive	4005	
U & P Interactive Limited	Enterprise	7039	KB Gear Interactive	4005	
U & P Interactive Limited	Enterprise Online	7039	Mushkin Enhanced Memory Systems	4005	
Versus Books	Strategy Guides	2232	Nvidia Corporation	MR 301A, MR 301B	
Wizard Soft Ltd	Jurassic Primitive War 2	6615	SRS Labs, Inc.	MR 301A, MR 301B	
<b>DVD</b>			TECHNODIGIT	6543	
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049	Turtle Beach	6233	
Ministry of Games (labels NETZSTATT and INZZIDE)	European Games championships	6501	Wild Things	7216	
<b>eToy</b>			AUDIOTRON	6523	
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049	Accessories	6523	



Company	Product	Booth	Company	Product	Booth			
<b>DVD</b>								
Azuradisc Inc.	Azuradisc Repair Machines	6917	games.theglobe.com	Computer Games Magazine	2608			
Eleven Engineering Inc	SPIKE	7308, 7310	games.theglobe.com	Computer Games Online	2608			
Mushkin Enhanced Memory Systems	Mushkin DDR	7020	games.theglobe.com	Games Domain Offline	2608			
Nvidia Corporation	GeForce Family of Products	MR 301A, MR 301B	games.theglobe.com	GamesDomain.com	2608			
Nvidia Corporation	GeForce3	MR 301A, MR 301B	games.theglobe.com	HappyPuppy.com	2608			
Sony Corporation	5.1 ch Digital Audio System	6809	games.theglobe.com	KidsDomain.com	2608			
SRS Labs, Inc.	CS-I Decoder	6543	<b>DVD</b>					
TECHNODIGIT	3Q Clone Generator	6233	games.theglobe.com	Computer Games Magazine	2608			
Wild Things	Accessories	6523	games.theglobe.com	Computer Games Online	2608			
<b>eToy</b>								
SRS Labs, Inc.	CS-I Decoder	6543	games.theglobe.com	Games Domain Offline	2608			
<b>Handheld</b>								
SRS Labs, Inc.	CS-I Decoder	6543	games.theglobe.com	GameDomain.com	2608			
<b>Hybrid</b>								
SRS Labs, Inc.	CS-I Decoder	6543	games.theglobe.com	HappyPuppy.com	2608			
<b>Internet</b>								
Nvidia Corporation	GeForce Family of Products	MR 301A, MR 301B	games.theglobe.com	KidsDomain.com	2608			
Nvidia Corporation	GeForce3	MR 301A, MR 301B	games.theglobe.com	Computer Games Magazine	2608			
SRS Labs, Inc.	CS-I Decoder	6543	games.theglobe.com	Computer Games Online	2608			
Turtle Beach	AUDIOTRON	7216	games.theglobe.com	GamesDomain.com	2608			
Turtle Beach	SONIC LINK	7216	games.theglobe.com	HappyPuppy.com	2608			
<b>MAC</b>								
Azuradisc Inc.	Azuradisc Repair Machines	6917	games.theglobe.com	KidsDomain.com	2608			
Eleven Engineering Inc	SPike	7308, 7310	games.theglobe.com	Computer Games Magazine	2608			
Mushkin Enhanced Memory Systems	Mushkin DDR	7020	games.theglobe.com	Computer Games Online	2608			
Nvidia Corporation	GeForce Family of Products	MR 301A, MR 301B	games.theglobe.com	Games Domain Offline	2608			
Nvidia Corporation	GeForce3	MR 301A, MR 301B	games.theglobe.com	GameDomain.com	2608			
SRS Labs, Inc.	CS-I Decoder	6543	games.theglobe.com	HappyPuppy.com	2608			
<b>Multiple</b>								
Azuradisc Inc.	Azuradisc Repair Machines	6917	games.theglobe.com	KidsDomain.com	2608			
Eleven Engineering Inc	SPike	7308, 7310	games.theglobe.com	Computer Games Magazine	2608			
KEYTEC, INC.	Custom Touch Screens	7032	games.theglobe.com	Computer Games Online	2608			
KEYTEC, INC.	Magic Touch Add-on Touch Screen	7032	games.theglobe.com	Games Domain Offline	2608			
KEYTEC, INC.	Magic Touch Built In Kits	7032	games.theglobe.com	GameDomain.com	2608			
KEYTEC, INC.	Magic Touch Integrated Touch Monitor	7032	games.theglobe.com	HappyPuppy.com	2608			
Nvidia Corporation	GeForce Family of Products	MR 301A, MR 301B	games.theglobe.com	KidsDomain.com	2608			
Nvidia Corporation	GeForce3	MR 301A, MR 301B	games.theglobe.com	Computer Games Magazine	2608			
SRS Labs, Inc.	CS-I Decoder	6543	games.theglobe.com	Computer Games Online	2608			
W.I.T	Consumer Electronics	7505	games.theglobe.com	Games Domain Offline	2608			
<b>Nintendo</b>								
Eleven Engineering Inc	SPike	7308, 7310	games.theglobe.com	GameDomain.com	2608			
GAMETRONICS	SYSTEM CONSOLES	7033	games.theglobe.com	HappyPuppy.com	2608			
Key West Marketing dba Game America	Game Cube	7616	games.theglobe.com	KidsDomain.com	2608			
Key West Marketing dba Game America	Gameboy Advanced	7616	Lunar Tide Communications, Inc.	VideoGame (www.videogame.net)	MR 7228			
Key West Marketing dba Game America	N64 System	7616	<b>MAC</b>					
Nintendo of America Inc.	Nintendo GAMECUBE	2816	games.theglobe.com	Computer Games Magazine	2608			
SRS Labs, Inc.	CS-I Decoder	6543	games.theglobe.com	Computer Games Online	2608			
Wild Things	Accessories	6523	games.theglobe.com	Games Domain Offline	2608			
<b>Sega</b>								
GAMETRONICS	SYSTEM CONSOLES	7033	games.theglobe.com	GameDomain.com	2608			
Azuradisc Inc.	Azuradisc Repair Machines	6917	games.theglobe.com	HappyPuppy.com	2608			
SRS Labs, Inc.	CS-I Decoder	6543	games.theglobe.com	KidsDomain.com	2608			
Wild Things	Accessories	6523	Media Create Co., Ltd.	VideoGame (www.videogame.net)	MR 7228			
<b>Sony</b>								
Key West Marketing dba Game America	PS2	7616	ConsoleDomain.com	Console Game Research Data	7501			
Azuradisc Inc.	Azuradisc Repair Machines	6917	games.theglobe.com	ConsoleDomain.com	2608			
CycleFX/Hollywood Engineering	GameRider	6953	games.theglobe.com	Games Domain Offline	2608			
Eleven Engineering Inc	SPIKE	7308, 7310	games.theglobe.com	HappyPuppy.com	2608			
GAMETRONICS	SYSTEM CONSOLES	7033	games.theglobe.com	KidsDomain.com	2608			
SRS Labs, Inc.	CS-I Decoder	6543	Media Create Co., Ltd.	Console Game Research Data	7501			
Wild Things	Accessories	6523	<b>Sega</b>					
<b>XBox</b>								
Key West Marketing dba Game America	X-Box System	7616	ConsoleDomain.com	Console Game Research Data	7501			
Azuradisc Inc.	Azuradisc Repair Machines	6917	games.theglobe.com	ConsoleDomain.com	2608			
Eleven Engineering Inc	SPIKE	7308, 7310	games.theglobe.com	Games Domain Offline	2608			
Nvidia Corporation	GeForce3	MR 301A, MR 301B	games.theglobe.com	HappyPuppy.com	2608			
Wild Things	Accessories	6523	games.theglobe.com	KidsDomain.com	2608			

## Information / Digital Publication

### CD-ROM

games.theglobe.com	Computer Games Magazine	2608
games.theglobe.com	Computer Games Online	2608
games.theglobe.com	Games Domain Offline	2608
games.theglobe.com	GameDomain.com	2608
games.theglobe.com	HappyPuppy.com	2608
games.theglobe.com	KidsDomain.com	2608

# Product Categories

Company	Product	Booth	Company	Product	Booth			
<b>M o v i e s</b>								
<b>DVD</b>								
Pioneer Entertainment(USA) Inc.	Akira	.6443	COKeM INTERNATIONAL LTD.	Computer Software	.1176			
Pioneer Entertainment(USA) Inc.	Pokemon	.6443	Criterion Software Inc.	RenderVision	.1166			
Pioneer Entertainment(USA) Inc.	SailorMoon	.6443	Criterion Software Inc.	RenderWare Audio	.1166			
Pioneer Entertainment(USA) Inc.	Tenchi	.6443	Criterion Software Inc.	RenderWare dynamic PVS	.1166			
Victory Multimedia	Losing Control	.6415	Criterion Software Inc.	RenderWare Graphics	.1166			
Victory Multimedia	Zack & Reba	.6415	Criterion Software Inc.	RenderWare Physics	.1166			
W.I.T	DVD's	.7505	SRS Labs, Inc.	RenderWare Platform	.1166			
<b>Multiple</b>								
W.I.T	DVD's	.7505	CS-I (Circle Surround Interactive)		.6543			
<b>M u s i c</b>								
<b>CD-ROM</b>								
eJay AG	eJay Sound Collection #5	.6501	Criterion Software Inc.	RenderVision	.1166			
eJay AG	eJay Studio	.6501	Criterion Software Inc.	RenderWare Audio	.1166			
g:company	AG-MIX	.6549	Criterion Software Inc.	RenderWare dynamic PVS	.1166			
MAGIX ENTERTAINMENT CORP.	mp3 maker 2.0 gold	.6621	Criterion Software Inc.	RenderWare Graphics	.1166			
MAGIX ENTERTAINMENT CORP.	Music Studio Generation 6 deLuxe	.6621	Criterion Software Inc.	RenderWare Physics	.1166			
Voyetra	AUDIO STATION W/ REMOTE	.7214	Gamefederation	RenderWare Platform	.1166			
Voyetra	DIGITAL MUSIC STARTER KIT	.7214	SIMI Reality Motion Systems GmbH	GSP Platform	.6555			
Voyetra	HIP HOP EJAY	.7214	SRS Labs, Inc.	SIMI® MotionCapture 3D	.7623			
Voyetra	MIDI CABLE PACK	.7214	CS-I (Circle Surround Interactive)		.6543			
Voyetra	MUSIC WRITE: SONGWRITER	.7214	<b>MAC</b>					
Voyetra	TEACH ME GUITAR	.7214	Criterion Software Inc.	RenderVision	.1166			
Voyetra	TEACH ME PIANO	.7214	Criterion Software Inc.	RenderWare Audio	.1166			
Voyetra	TECHNO EJAY	.7214	Criterion Software Inc.	RenderWare dynamic PVS	.1166			
<b>Internet</b>								
eJay AG	eJay NetRadio	.6501	Criterion Software Inc.	RenderWare Graphics	.1166			
<b>Nintendo</b>								
Rage Games Limited	Pocket Music	.7314	Criterion Software Inc.	RenderWare Physics	.1166			
<b>O t h e r S o f t w a r e</b>								
<b>CD-ROM</b>								
COKeM INTERNATIONAL LTD.	Computer Software	.1176	Ellis Enterprises, Inc.	RenderWare Platform	.1166			
Criterion Software Inc.	RenderVision	.1166	SRS Labs, Inc.	Gamefederation	.6555			
Criterion Software Inc.	RenderWare Audio	.1166	SIMI Reality Motion Systems GmbH	GSP Platform	.6555			
Criterion Software Inc.	RenderWare dynamic PVS	.1166	SRS Labs, Inc.	SIMI® MotionCapture 3D	.7623			
Criterion Software Inc.	RenderWare Graphics	.1166	CS-I (Circle Surround Interactive)		.6543			
Criterion Software Inc.	RenderWare Physics	.1166	<b>Multiple</b>					
Criterion Software Inc.	RenderWare Platform	.1166	COKeM INTERNATIONAL LTD.	Computer Software	.1176			
DeLorme	Earthmate GPS Receiver	.746	Intrinsic Graphics	Intrinsic Alchemy™	.7217			
DeLorme	Solus Pro	.746	LithTech, Inc.	LithTech Development System	.501C			
E.M.G	SCAPER	.6233	SIMI Reality Motion Systems GmbH	SIMI® MotionCapture 3D	.7623			
Ellis Enterprises, Inc.	Ellis Christian ClipArt	.6927	SRS Labs, Inc.	CS-I (Circle Surround Interactive)	.6543			
Exent Technologies Inc	EXELENTER™	.6449	TECHNODIGIT	3D Reshaper	.6233			
Immersion Corporation	Immersion Studio	.6727	<b>Nintendo</b>					
Immersion Corporation	TouchSense Technology	.6727	GAMETRONICS	BUDGET & FRONTLINE	.7033			
New Media Generation	Shine 3D engine	.7127	Criterion Software Inc.	RenderVision	.1166			
SIMI Reality Motion Systems GmbH	SIMI® MotionCapture 3D	.7623	Criterion Software Inc.	RenderWare Audio	.1166			
Sony Disc Manufacturing/SecuROM™	SecuROM	.7232	Criterion Software Inc.	RenderWare dynamic PVS	.1166			
SRS Labs, Inc.	CS-I (Circle Surround Interactive)	.6543	Criterion Software Inc.	RenderWare Graphics	.1166			
<b>DVD</b>								
COKeM INTERNATIONAL LTD.	Computer Software	.1176	Criterion Software Inc.	RenderWare Physics	.1166			
Criterion Software Inc.	RenderVision	.1166	SRS Labs, Inc.	RenderWare Platform	.1166			
Criterion Software Inc.	RenderWare Audio	.1166	CS-I (Circle Surround Interactive)		.6543			
Criterion Software Inc.	RenderWare dynamic PVS	.1166	<b>Sega</b>					
Criterion Software Inc.	RenderWare Graphics	.1166	GAMETRONICS	BUDGET & FRONTLINE	.7033			
Criterion Software Inc.	RenderWare Physics	.1166	Criterion Software Inc.	RenderVision	.1166			
Criterion Software Inc.	RenderWare Platform	.1166	Criterion Software Inc.	RenderWare Audio	.1166			
DeLorme	Earthmate GPS Receiver	.746	Criterion Software Inc.	RenderWare dynamic PVS	.1166			
DeLorme	Solus Pro	.746	Criterion Software Inc.	RenderWare Graphics	.1166			
E.M.G	SCAPER	.6233	Criterion Software Inc.	RenderWare Physics	.1166			
Ellis Enterprises, Inc.	Ellis Christian ClipArt	.6927	SRS Labs, Inc.	RenderWare Platform	.1166			
Exent Technologies Inc	EXELENTER™	.6449	CS-I (Circle Surround Interactive)		.6543			
Immersion Corporation	Immersion Studio	.6727	<b>Sony</b>					
Immersion Corporation	TouchSense Technology	.6727	GAMETRONICS	BUDGET & FRONTLINE	.7033			
New Media Generation	Shine 3D engine	.7127	Criterion Software Inc.	RenderVision	.1166			
SIMI Reality Motion Systems GmbH	SIMI® MotionCapture 3D	.7623	Criterion Software Inc.	RenderWare Audio	.1166			
Sony Disc Manufacturing/SecuROM™	SecuROM	.7232	Criterion Software Inc.	RenderWare dynamic PVS	.1166			
SRS Labs, Inc.	CS-I (Circle Surround Interactive)	.6543	Criterion Software Inc.	RenderWare Graphics	.1166			
<b>eToy</b>								
SRS Labs, Inc.	CS-I (Circle Surround Interactive)	.6543	Criterion Software Inc.	RenderWare Physics	.1166			
<b>Handheld</b>								
Cash-U	Pecan	.7024	GAMETRONICS	BUDGET & FRONTLINE	.7033			
Cash-U	Pistachio	.7024	Criterion Software Inc.	RenderVision	.1166			
Gamefederation	GSP Platform	.6555	Criterion Software Inc.	RenderWare Audio	.1166			
GAMETRONICS	BUDGET & FRONTLINE	.7033	Criterion Software Inc.	RenderWare dynamic PVS	.1166			
SRS Labs, Inc.	CS-I (Circle Surround Interactive)	.6543	Criterion Software Inc.	RenderWare Graphics	.1166			
			Criterion Software Inc.	RenderWare Physics	.1166			
			Criterion Software Inc.	RenderWare Platform	.1166			


**Company**
**Product**
**Booth**
**Peripherals**
**CD-ROM**

CH Products	Flight Yoke	MR 519
CH Products	Flightstick Pro USB	MR 519
CH Products	Pro Pedals	MR 519
CH Products	Throttles	MR 519
CH Products	USB Combatstick	MR 519
DigiScents	iSMell	6721
Eleven Engineering Inc	AIRPLAY	7308, 7310
Fortune Electronics & Plastic (International) Ltd.	Joypad - Smart Game	7044
Fortune Electronics & Plastic (International) Ltd.	Steering Wheel - Smart Game	7044
Honey Bee Electronic International Ltd.	Controllers	7522
InterAct Accessories	GameShark	1446
InterAct Accessories	HammerHead FX	1446
InterAct Accessories	Raider Advanced FX	1446
Logitech Inc.	SoundMan Xtrusio DSR-100	646
Logitech Inc.	WingMan Action Gamepad	646
Logitech Inc.	WingMan Force 3D	646
Logitech Inc.	WingMan Formula Force GP	646
Logitech Inc.	WingMan Rumblepad	646
Logitech Inc.	WingMan Strike Force 3D	646
Logitech Inc.	Half Keyboard	7509
Logitech Inc.	SP550 USB Stick and Pad Fusion	6533, 7266
Logitech Inc.	X45 Digital Joystick and Throttle	6533, 7266
Logitech Inc.	CDR's	6523
Logitech Inc.	Computer mice	6523
Logitech Inc.	Diskettes	6523
Logitech Inc.	joypads	6939
Logitech Inc.	link cables	6939
Logitech Inc.	MONTEGO II	7216
Logitech Inc.	MONTEGO II QUADZILLA	7216
Logitech Inc.	MONTEGO II VOICE	7216
Logitech Inc.	SANTA CRUZ	7216
Wild Things	Accessories	6523

**DVD**

DigiScents	iSMell	6721
Electro Source, LLC	Pelican Accessories	2308
Eleven Engineering Inc	AIRPLAY	7308, 7310
Honey Bee Electronic International Ltd.	Controllers	7522
InterAct Accessories	HammerHead FX	1446
InterAct Accessories	Raider Advanced FX	1446
Logitech Inc.	SoundMan Xtrusio DSR-100	646
Logitech Inc.	WingMan Action Gamepad	646
Logitech Inc.	WingMan Force 3D	646
Logitech Inc.	WingMan Formula Force GP	646
Logitech Inc.	WingMan Rumblepad	646
Logitech Inc.	WingMan Strike Force 3D	646
Logitech Inc.	Half Keyboard	7509
Logitech Inc.	Cods Breaker	2308
Logitech Inc.	CD Wallets	6523
Logitech Inc.	joypads	6939
Logitech Inc.	link cables	6939

**eToy**

NUBY Interactive	NUBY	2108
REQUENA IMPORT&EXPORT,LTD	ACCESSORIES VIDEO GAMES	7145
Yobo Gameware Co.	Game Accessories	7003

**Handheld**

Electro Source, LLC	Pelican Accessories	2308
InterAct Accessories	Game Boy Advance Accessories	1446
InterAct Accessories	GameShark	1446
Mad Catz, Inc.	MC2 Racing Wheel	1424
Mad Catz, Inc.	Panther Line	1424
Matias Corporation	Half Keyboard	7509
NUBY Interactive	Cobra Light	2108
NUBY Interactive	NUBY	2108
Pelican Accessories	Code Breaker	2308
The Mousepad Company Limited	Mobile phone cases	6523
The Mousepad Company Limited	Nokia Fascias	6523
figergame limited	joypads	6939
figergame limited	link cables	6939
figergame limited	power replay	6939
figergame limited	replacement shells	6939

**Internet**

DigiScents	iSMell	6721
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**MAC**

CH Products	Flight Yoke	MR 519
CH Products	Flightstick Pro USB	MR 519
CH Products	Pro Pedals	MR 519

**Company**

CH Products	Throttles	MR 519
CH Products	USB Combatstick	MR 519
DigiScents	iSMell	6721
Eleven Engineering Inc	AIRPLAY	7308, 7310
InterAct Accessories	HammerHead FX	1446
Logitech Inc	SoundMan Xtrusio DSR-100	646
Logitech Inc	WingMan Action Gamepad	646
Matias Corporation	Half Keyboard	7509
Saitek Industries	SP550 USB Stick and Pad Fusion	6533, 7266
Saitek Industries	X45 Digital Joystick and Throttle	6533, 7266

**Multiple**

Belkin Components	Nostramo GameMouse (N30)	6715
Belkin Components	Nostramo GamePad (N40)	6715
Belkin Components	Nostramo GamePad (N45)	6715
Belkin Components	Nostramo PilotStick (N60)	6715
Belkin Components	Nostramo SpeedPad (N50)	6715
Fortune Electronics & Plastic (International) Ltd.	Cables & Others	7044
Matias Corporation	Half Keyboard	7509
The Mousepad Company Limited	CD Wallets	6523
The Mousepad Company Limited	CDR's	6523
The Mousepad Company Limited	Computer mice	6523
The Mousepad Company Limited	Diskettes	6523
The Mousepad Company Limited	Mousepads	6523
tigergame limited	joypads	6939

**Nintendo**

ALS. Industries, Inc.	Carrying Case and Storage Organizers	2908
ActiLink Technologies	ActiForce Battle Pack	6509
ActiLink Technologies	Actipro	6509
ActiLink Technologies	Actishock	6509
ActiLink Technologies	Commando Pack	6509
Memory Card	Memory Card	6509
Memoshock	Memoshock	6509
Binarystar Enterprise Inc.	Video Game Accessories	7028
Electro Source, LLC	Pelican Accessories	2308
Eleven Engineering Inc	AIRPLAY	7308, 7310
Fortune Electronics & Plastic (International) Ltd.	Joypad - Smart Game	7044
Fortune Electronics & Plastic (International) Ltd.	Memory Card - Smart Game	7044
Fortune Electronics & Plastic (International) Ltd.	Steering Wheel - Smart Game	7044

Nextec	Carrying Case and Storage Organizers	2908
Controllers	ActiForce Battle Pack	6509
Game Gun	Actipro	6509
Memory Cards	Actishock	6509
GameShark	Commando Pack	6509
InterAct Accessories	Memory Card	6509
NUBY Interactive	Memoshock	6509
NUBY Interactive	Video Game Accessories	7028
Pelican Accessories	Pelican Accessories	2308
REQUENA IMPORT&EXPORT,LTD	AIRPLAY	7308, 7310
Simple Jet Technology Co., Ltd	Joypad - Smart Game	7044
figergame limited	Memory Card - Smart Game	7044
figergame limited	Steering Wheel - Smart Game	7044
figergame limited	Dance Pads	7132
Wild Things	Accessories	6523
WinMax Technology	Carry-All-Kit	6903
Yobo Gameware Co.	Game Accessories	7003

**Sega**

ALS. Industries, Inc.	Carrying Case and Storage Organizers	2908
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ActiLink Technologies	Actishock	6509
ActiLink Technologies	Memory Card	6509
Binarystar Enterprise Inc.	Video Game Accessories	7028
Electro Source, LLC	Pelican Accessories	2308
Fortune Electronics & Plastic (International) Ltd.	Joypad - Smart Game	7044
Fortune Electronics & Plastic (International) Ltd.	Memory Card - Smart Game	7044
Fortune Electronics & Plastic (International) Ltd.	Steering Wheel - Smart Game	7044
Game Technology Systems Inc (G.T.S.I.)	Dance Pads	7132
Gamedia Electronic Ltd/	Nextec	6849
Huskee Interactive Corp.	Controllers	7522
Honey Bee Electronic International Ltd.	GameShark	1446
InterAct Accessories	MC2 Racing Wheel	1424
Mad Catz, Inc.	Panther Line	1424
Mad Catz, Inc.	Docs WireLess	2108
NUBY Interactive	NUBY	2108
Pelican Accessories	Code Breaker	2308
REQUENA IMPORT&EXPORT,LTD	Gamerster	6011
Simple Jet Technology Co., Ltd	ACCESSORIES VIDEO GAMES	7145
figergame limited	SJ	7149
figergame limited	joypads	6939
figergame limited	link cables	6939
figergame limited	memory cards	6939
figergame limited	rumble packs	6939
Wild Things	Accessories	6523
Yobo Gameware Co.	Carry-All-Kit	6903
Yobo Gameware Co.	Game Accessories	7003

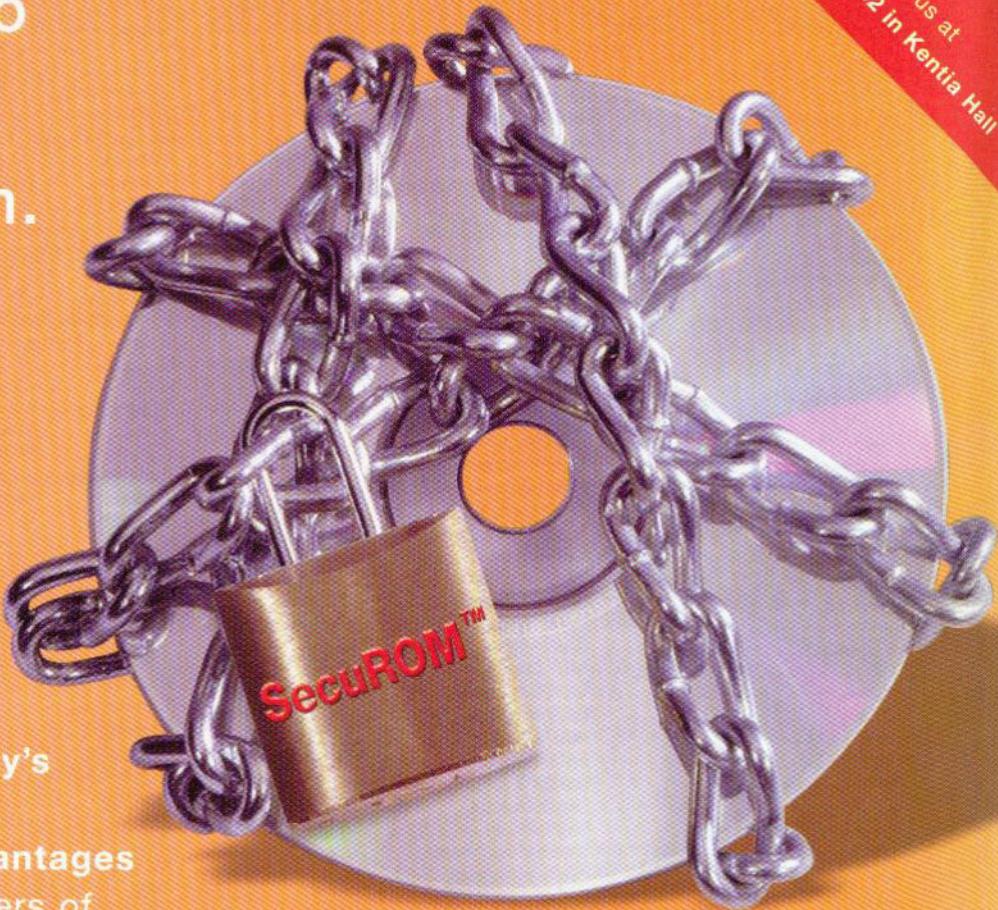
## Product Categories

Company	Product	Booth
REQUENA IMPORT&EXPORT,LTD	ACCESSORIES VIDEO GAMES	7145
Simple Jet Technology Co., Ltd	SJ	7149
Soft Air USA	Desert Eagle Video	7036
Soft Air USA	Micro Uzi Video	7036
figergame limited	joypads	.6939
figergame limited	link cables	.6939
figergame limited	memory cards	.6939
figergame limited	power replay	.6939
figergame limited	replacement shells	.6939
figergame limited	rumble packs	.6939
Wild Things	Accessories	.6523
WinMax Technology	DreamSaver	.6903
WinMax Technology	Enforcer	.6903
WinMax Technology	Ultima	.6903
Yobo Gameware Co.	Game Accessories	.7003
<b>Sony</b>		
A.L.S. Industries, Inc.	Carrying Case and Storage Organizers	.2908
Actiflink Technologies	Actiforce	.6509
Actiflink Technologies	Actiforce Battle Pack	.6509
Actiflink Technologies	Memory Card	.6509
Belkin Components	Nostromo PlayStation GamePad (P45)	.6715
Binarystar Enterprise Inc.	Video Game Accessories	.7028
CycleFX/Hollywood Engineering	GameRider	.6953
DigiScents	iSMell	.6721
Electro Source, LLC	Pelican Accessories	.2308
Eleven Engineering Inc	AIRPLAY	.7308, 7310
Fortune Electronics & Plastic (International) Ltd.	Joypad - Smart Game	.7044
Fortune Electronics & Plastic (International) Ltd.	Memory Card - Smart Game	.7044
Fortune Electronics & Plastic (International) Ltd.	Steering Wheel - Smart Game	.7044
Game Technology Systems Inc (G.T.S.I.)	Dance Pads	.7132
Game Technology Systems Inc (G.T.S.I.)	PSOne Game Screen	.7132
Gamedia Electronic Ltd./		
Huskee Interactive Corp.	Nextec	.6849
Honey Bee Electronic International Ltd.	Controllers	.7527
Honey Bee Electronic International Ltd.	Game Gun	.7527
Honey Bee Electronic International Ltd.	Memory Cards	.7527
InterAct Accessories	Blue Thunder Racing Wheel	.1446
InterAct Accessories	GameShark	.1446
InterAct Accessories	Mobile Monitor LCD Screen	.1446
Logitech Inc	Logitech GT Force Steering Wheel for PS2	.646
Mad Catz, Inc.	MC2 Racing Wheel	.1424
Mad Catz, Inc.	Panther Line	.1424
NUBY Interactive	ACT LABS	.2108
NUBY Interactive	AIRPLAY	.2108
NUBY Interactive	Docs WireLess	.2108
NUBY Interactive	NUBY	.2108
Pelican Accessories	Code Breaker	.2308
Radica	Gamester	.6011
REQUENA IMPORT&EXPORT,LTD	ACCESSORIES VIDEO GAMES	.7145
Simple Jet Technology Co., Ltd	SJ	7149
Soft Air USA	Desert Eagle Video	7036
Soft Air USA	Micro Uzi Video	7036
Sony Corporation	USB-Headset	.6809
figergame limited	joypads	.6939
figergame limited	link cables	.6939
figergame limited	memory cards	.6939
figergame limited	power replay	.6939
figergame limited	remote controls	.6939
figergame limited	replacement shells	.6939
Wild Things	Accessories	.6523
WinMax Technology	Diablos	.6903
WinMax Technology	Dominator I / II	.6903
Yobo Gameware Co.	Game Accessories	.7003
<b>XBox</b>		
A.L.S. Industries, Inc.	Carrying Case and Storage Organizers	.2908
Electro Source, LLC	Pelican Accessories	.2308
Eleven Engineering Inc	AIRPLAY	.7308, 7310
Honey Bee Electronic International Ltd.	Controllers	.7527
Honey Bee Electronic International Ltd.	Game Gun	.7527
Honey Bee Electronic International Ltd.	Memory Cards	.7527
Pelican Accessories	Code Breaker	.2308
Wild Things	Accessories	.6523
Yobo Gameware Co.	Game Accessories	.7003

Company	Product	Booth
<b>R e f e r e n c e</b>		
<b>CD-ROM</b>		
BradyGames	BradyGames Strategy Guides .....	2300
Cosmi Corporation	Swift, Starshine & SwiftWare Reference Titles .....	6423
EMME	Mysterius Egypt .....	6233
EMME	PARIS .....	6233
EMME	The Grand Louvre .....	6233
JC Research Inc.	Galileo's Planetarium .....	7202
JC Research Inc.	Merriam Webster Dictionary .....	7202
JC Research Inc.	Planetarium GOLD .....	7202
JC Research Inc.	Virtual Art Museum .....	7202
Prima Games	Prima Games Strategy Guides .....	2900
Topics Entertainment / CounterTop Software	Instant Home Design .....	6643
Topics Entertainment / CounterTop Software	Instant Home Medical Advisor .....	6643
Topics Entertainment / CounterTop Software	Instant Landscaping .....	6643
<b>MAC</b>		
JC Research Inc.	Merriam Webster Dictionary .....	7202
JC Research Inc.	Virtual Art Museum .....	7202
<b>Nintendo</b>		
BradyGames	BradyGames Strategy Guides .....	2300
Prima Games	Prima Games Strategy Guides .....	2900
<b>Sega</b>		
BradyGames	BradyGames Strategy Guides .....	2300
Prima Games	Prima Games Strategy Guides .....	2900
<b>Sony</b>		
BradyGames	BradyGames Strategy Guides .....	2300
Prima Games	Prima Games Strategy Guides .....	2900
<b>S p e c i a l   I n t e r e s t</b>		
<b>CD-ROM</b>		
EMME	TOP LABEL .....	6233
Cosmi Corporation	Swift & Starshine Personal Productivity Titles .....	6423
Discreet	gmax .....	7406
Mimic Entertainment Ltd..	Family Studio .....	7619
The Learning Company	Kid Pix .....	MR 501B, MR 503
The Learning Company	PrintMaster .....	MR 501B, MR 503
The Learning Company	The Print Shop .....	MR 501B, MR 503
Victory Multimedia	Computer Man .....	6415
Victory Multimedia	Craftsman Company .....	6415
Victory Multimedia	Findex, Inc. .....	6415
<b>DVD</b>		
Discreet	gmax .....	7406
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Qualcomm, Inc.	BREW .....	746
<b>Hybrid</b>		
Mini-Mations	Miniature figures .....	7604
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Stream Theory	Online software rental solution .....	5125
The Learning Company	Kid Pix .....	MR 501B, MR 503
The Learning Company	PrintMaster .....	MR 501B, MR 503
The Learning Company	The Print Shop .....	MR 501B, MR 503
<b>Multiple</b>		
C2	C2 Sports .....	7126
Discreet	gmax .....	7406
Dolby Laboratories	Dolby Multichannel Audio .....	2100
Game-Skins.com	Gameskins Tees .....	7527
<b>Sony</b>		
CydeFX/Hollywood Engineering	GameRider .....	6953

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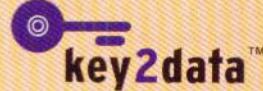
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# Brand Names

Product	Company	Booth	Product	Company	Booth
#s			Banja	team chMAn	6233
"Extreme Pac" locking DVD case	Scanova Ltd.	7504	Barbarians	Titus	5118
100 Great Games for the Palm O/S Vol 1 and 2	Global Star Software	6033	Barbie Beach Party	Knowledge Adventure	1100
100 Great Games for Windows Me	Global Star Software	6033	Barbie Explorer	Knowledge Adventure	1100
1000 Years -Endless War-	eSofnet	6633, 7322	Barbie Team Gymnastics	Knowledge Adventure	1100
14" East	Interplay Entertainment	5130, MR 150A, 150B	Bass Avenger	Xplorys Limited	7516
1st & 2nd Grade Exelerator	Topics Entertainment / CounterTop Software	6643	Battle Realms	Crave Entertainment	1312
3D RESHAPER	TECHNODIGIT	6233	Battle slime	Delta Development	6233
3DO	COKEM INTERNATIONAL LTD.	1176	BDE	Delta Development	6233
3ds max	Discreet	7406	Beach Sports Bodysurfing	Brightstar Entertainment Ltd	5030
3Q Clone Generator	TECHNODIGIT	6233	Beach Volleyball	Brightstar Entertainment Ltd	5030
4 WHEEL RACING	WANADOO	6733	Beach Volleyball	IncaGold	6523
767 Pilot in Command	Wilco Publishing	7620	Bear in the Big Blue House: Imagine That!	Jim Henson Interactive	7203
A			Bear in the Big Blue House: Sense of Adventure	Jim Henson Interactive	7203
A 1 Software	A 1 Software GmbH & Co. KG	6501	Beat Dance	Nexon USA	7027
AAA Map'n Go	DeLorme	746	Beatles	The Mousepad Company Limited	6523
ACCESSORIES	GAMETRONICS	7033	Beginning Sounds	School Zone Interactive	7315, 7317
Acclaim	Acclaim Entertainment, Inc.	MR 505, 506	Belkin	Belkin Components	6715
Acclaim Max Sports	Acclaim Entertainment, Inc.	MR 505, 506	Benesion	Wizard Soft Ltd	6615
Acclaim Sports	Acclaim Entertainment, Inc.	MR 505, 506	Bert & Ernie Computer phone	ComfyNet	1514
Ace Combat 4	Namco Hometek Inc.	800	Betty Bad	WildTangent	MR 511B
ACP/compact	aerofast	6501	Beyond3000	Paraworld AG	6501
ACT LABS	NUBY Interactive	2108	Big Teddy	ARXEL TRIBE	6743
Actiforce	Actiflink Technologies	6509	Binarystar (BEI or BSE)	Binarystar Enterprise Inc.	7028
Actiflink Technologies	Actiflink Technologies	6509	Block Isle Studios	Interplay Entertainment	5130, MR 150A, 150B
Actitec	Actiflink Technologies	6509	Blizzard Entertainment	Vivendi Universal Games	1100
Action Games	Disney Interactive	524	Blob Light	Nyko Technologies	3008
Actipro	Actiflink Technologies	6509	Blood Aria	eSofnet	6633, 7322
Actiquake	Actiflink Technologies	6509	Blood Omen	Eidos Interactive	1024
Actishock	Actiflink Technologies	6509	Blue's Clues	Humongous Entertainment	MR 401
Adada	ARXEL TRIBE	6743	Bob the Builder	Steel Monkeys Limited	2316
Age of Empires	Ensemble Studios	7426	Bounty Hunter	Crave Entertainment	1312
Age of Empires The Rise of Rome	Ensemble Studios	7426	Boxed Value Software	Racelco Inc.	6933
Age of Kings	Ensemble Studios	7426	BradyGames	BradyGames	2300
Age of Kings The Conquerors	Ensemble Studios	7426	Breath of Fire	Capcom Entertainment	1324
Airfix Dogfighter	EON Digital Entertainment	746	BREW	Qualcomm, Inc.	746
Airfix Dogfighter	Paradox Entertainment	6555	Bubblegum Crisis	Multimedia 2000	7211
Airline Pilot	aerofast	6501	Budget	EMME	6233
Airline Tycoon	MONTE CRISTO	6247	Buffy the Vampire Slayer	Fox Interactive	400
AIRPLAY	Eleven Engineering Inc.	7308, 7310	Buffy the Vampire Slayer	The Mousepad Company Limited	6523
AIRPLAY	NUBY Interactive	2108	Burgenland	ASCARON Software GmbH	6501
Airport 2000	Wilco Publishing	7620	Bust A Groove	Enix America Inc.	2208
Akimbo Kung Foo Hero (PC)	Global Star Software	6033	C		
Aliens Attack	Delta Development	6233	Cakewalk	Strategic Marketing Partners	746
Aliens: Colonial Marines	Fox Interactive	400	Capcom	Key West Marketing dba Game America	7616
All Terrain Rally	Brightstar Entertainment Ltd	5030	Carmageddon 3	Xicat Interactive	514
Alphabet	Tivola Publishing	6523	Carmen Sandiego	The Learning Company	MR 501B, 503
Alphabet K-1	School Zone Interactive	7315, 7317	CARS AND GIRLS	NEMOSOFT	6233
Alte	Alte Lansing Technologies, Inc.	6401	CART Fury	Midway Games Inc.	600, MR 303A, 303B
Amateur League Golf	Xplorys Limited	7516	Casonova	ARXEL TRIBE	6743
American Greetings	The Learning Company	MR 501B, 503	Casino Vol 1 and 2 for Palm and Win CE	Global Star Software	6033
American McGee's Alice In Wonderland	Diamond Comic Distributors, Inc.	7014	Casper	TDK Mediactive	966
American Sign Language Dictionary	Multimedia 2000	7211	Championship Motocross	THQ	4001
American Sign Language for Kids	Multimedia 2000	7211	character studio	Discreet	7406
Anarchy Online	Funcom	2332	Charge 'N Blast	Xicat Interactive	MR 514
and More!	Strategic Marketing Partners	746	Checkers	Purple Software Limited	6523
Angel	The Mousepad Company Limited	6523	Chess	Purple Software Limited	6523
Animoniacs	Conspiracy Entertainment	1312	Chinese Chess	Purple Software Limited	6523
ANNO 1503	SUNFLOWERS GmbH	6843, 7342, 7344	Chips & Bits Game Store	games.theglobe.com	2608
ANSTOSS 3	ASCARON Software GmbH	6501	Circle Surround Interactive (CS-I)	SRS Labs, Inc.	6543
ANSTOSS ACTION	ASCARON Software GmbH	6501	Cl' Closet	Kay Productions,™ LLC	6915
Arc the Lad	Working Designs	2408	Clay Agent	1C	6709
Arctic Thunder	Midway Games Inc.	600, MR 303A, 303B	Clear-Vu	Clear-Vu Products	7011
Arcturus	Wizard Soft Ltd	6615	Club Acclaim	Acclaim Entertainment, Inc.	1124
ARGO	ARGO USA Corporation	7015	ClueFinders	The Learning Company	MR 501B, 503
Armored Core Series	Agetec Inc.	4015	Cluster 10	G-cluster	6833
Armored Fist Franchise	NovaLogic, Inc.	MR 304A	Clusterball	Daydream Software AB	6555
Art	EMME	6233	CMC - Content Management Center	Small Planet Ltd	6833
audio cleaning lab	MAGIX ENTERTAINMENT CORP.	6621	CNET.com	CNET Networks, Inc.	2224
AUDIO STATION W. REMOTE	Voyetra	7214	Coaster Works	Xicat Interactive	MR 514
AUDIOTRON	Turtle Beach	7216	COBRA	NUBY Interactive	2108
AXIS Animation	VIS entertainment plc	2316	Code Breaker	Pelican Accessories	2308
Azuradisc Disc Cleaning Supplies	Azuradisc Inc.	6917	CollectM - Collectable SMS game platform	Small Planet Ltd	6833
Azuradisc Disc Resurfacing Technologies	Azuradisc Inc.	6917	Comanche Franchise	NovaLogic, Inc.	MR 304A
B	GRIN Inc.	6555	combustion	Discreet	7406
BACK TO GAMES	POINTSOFT	7520	Comfy Keyboard	ComfyNet	1514
Backgammon	Purple Software Limited	6523	Commandos	Eidos Interactive	1024
Baldur's Gate 2: Shadows of Amn	BioWare Corp.	7309, 7310	Computer Games Magazine	games.theglobe.com	2608
Baldur's Gate 2: Throne of Bhaal	BioWare Corp.	7309, 7310	Computer Games Online (cgonline.com)	games.theglobe.com	2608
Ballistics	GRIN Inc.	6555	Computer Gaming World	Ziff Davis Media	2600



Product	Company	Booth	Product	Company	Booth
ConsoleDomain.com	games.theglobe.com	2608	Duke Nukem	Take-Two Interactive Software, Inc.	846
Consumer Electronics	W.I.T.	7505	Dungeon Siege	Microsoft	1146, MR 304C, 305
Control Zone	Strategic Marketing Partners	746	Dunlop Iron Drivers Cup	Paraworld AG	6501
Cooley Shop	Wizard Soft Ltd	6615	Dunlop Winterace	Paraworld AG	6501
Cosmo Interactive Accessories	Game Technology Systems Inc (G.T.S.I.)	7132	DVDDOCTOR	Digital Innovations	9200
Cossacks	CDV Software Entertainment Inc.	6433	DX-Ball 2	Longbow Digital Arts	6033
Cossacks	Strategy First Inc.	824	Dynasty	MONTE CRISTO	6247
Crash Bandicoot: The Wrath of Cortex	Universal Interactive Studios	1100	Dynasty Warriors	KOEI Corporation	2324
Crazy 3D Range	Xplosys Limited	7516	<b>E</b>		
Crazy Chase	Kemco/Kotobuki System Co., Ltd.	2808	E-Games	Off-Price, Inc.	7605
Creativity	Disney Interactive	524	E.A.	COKEm INTERNATIONAL LTD.	1176
Crime Cities	EON Digital Entertainment	746	E3 Online Show Daily	Imagine Media, Inc.	2500
Curious George	Simon & Schuster Interactive	1100	EA GAMES	Electronic Arts	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 3088, 309
Custom Touch Screens	KEYTEC, INC.	7032	<b>EA SPORTS</b>	Electronic Arts	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 3088, 309
Cybercops	Minion Entertainment Ltd.	7619	EA Sports	Visual Sciences Ltd.	2316
CYBERWORLD Browser	CYBERWORLD International Corporation	7037	EA.COM	Electronic Arts	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 3088, 309
CYBERWORLD Builder	CYBERWORLD International Corporation	7037	<b>Earthmate</b>	DeLorme	746
CYBERWORLD Personal Edition	CYBERWORLD International Corporation	7037	Earthmate Road Warrior	DeLorme	746
CYBERWORLD Personal Plus	CYBERWORLD International Corporation	7037	<b>EARTHWORM JIM</b>	MAJESCO SALES, INC.	MR 405
CYBERWORLD Professional Edition	CYBERWORLD International Corporation	7037	Echelon	Bethesda Softworks Inc.	MR 504
CYBERWORLD Studio Edition	CYBERWORLD International Corporation	7037	Edmark	A 1 Software GmbH & Co. KG	6501
CycleFX ITS	CycleFX/Hollywood Engineering	6953	EIDOS	COKEm INTERNATIONAL LTD.	1176
<b>D</b>			EK.Soft	A 1 Software GmbH & Co. KG	6501
Daily Radar.com	Imagine Media, Inc.	2500	Elancio	Nexon USA	7027
Dale Lullo	Maximum Charisma Studios, Inc.	2232	Electronic Arts	Key West Marketing dba Game America	7616
Daria's Inferno	Xplosys Limited	7516	Electronic Gaming Monthly	Ziff Davis Media	2600
Daria's Sick Sad Lifeplanner	Xplosys Limited	7516	Elemental Saga	Nexon USA	7027
Dark Age of Camelot	Mythic Entertainment	1414	Ellis Christian ClipArt	Ellis Enterprises, Inc.	6927
Dark Ages	Nexon USA	7027	Elmo's Computer phone	ComfyNet	1514
Dark Gang	Saint Hermit Studios	6815	Elysium	GameBox EnT.	6855
Dark Orbit	WildTangent	MR 5118	Empire Earth	Sierra	1100
DATADOCTOR	Digital Innovations	6409	Empire of the Ants	Microdroids	4017
Datasun	A 1 Software GmbH & Co. KG	6501	Enclave	Conspiracy Entertainment	1312
David Beckham Soccer	Rage Games Limited	7314	ENCORE	COKEm INTERNATIONAL LTD.	1176
David Macaulay The New Way Things Work	DK Digital Media (DK Interactive Learning)	746	Enterprise	U & P Interactive Limited	7039
Day Trader	MONTE CRISTO	6247	Enterprise Online	U & P Interactive Limited	7039
Dead Or Alive 2	Diamond Comic Distributors, Inc.	7014	EON Digital	Strategic Marketing Partners	746
Dead or Alive 2	Tecmo, Inc.	2800	eRacer	Rage Games Limited	7314
Dead to Rights	Namco Hometek Inc.	800	ESCAPE	E.M.G.	6233
Death Dealer - working title	An Eye for an Eye	6233	Escape from Alcatraz	CDV Software Entertainment Inc.	6433
Debuting Title	GRIN Inc.	6555	Escape from Monkey Island	LucasArts Entertainment Company LLC	MR 517, 518
Deception	Tecmo, Inc.	2800	ET THE EXTRA-TERRESTRIAL	NEWKIDCO	2116
Deep Raider	Cyberscape Graphics Inc.	7008	Europa Universalis	ANTIK GAMES S.A.	6233
Deer Avenger	Simon & Schuster Interactive	1100	Europa Universalis	Paradox Entertainment	6555
Delorme	Strategic Marketing Partners	746	EverQuest	Sony Online Entertainment	746
Delta Force Franchise	Novologic, Inc.	MR 304A	EWJ 3D	VIS entertainment plc	2316
Denki Blocks	Rage Games Limited	7314	Expert Gamer	Ziff Davis Media	2600
Denki Blocks!	Denki	2316	Expert Pool	Visual Sciences Ltd.	2316
Destrega	KOEI Corporation	2324	Explore The World of Software	Rocelco Inc.	6933
Deus Ex	Eidos Interactive	1024	Explorer Series	DK Digital Media (DK Interactive Learning)	746
Dexters Laboratory	BAM! Entertainment, Inc.	MR 153A	Extreme Pac	Clear-Vu Products	7011
Diablo II Expansion	Blizzard Entertainment	1100	Extreme Rally	KOG	7627
Digimon Digital Card Battle	Bandai America, Inc.	2216	<b>F</b>		
Digimon World 2	Bandai America, Inc.	2216	F-14 TOMCAT	MAJESCO SALES, INC.	MR 405
Digimon World Grand Prix	Bandai America, Inc.	2216	F-22 Lightning Franchise	Novologic, Inc.	MR 304A
Digital Mayhem	Interplay Entertainment	5130, MR 150A, 1508	FI 2000	Visual Sciences Ltd.	2316
DIGITAL MUSIC STARTER KIT	Yoyetro	7214	FI Championship Season 2000	Visual Sciences Ltd.	2316
Dino Crisis	Capcom Entertainment	1324	Fairy Fish	Saint Hermit Studios	6815
Dinosaur Hunter Deluxe	DK Digital Media (DK Interactive Learning)	746	Family Entertainment	Disney Interactive	524
Disciples Series	Strategy First Inc.	824	Family Studio	Simon & Schuster Interactive	1100
Discovery	EMME	6233	Fantasy For You Episode I 'The Land of Fear'	eSofnet	6633, 7322
DISNEY	COKEm INTERNATIONAL LTD.	1176	Far Gate	Conspiracy Entertainment	1312
Disney	Off-Price, Inc.	7605	Farscape	Diamond Comic Distributors, Inc.	7014
Divine Divinity	CDV Software Entertainment Inc.	6433	Farscape	Square Soft/Square Electronic Arts LLC.	500
DK Interactive	Strategic Marketing Partners	746	Fire Pro Wrestling	BAM! Entertainment, Inc.	MR 153A
DK Multimedia	Off-Price, Inc.	7605	FirstPerson Immersive Video	Enroute, Inc.	6609
dkf multimedia	A 1 Software GmbH & Co. KG	6501	Fishgame - SMS fishing game	Small Planet Ltd.	6833
Dodge Ball Advance (GBA)	Atlas U.S.A., Inc.	MR 507	Fishtank	Fishtank / Ravensburger Interactive Media GmbH	6045
Downforce	Titus	5118	Flight Simulator 2002	Microsoft	1146, MR 304C, 305
Dragon	Eduainment Group	7611	FlightSim Commander	aerosoft	6501
Dragon Quest	Enix America Inc.	2208	Flipside.com	Vivendi Universal Games	1100
Dragon Raja (Online Game)	eSofnet	6633, 7322	Fly! - addons	aerosoft	6501
DRAGON TALES	NEWKIDCO	2116	Fogware Publishing	JC Research Inc.	7202
Dragon Warrior	Enix America Inc.	2208			
Dragon Warrior Monsters	Enix America Inc.	2208			
Dream Hunting	GameBox EnT.	6855			
Dreamcast	ACTION ZONE LLC	7609			
Dreamcast	Sega of America	2240			
Driven	BAM! Entertainment, Inc.	MR 153A			
DuelField	Sismoplay	6233			

# Brand Names

Product	Company	Booth	Product	Company	Booth
Fogware Publishing	JC Research Inc.	7202	HOTEL GIANT	JOWOOD PRODUCTIONS SOFTWARE AG	546
Forgotten Saga 2 Online	Wizard Soft Ltd	6615	Hotwired	Brightstar Entertainment Ltd	5030
Formula RTL Cup	Paraworld AG	6501	Hotwired	IncaGold	6523
FORTRESS	MAJESCO SALES, INC.	MR 405	Hoyle	Sierra	1100
Fournistik	Delta Development	6233	Humongous Sports	Humongous Entertainment	MR 401
Fox Kids Line of Products	eGames, Inc.	7510	huskee	Gamedia Electronic Ltd/Huskee Interactive Corp.	6849
Freddi Fish	Humongous Entertainment	MR 401			
Freedom Force	Crave Entertainment	1312	I	DK Digital Media (DK Interactive Learning)	746
Freedom Shock 2	Pelican Accessories	2308	I Love Series	Mythic Entertainment	1414
Front Mission	Diamond Comic Distributors, Inc.	7014	ID4 Online	Bethesda Softworks Inc.	MR 504
FSGS Free Standard Game Server	Net-Games AG	976	IHRA Drag Racing	1C	6709
<b>G</b>			IL-2 Sturmovik	Immersion Corporation	6727
G-Surfers	Universal Interactive Studios	1100	Immersion Studio	Immersion Corporation	6727
Gadget Racers	Conspiracy Entertainment	1312	Immersion TouchSense Technology	JOWOOD PRODUCTIONS SOFTWARE AG	546
Gadget Tycoon	MONTE CRISTO	6247	INDUSTRY GIANT	AniVision, Inc.	6215
Gaiania	Wizard Soft Ltd	6615	Indy Net Race Live	WANADOO	6733
Galaxy of Games Blue, Red, Yellow, Platinum, and Gold	eGames, Inc.	7510	INQUISITION	Topics Entertainment / CounterTop Software	6643
Gallop Racer	Tecmo, Inc	2800	Instant Home Medical Advisor	Topics Entertainment / CounterTop Software	6643
Galwin	Integral Media	6233	Instant Immersion Language Starter for Kids	InterAct	1446
Game Boy Advance	Nintendo of America Inc.	2816	InterAct	InterGalactic Bounty Hunter	
Game Club	JC Research Inc.	7202, MR 516	Interplay, OEM Inc.	Interplay OEM Inc.	5130, MR 150A, 150B
Game Master Series	eGames, Inc.	7510	InterTrax2 3DOF Tracker	Interplay Entertainment	
GAME SOURCE	GAME SOURCE, INC.	6937	Intrinsic Alchemy™	InterSense, Inc.	7045
Game Stuff	A.L.S. Industries, Inc.	2908	IRIDION 3 D	Intrinsic Graphics	7217
Game Tribes™	VideoGame.Net / Lunar Tide Communications, Inc.	7228	Iron Aces	MAJESCO SALES, INC.	MR 405
GAMEBOY COLOR	GAMETRONICS	7033	Iron spirit	Xicat Interactive	514
GAMEDOCTOR	Digital Innovations	6409	IRON STORM	Delta Development	6233
GamePro Gear	InterAct Accessories	1446		WANADOO	6733
GameRider	CycleFX/Hollywood Engineering	6953	<b>J</b>		
Games Domain Offline	games.theglobe.com	2608	Jah	Galilea Multimedia	6233
GamesDomain.com	games.theglobe.com	2608	Jam Digital Computer Products	KB Gear Interactive	4005
GameShark	InterAct Accessories	1446	Jazz and Faust	1C	6709
Gameskins Tees	Game-Skins.com	7513	JC Research	JC Research Inc.	7202
GameSpot	CNET Networks, Inc.	2224	Jean-Louis Schlesser's All-terrain Rally	IncaGold	6523
Gamester	Radica	6011	Jeopardy! Online	Sony Online Entertainment	746
GeForce Family of Products	NVIDIA Corporation	MR 301A, MR 301B	Jimmy Neutron	Kalisto Entertainment	7200
Genesys	Galilea Multimedia	6233	Jumpgate	Planetactive	7305
German Airports	aerofast	6501	Junior Games	Disney Interactive	524
Girls	Disney Interactive	524	Jurassic Park III Computer Game with Tech Toy	Knowledge Adventure	1100
gmax	Discreet	7406	Jurassic Park III: Danger Zone!	Knowledge Adventure	1100
gmax dev	Discreet	7406	Jurassic Park III: Dino Defender	Knowledge Adventure	1100
Go	Purple Software Limited	6523	Jurassic Park: Survivor	Universal Interactive Studios	1100
GOOFY	NEWKIDCO	2116	Jurassic Primitive War 2	Wizard Soft Ltd	6615
GORASUL - Legacy Of The Dragons	JOWOOD PRODUCTIONS SOFTWARE AG	546	<b>K</b>		
Gore	4D Rulers Software, Inc.	7121	Kao the Kangaroo	Titus	5118
Grand Theft Auto 3	Take-Two Interactive Software, Inc.	846	Koplon Test Prep	Encore Software, Inc.	7345, 7349, 7353, 7357
Great Invasions	ANTIK GAMES S.A.	6233	Kassblak	Delta Development	6233
Grom	CDV Software Entertainment Inc.	6433	KB Gear For Kids Computer Products	KB Gear Interactive	4005
GT Racing Africa	Rage Games Limited	7314	Kelly Club	Knowledge Adventure	1100
GTA(PSX)	Visual Sciences Ltd.	2316	Kelly Slater's Pro Surfer	ACTIVISION	946
Gungriffon Blaze	Working Designs	2408	Kengo	Crave Entertainment	1312
GunMetal	Rage Games Limited	7314	Kessen	KOEI Corporation	2324
Guns & Ammo	Xicat Interactive	MR 514	Kid Pix	The Learning Company	MR 501B, 503
<b>H</b>			Kidoclic	HORTUS SOFT	6233
H2Overdrive	Crave Entertainment	1312	Kids	EMME	6233
hades	Discreet	7406	KidsDomain.com	games.theglobe.com	2608
HADOR	REQUENA IMPORT&EXPORT,LTD	7145	Kidz Race	Paraworld AG	6501
Half-Life PS2	Sierra	1100	King of the Road	ASCARON Software GmbH	6501
HALLOWEEN	WANADOO	6733	King's Field	Agetec Inc.	4015
Halo	Microsoft	1146, MR 304C, 305	Kiribati / Thienemann	A 1 Software GmbH & Co. KG	6501
Hangsim	Wilco Publishing	7620	KIRIKOU	WANADOO	6733
HappyPuppy.com	games.theglobe.com	2608	KISS: Psycho Circus for Dreamcast	Tremor Entertainment Inc.	MR 7222
Harvest Moon	Natsume Inc.	1312	Klonoa 2	Namco Hometek Inc.	800
Havas	Off-Price, Inc.	7605	Knight Move for Palm OS	ZIO	2200
Heaven & Hell	CDV Software Entertainment Inc.	6433	Knights	Conspiracy Entertainment	1312
Heavy Gear Brand	Paradox Entertainment	6555	<b>L</b>		
Herdy Gerdy	Eidos Interactive	1024	Lady Sia	TDK Mediactive	966
High School Exelerator	Topics Entertainment / CounterTop Software	6643	Learning	Disney Interactive	524
HIP HOP EJAY	Voyetra	7214	Learning Company	Off-Price, Inc.	7605
Hip Hop Maker	MAGIX ENTERTAINMENT CORP.	6621	Legend of Darkness	Nexon USA	7027
Hired Team: Trial Gold	New Media Generation	7127	Legend of the River King	Natsume Inc.	1312
Hitchcock	ARXEL TRIBE	6743	Legend of Zelda	Diamond Comic Distributors, Inc.	7014
Hitman	Eidos Interactive	1024	Legion	Midway Games Inc.	600, MR 303A, 303B
Home Depot's Home Improvement 1-2-3	Multimedia 2000	7211	LEGO Bionicle	LEGO Company	866
Homeworld 2	Sierra	1100	LEGO Creator Harry Potter	LEGO Company	866
Honey Bee	Honey Bee Electronic International Ltd.	7522	LEGO Island 2	LEGO Company	866
Hoshigami (PSX)	Atlus U.S.A., Inc.	MR 507	LEGO MINDSTORMS Robotics Invention System	LEGO Company	866
Hot Wheels/Matchbox	THQ	4001	LEGO Racers 2	LEGO Company	866
Hot Wired	Xicat Interactive	MR 514	LEGO Studios	LEGO Company	866
			LEGO Stunt Rally	LEGO Company	866



Product	Company	Booth	Product	Company	Booth
Legend of Glory	Saint Hermit Studios	6815	music studio generation 6 deLuxe	MAGIX ENTERTAINMENT CORP.	6621
Licensed Jurassic Park III video game accessories	Nyko Technologies	3008	MUSIC WRITE: SONGWRITER	Voyetra	7214
Lifestyle	EMME	6233	Muto	team chmAn	6233
Listen & Learn Toddler	Topics Entertainment / CounterTop Software	6643	Mutant Chronicles: Warzone	Paradox Entertainment	6555
LithTech Development System	LithTech, Inc.	501C	MYIICCO	GAME CENTER "MYIICCO" ACCESSORIES	7049
Little Tikes Interactive	KB Gear Interactive	4005	MySimon	CNET Networks, Inc.	2224
LOCH NESS	WANADOO	6733	<b>N</b>		
Lockness	Galilea Multimedia	6233	N-Age (Online Game)	eSofnet	6633, 7322
LucasArts Entertainment	Strategic Marketing Partners	746	Namco	Key West Marketing dba Game America	7616
Lufia	Natsume Inc.	1312	Nascar	A.L.S. Industries, Inc.	2908
LUNAR Silver Star Story PC/Win	Working Designs	2408	National Geographic	Encore Software, Inc.	.7345, 7349, 7353, 7357
<b>M</b>			Necrocide	NovaLogic, Inc.	MR 304A
M&M's	Simon & Schuster Interactive	1100	Need for Speed for Pocket PC	ZIO	2200
M&M's ADVANCE	MAJESCO SALES, INC.	MR 405	Neon Genesis Evangelion	Diamond Comic Distributors, Inc.	7014
M.A.D. (Mutually Assured Destruction) PC	Global Star Software	6033	Neospace	MONTE CRISTO	6247
Magic & Mayhem: The Art of Magic	Bethesda Softworks Inc.	MR 504	Neverwinter Nights	BioWare Corp.	.7309, 7310
Magic Touch Add-on Touch Screens	KEYTEC, INC.	7032	New Legends	THQ	4001
Magic Touch Built In Kits	KEYTEC, INC.	7032	NEW YORK RACE 2215	WANADOO	.6733
Magic Touch Integrated Touc Monitors	KEYTEC, INC.	7032	Nexagon: The Pit	Strategy First Inc.	824
MahJongg Master 1, 2, and 3	eGames, Inc.	7510	Nextec	Gamedia Electronic Ltd/Huskee Interactive Corp.	.6849
Maiku	Delta Development	6233	NextGen	Imagine Media, Inc.	2500
Man of War Series	Strategy First Inc.	824	Nexus: The Kingdom of the Winds	Nexon USA	7027
Marvel: Spider-Man, X-Men	ACTIVISION	946	NFL Fever 2002	Microsoft	1146, MR 304C, 305
Master Rallye	Microoids	4017	NHL Hitz	Midway Games Inc.	.600, MR 303A, 303B
Master Rallye	Steel Monkeys Limited	2316	Nickelodeon	THQ	4001
Masters of the Elements	Tivola Publishing	6523	Nintendo	Nintendo of America Inc.	2816, MR 516
Mat Hoffman's Pro BMX	ACTIVISION	946	Nintendo GAMECUBE	Nintendo of America Inc.	2816, MR 516
Math & Science Exclerator	Topics Entertainment / CounterTop Software	6643	No Escape	Funcom	2332
Math 1	School Zone Interactive	.7315, 7317	No One Lives Forever	Fox Interactive	400
Math 3	School Zone Interactive	.7315, 7317	No Rules	TDK Mediactive	966
Math Advantage	Encore Software, Inc.	.7345, 7349, 7353, 7357	Nostromo	Belkin Components	.6715
MATTEL	COKeM INTERNATIONAL LTD.	1176	Novaworld	NovaLogic, Inc.	MR 304A
Max And The Magician	Tivola Publishing	6523	NUBY	NUBY Interactive	.2108
Max Payne	Take-Two Interactive Software, Inc.	846	<b>O</b>		
Maximum PC & Mac Addict	Imagine Media, Inc.	2500	Obee	TDK Mediactive	966
MC2	Mad Catz, Inc.	1424	Oddworld	Microsoft	1146, MR 304C, 305
MCupid - Mobile matchfinder service engine	Small Planet Ltd	6833	Oenologus	Integral Media	.6233
MDK2: Armageddon	BioWare Corp.	.7309, 7310	Official E3 Show Daily	Imagine Media, Inc.	.2500
Mech Platoon	Kemco/Kotobuki System Co., Ltd.	2808	Official Xbox Magazine	Imagine Media, Inc.	.2500
Mediaibus	Integral Media	6233	Ogre Battle (PSX)	Atlas U.S.A., Inc.	MR 507
Mega Man	Capcom Entertainment	1324	Ogre Battle 64 (N64)	Atlas U.S.A., Inc.	MR 507
Memoshock	Actilink Technologies	6509	OH~ Ghost Baby	Saint Hermit Studios	.6815
mental ray	Discreet	7406	Oil Tycoon (PC)	Global Star Software	.6033
Metalion for Pocket PC	ZIO	2200	Omega 2	Nyko Technologies	3008
MFriend - Mobile dating service engine	Small Planet Ltd	6833	Oni	Take-Two Interactive Software, Inc.	.846
Mia The Search for Grandma's Remedy	Kutoka Interactive	6033	Onimusha	Capcom Entertainment	1324
Mia-Just in Time!	Kutoka Interactive	6033	Online radio services	eJay AG	.6501-6506
Mia-Romaine's New Hat	Kutoka Interactive	6033	Open Kart	Microoids	4017
Michael Schumacher Online World	Paraworld AG	.6501	Operation Flashpoint: Cold War Crisis	Codemasters Inc	.4007, 4009, 4011, 4013
Micro Scooter Challenge	Brightstar Entertainment Ltd	.5030	ORB	Strategy First Inc.	.824
Micro Scooter Challenge II	IncaGold	6523	Oxford Softworks	Purple Software Limited	.6523
MicroSoft XBox	A.L.S. Industries, Inc.	2908	OZ The Magical Adventure	DK Digital Media (DK Interactive Learning)	.746
Midas Games	Midas Interactive Entertainment	.6207	<b>P</b>		
Middle School Exelerator	Topics Entertainment / CounterTop Software	.6643	Paddington	ARXEL TRIBE	.6743
MIDI CABLE PACK	Voyetra	.7214	Paintball Hero's 2	Brightstar Entertainment Ltd	.5030
Midnight Club	Take-Two Interactive Software, Inc.	.846	Paintball Heroes II	IncaGold	.6523
Mightygames	Planetcactive	.7305	Pajama Sam	Humongous Entertainment	MR 401
Mike Stewart's Pro Bodyboarding	IncaGold	.6523	Panther	Mad Catz, Inc.	1424
Millie Meter's Nutrition Adventure	Tivola Publishing	.6523	Particle Fire	Longbow Digital Arts	.6033
Mini Golf Master	eGames, Inc.	.7510	PATRICIAN II	ASCARON Software GmbH	.6501
Mission:Humanities	EON Digital Entertainment	.746	Pax Romana	ANTIK GAMES S.A.	.6233
Mist Of Darkness (Online Game)	eSofnet	.6633, 7322	PBA Tour Bowling	Bethesda Softworks Inc.	MR 504
Mobile Suit Gundam Journey to Jaburo	Bandai America, Inc.	.2216	PC Gamer	Imagine Media, Inc.	.2500
Mobile Suit Gundam Zeonic Front	Bandai America, Inc.	.2216	Peanut Butter	Cash-U	.7024
Model Railroad Simulator	IncaGold	.6523	Pecan	Cash-U	.7024
Monster Brain	Pelican Accessories	.2308	Pelican Accessories	Electro Source, LLC	.2308
Monster Rancher	Tecmo, Inc.	.2800	Performance	InterAct Accessories	.1446
MONTEGO II	Turtle Beach	.7216	Perimeter	1C	.6709
MONTEGO II VOICE	The Mousepad Company Limited	.6523	Persona Series (PSX)	Atlas U.S.A., Inc.	MR 507
Monty Python	Paraworld AG	.6501	PHALANX	Kemco/Kotobuki System Co., Ltd.	.2808
Moonlighting with Werner	Pelican Accessories	.2308	Physicus	Tivola Publishing	.6523
MP3 DC	MAGIX ENTERTAINMENT CORP.	.6621	Pilgrim	ARXEL TRIBE	.6743
mp3 maker 2.0 gold	eJay AG	.6501	Pilot Academy	Natsume Inc.	.1312
MP3 software	Codemasters Inc	.4007, 4009, 4011, 4013	Pinball Classics	Encore Software, Inc.	.7345, 7349, 7353, 7357
MTV Music Generator 2	Jim Henson Interactive	.7203	Pink Panther Computer Book	ComfyNet	.1514
Muppet Babies Toyland Train	Jim Henson Interactive	.7203	Pippi Longstocking	PAN Interactive	.6649, 7633
Muppet Monster Adventure	Jim Henson Interactive	.7203	Pirate Coalition™	VideoGame.Net / Lunar Tide Communications, Inc.	.7228
Muppet Racemania	Jim Henson Interactive	.7203	Pistachio	Cash-U	.7024
music & video maker generation 6 deLuxe	MAGIX ENTERTAINMENT CORP.	.6621	PITFALL: THE MAYAN ADVENTURE	MAJESCO SALES, INC.	.MR 405
Music creation software	eJay AG	.6501			

## Brand Names

Product	Company	Booth	Product	Company	Booth
Planet Monsters	Titus	5118	S	Sabrina, The Teenage Witch	1100
PlanetSide	Sony Online Entertainment	746	Safecracker	Daydream Software AB	6555
Play TV	Radica	6011	Safety-sleeve®	Univenture, Inc.	6929
Playground	Delta Development	6233	Saitek Kasparov Electronic Computers	Saitek Industries	6533
playR deLuxe	MAGIX ENTERTAINMENT CORP.	6621	Saitek PC Joysticks, pads and wheels	Saitek Industries	6533
PLAYSTATION 2	GAMETRONICS	7033	Saitek Playstation and Playstation pads and wheels	Saitek Industries	6533
Pocket Gamester	Multimedia 2000	7211	Saitek X-Box pads and wheels	Saitek Industries	6533
Pocket Music	Rage Games Limited	7314	SANTA CRUZ	Turtle Beach	7216
Pocket Price	Midas Interactive Entertainment	6207	Scanavo "DVD/CD case"	Scanavo Ltd.	7504
PocketPhoto	Multimedia 2000	7211	SCAPE	NEMOSOFT	6233
PocketPlaycardGame	Pocket Playcard Game Ltd.	7023	SCAPER	E.M.G	6233
Pocky & Rocky	Natsume Inc.	1312	Scenery Austria	aersoft	6501
Political Tycoon	MONTE CRISTO	6247	Schizm	Brightstar Entertainment Ltd.	5030
Power Rangers	THQ	4001	ScienceLab	Rocelco Inc.	6933
Power Stone	Capcom Entertainment	1324	Scooby-Doo/Arthur	The Learning Company	MR 5018, 503
Powerpuff Girls	BAM! Entertainment, Inc.	MR 153A	Sea Dogs	Bethesda Softworks Inc.	MR 504
POWERSTATION	ARGO USA Corporation	7015	SEC AniVision Football	AniVision, Inc.	6215
Prehistorik man	Titus	5118	Secret Agent Barbie	Knowledge Adventure	1100
Preschool Exelerator	Topics Entertainment / CounterTop Software	6643	Sega	Sega of America	2240
PrintMaster	The Learning Company	MR 501B, 503	Sega DC - Illbleed	AIA USA, Ltd.	7208
Prisoner of War	Codemasters Inc	4007, 4009, 4011, 4013	Sega Sports	Sega of America	2240
Professional Football	AniVision, Inc.	6215	SEGA Swirl for Dreamcast	Tremor Entertainment Inc.	7222
Professional Hockey	AniVision, Inc.	6215	SESAME STREET	NEWKIDCO	2116
Professional Motorsports	AniVision, Inc.	6215	Several new games	New Media Generation	7127
Project Eden	Eidos Interactive	1024	SHARP SHOOTER	NEMOSOFT	6233
Project Nomads	CDV Software Entertainment Inc.	6433	Shattered Galaxy	Nexon USA	7027
Proplay	Honey Bee Electronic International Ltd.	7522	Shawn Palmer's Pro Boarder	ACTIVISION	946
Pryzm	TDK Mediactive	966	Shine 3D engine	New Media Generation	7127
PSM: 100% Independent PlayStation 2 Magazine	Imagine Media, Inc.	2500	Shiry Entertainment	Interplay Entertainment	5130, MR 150A, 150B
Psychotoxic	CDV Software Entertainment Inc.	6433	Shock 'N' Rock	Nyko Technologies	3008
Putt-Putt	Humongous Entertainment	MR 401	Shoghi	Purple Software Limited	6523
Puzzle Master	eGames, Inc.	7510	Shrek	TDK Mediactive	966
Puzzlemania	Mimon Entertainment Ltd.	7619	Sierra	Vivendi Universal Games	1100
Puzzlemania Kids	Mimon Entertainment Ltd.	7619	Sigma	Microsoft	1146, MR 304C, 305
Q	Q-Mark Technology Corporation	7601	Silent Death	Mythic Entertainment	1414
QUADZILLA	Turtle Beach	7216	Silpheed	Working Designs	2408
QuizQuiz	Nexon USA	7027	SIMCity 2000 for Pocket PC	ZIO	2200
R	Rage Games Limited	7314	SIMI MotionCapture 3D	SIMI Reality Motion Systems GmbH	7623
Railroad Tycoon II for Dreamcast	Tremor Entertainment Inc.	7222	Simon & Schuster	Off-Price, Inc.	7605
Railroad Tycoon II for PlayStation	Tremor Entertainment Inc.	7222	Simpsons	The Mousepad Company Limited	6523
Rainbow Six	Red Storm Entertainment, Inc.	624	SJ	Simple Jet Technology Co., Ltd.	7149
RALLY TROPHY	JOWOOD PRODUCTIONS SOFTWARE AG	546	Ski-Doo X-Team Racing	Daydream Software AB	6555
Rapid Recall	Paradox Entertainment	6555	SKIPDOCTOR	Digital Innovations	6409
Ravensburger	Fishtank / Ravensburger Interactive Media GmbH	6045	Smart Game	Fortune Electronics & Plastic (International) Ltd.	7044
Razor Freestyle Scooter	Crave Entertainment	1312	SmartCall - Icon and ring tone platform	Small Planet Ltd.	6833
reactor	Discreet	7406	SMARTTRACK	ARGO USA Corporation	7015
Reader Rabbit	The Learning Company	MR 501B, 503	Smugglers Run	Take-Two Interactive Software, Inc.	846
Reading Readiness	School Zone Interactive	7315, 7317	Snowboard Kids 1 & 2 (N64)	Atlas U.S.A., Inc.	MR 507
REAL LIFE SYSTEM	NEMOSOFT	6233	Software 2000	Software 2000	7321-7323
Red Ace	Global Star Software	6033	Software Tycoon	Global Star Software	6033
Red Faction	THQ	4001	Soldier of Fortune	ACTIVISION	946
Reel Fishing	Natsume Inc.	1312	SOLDIER OF FORTUNE	MAJESCO SALES, INC.	MR 405
RenderVision	Criterion Software Inc.	1166	Solitaire Master 1 and 2	eGames, Inc.	7510
RenderWare Audio	Criterion Software Inc.	1166	Solus Pro	DeLorme	746
RenderWare dynamic PVS	Criterion Software Inc.	1166	SONIC LINK	Turtle Beach	7216
RenderWare Graphics	Criterion Software Inc.	1166	Sony On-Line Entertainment	Strategic Marketing Partners	746
RenderWare Physics	Criterion Software Inc.	1166	Sony PS2 / Armada 2: Exodus	Sony PS2 / Dark Angel: Vampire Apocalypse	
RenderWare Platform	Criterion Software Inc.	1166	Soul Reaver		
Republic: The Revolution	Elixir Studios	5030	Sound archives		
Resident Evil	Capcom Entertainment	1324	Sound Source		
Return of the Ninja	Natsume Inc.	1312	Sovereign		
Return to Castle Wolfenstein	ACTIVISION	946	Space Duel - SMS game		
Reversi	Purple Software Limited	6523	Space Raiders™		
Richard Scarry	Simon & Schuster Interactive	1100	Speed Freaks		
Rig&Roll	1C	6709	Speed Rally - SMS/WAP game		
Rival Ball	Longbow Digital Arts	6033	Speedway		
Road to India	MicroDroids	4017	Spellbinder		
Robin Hood	IncaGold	6523	Spellbinder		
Robocop	Titus	5118	SPIKE		
Rock Manager	PAN Interactive	6649, 7633	Sports		
Rogue Spear	Red Storm Entertainment, Inc.	624	Sports Illustrated 4K Baseball		
Romance of the Three Kingdoms	KOEI Corporation	2324	Sports Illustrated 4K Football		
Rosemond Valley	PAN Interactive	6649, 7633	Sportster Racing Wheel		
Roswell: Aliens Myths and Legends	Red Lemon Studios Ltd.	2316	SPY Fox		
Rune	Take-Two Interactive Software, Inc.	846	Spy Hunter		
			Spyro 5		
			SRS		
			Stainless Technologies		

Product	Company	Booth	Product	Company	Booth
Star Ocean	Enix America Inc.	2208	Time Crisis Project Titan	Namco Hometek Inc.	800
Star Trek	ACTIVISION	946	Tiny Tolls	Mimon Entertainment Ltd.	7619
Star Trek	Simon & Schuster Interactive	1100	Tiny's Adventures	Mimon Entertainment Ltd.	7619
Star Trek	The Mousepad Company Limited	6523	TIPS & TRICKS Magazine	TIPS & TRICKS Magazine/LFP Inc.	6515
Star Trek DS9 Dominion Wars	PAN Interactive	6649, 7633	TNT Family of Products	NVIDIA Corporation	MR 301A, MR 301B
STAR TREK VOYAGER	MAJESCO SALES, INC.	MR 405	Tom & Jerry Fist of Fury	VIS entertainment plc	2316
Star Wars - (untitled) Role Playing Game	BioWare Corp.	7309, 7310	TOM AND JERRY	NEWKIDCO	2116
Star Wars Battleground	LucasArts Entertainment Company LLC	MR 517, 518	Tom et Lisa	Galilea Multimedia	6233
Star Wars Jedi Knight II	LucasArts Entertainment Company LLC	MR 517, 518	Tomb Raider	Eidos Interactive	1024
Star Wars Obi-Wan	LucasArts Entertainment Company LLC	MR 517, 518	Tomb Raider	The Mousepad Company Limited	6523
Star Wars Racer II	LucasArts Entertainment Company LLC	MR 517, 518	Tombstone 1882	Brightstar Entertainment Ltd	5030
Star Wars Rogue Squadron II	LucasArts Entertainment Company LLC	MR 517, 518	Tony Hawk's Pro Skater	ACTIVISION	946
Star Wars Starfighter	LucasArts Entertainment Company LLC	MR 517, 518	Top Gear GT Championship	Kemco/Kotobuki System Co., Ltd.	2808
Star Wars Starfighter II	LucasArts Entertainment Company LLC	MR 517, 518	Top Gun	Titus	5118
Star Wars Super Bomber Racing	Lucas Learning Ltd.	MR 517, 518	Topo USA	DeLorme	746
Stardom	MONTE CRISTO	6247	Totality Engine	Elixir Studios	5030
StarPeace	MONTE CRISTO	6247	Traffic City	Paraworld AG	6501
Starshine Software	Cosmi Corporation	6423, 7328	TRAFFIC GIANT	JOWOOD PRODUCTIONS SOFTWARE AG	546
Stellar Command™	VideoGame.Net / Lunar Tide Communications, Inc.	7228	Traitors Gate	Daydream Software AB	6555
Steve Escalante	Maximum Charisma Studios, Inc.	2232	Tread Marks	Longbow Digital Arts	6033
Street Atlas USA	DeLorme	746	Tread Marks PS2	Longbow Digital Arts	6033
Street Fighter	Capcom Entertainment	1324	Treay Consortium™	VideoGame.Net / Lunar Tide Communications, Inc.	MR 7228
Stretch Panic	Conspiracy Entertainment	1312	Trophy Bass PS2	Sierra	1100
Sudden Strike	Strategy First Inc.	824	Tropico	Take-Two Interactive Software, Inc.	846
Sudden Strike Forever	CDV Software Entertainment Inc.	6433	TruBass	SRS Labs, Inc.	6543
Super Dino	Mimon Entertainment Ltd.	7619	Tweety and the Magic Jewel	Kemco/Kotobuki System Co., Ltd.	2808
SUPER NINTENDO	GAMETRONICS	7033	Typing Tutor	Simon & Schuster Interactive	1100
SuperGame	U & P Interactive Limited	7039	<b>U</b>		
Survival Kit	Pelican Accessories	2308	Ubisoft	Off-Price, Inc.	7605
Swift Software	Cosmi Corporation	6423, 7328	UFO Anthology Deluxe	Multimedia 2000	7211
SwiftWare Software	Cosmi Corporation	6423, 7328	Ultima Underworld for Pocket PC	ZIO	2200
System Selector	Pelican Accessories	2308	Ultimate Fighting Championship	Crave Entertainment	1312
<b>T</b>			Ultimate Surfing	Natsume Inc.	1312
Tachyon: The Fringe	NovaLogic, Inc.	MR 304A	UniKeep™	Univenture, Inc.	6929
Tactics Ogre (PSX)	Atlas U.S.A., Inc.	MR 507	Unison	Tecmo, Inc.	2800
Tae Kwon Do	GameBox Ent.	6855	Universal Interactive Studios	Vivendi Universal Games	1100
Taiyo	team chfAn	6233	Unannounced first-party Xbox title	Tremor Entertainment Inc.	7222
Take Off 2001	aerosoft	6501	UPXUS	REQUENA IMPORT&EXPORT, LTD	7145
TEACH ME GUITAR	Voyetra	7214	<b>V</b>		
TEACH ME PIANO	Voyetra	7214	Valhalla Chronicles	Paradox Entertainment	6555
TECHNO EJAY	MAGIX ENTERTAINMENT CORP.	6621	VALUSOFT/IMSI	COKEM INTERNATIONAL LTD.	1176
Techno Maker	SUNFLOWERS GmbH	6813	Vanguard	Galilea Multimedia	6233
TechnoMage	Diamond Comic Distributors, Inc.	7014	Vegas Fever	Encore Software, Inc.	7345, 7349, 7353, 7357
Tekken Tag	POINTSOFT	7520	Video games	W.I.T.	7505
TEMPO	Microds	4017	VideoGame™	VideoGame.Net / Lunar Tide Communications, Inc.	7228
Tennis	THQ	4001	VideoGame Database™	VideoGame.Net / Lunar Tide Communications, Inc.	7228
Tetris	Ells Enterprises, Inc.	6927	VideoGame.Net™	VideoGame.Net / Lunar Tide Communications, Inc.	7228
The Bible Library	GRIN Inc.	6555	Viper 2	Nyko Technologies	3008
The Diesel Engine	Bethesda Softworks Inc.	MR 504	Virtual On	Diamond Comic Distributors, Inc.	7014
The Elder Scrolls III: Morrowind	Bethesda Softworks Inc.	MR 504	VIS entertainment	VIS entertainment plc	2316
The Elder Scrolls series	Wizard Soft Ltd	6615	VISION MAX	ARGO USA Corporation	7015
The Fate	PAN Interactive	6649, 7633	<b>W</b>		
The Hitch Hikers Guide to the Galaxy	WANADOO	6733	War Craft III	Blizzard Entertainment	1100
THE INSIDER	Saint Hermit Studios	6815	Warm up	Microds	4017
The Lamp of Lotos	Conspiracy Entertainment	1312	Warrior Kings	Sierra	1100
The Land Before Time	TDK Mediactive	966	Web Driver SDK and plug-in	WildTangent	MR 511B
The Land Before Time	COKEM INTERNATIONAL LTD.	1176	WebMaster	Tivola Publishing	7211
THE LEARNING COMPANY	ARXEL TRIBE	6743	Webster's 2001 DVD Encyclopedia	TDK Mediactive	966
The Legend...	Tivola Publishing	6523	Wendy the Witch	A 1 Software GmbH & Co. KG	6501
The Little Prince	Funcom	2332	westermann multimedia	Sony Online Entertainment	746
The Longest Journey	Crave Entertainment	1312	Wheel of Fortune Online	Wizard Soft Ltd	6615
The Lost	Universal Interactive Studios	1100	White Day	Xplorys Limited	7516
The Mummy Returns	JOWOOD PRODUCTIONS SOFTWARE AG	546	Who wants to beat up a millionaire	Mimon Entertainment Ltd.	7619
THE NATIONS	The Learning Company	MR 501B, 503	Who's Smart?	Wilko Publishing	7620
The Print Shop	ARXEL TRIBE	6743	Wilco's 737 for Fly!	Wild Things	6523
The secrets of Alamut	Blue Byte Software	2908	Wild Things	KOEI Corporation	2324
The Settlers IV	Fox Interactive	400	Winback	NEWKIDCO	2116
The Simpsons	JOWOOD PRODUCTIONS SOFTWARE AG	546	WINNIE THE POOH & TIGGER	The Games Kitchen Ltd.	2316
THE STING	Saint Hermit Studios	6815	Wireless Pets	Digital Bridges	2316
The Summoner: Mikania	Conspiracy Entertainment	1312	Wirelessgames	Saint Hermit Studios	6815
The Tiny Toon Adventures	Tivola Publishing	6523	With Seven	PAN Interactive	6649, 7633
The TKG Series	Ziff Davis Media	2600	World War	Strategy First Inc.	824
The U.S. Official PlayStation Magazine	Saint Hermit Studios	6815	World War II Online	THQ	4001
The Wizard of OZ	CYBERWORLD International Corporation	7037	World Wrestling Federation	Nyko Technologies	3008
Theme Paks	School Zone Interactive	7315, 7317	Worm Light	Titus	5118
Thinking Skills	Atlas U.S.A., Inc.	MR 507	Worms World Party	SRS Labs, Inc.	6543
Thousand Arms (PSX)	Sierra	1100	WOW	Digital Innovations	9200
Throne of Darkness	The Mousepad Company Limited	6523	WRITEAWAY	JC Research Inc.	7202
Thunderbirds	Longbow Digital Arts	6033	www.fog-ware.com		
Tiger's Bane					

**Brand Names**

Product	Company	Booth
www.fogwarepublishing.com	JC Research Inc.	7202
www.game-club.com	JC Research Inc.	7202
www.jcresearch.com	JC Research Inc.	7202
www.TOYGLADIATOR.com	Nitrostream Inc.	MR 7320
<b>X</b>		
X'Trem Roller	Microids	4017
X-BOX	GAMETRONICS	7033
X-Plane	Xical Interactive	MR 514
Xbox	Microsoft	1146, MR 304C, 305
XL Range	Xplorys Limited	7516
XIMap Business	DeLorme	746
XTECHNOLOGIES	XTECHNOLOGIES	6201
<b>Y</b>		
YOBO	Yobo Gameware Co.	7003
You Don't Know Jack	Sierra	1100
<b>Z</b>		
Z-Steel Soldiers	EON Digital Entertainment	746
Zaphie 2	eSofnet	6633, 7322
ZAX - THE ALIEN HUNTER	ZOWOOD PRODUCTIONS SOFTWARE AG	546
ZDNet	CNET Networks, Inc.	2224
Zenith Pac	Clear-Vu Products	7011
Zero-G Marines	Strategy First Inc.	824
ZI0Golf for Palm OS	ZI0	2200
ZI0Golf2 for Pocket PC	ZI0	2200
Zoboomafoo	Encore Software, Inc.	7345, 7349, 7353, 7357
Zoo Tycoon	Microsoft	1146, MR 304C, 305
ZOOM Light	Nyko Technologies	3008

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# Exhibitor Profiles

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International Contact(s): Nikolay Baryshnikov, International Marketing Manager; Yuri Miroshnikov, Head of Multimedia and Games Division  
Brands: IL-2 Sturmovik, Perimeter, Jazz and Faust, Clay Agent, Rig & Roll  
Company Description: Founded in 1991 1C specializes in distribution, publishing and development. 1C's dealer's network is the largest in Russia. According to independent quizzes 1C is the most successful company in the Russian software industry.

**Booth 6709**

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**3D2 Technologies Inc.**

1016 Morse Ave., Suite 10  
Sunnyvale, CA 94089

**Booth 5131**

**4D Rulers Software, Inc.** **Booth 7121**  
112 Nth 4th  
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+1 402-228-2113  
www.4drulers.com  
Joel@4DRulers.com

Contact(s): Rick Huenink, Sound Design; Nick Huenink, Business  
International Contact(s): Joel Huenink, President  
Brands: Gore

Company Description: Formed in 1997, 4D Rulers set out to take Multiplayer gaming to a new level, bringing the world the first thinking-man's shooter: "GORE".

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GmbH & Co. KG**

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+49 (0) 5241-50050-99  
www.a-1-software.de  
info@a-1-software.de

Contact(s): Bruno Litfin, Managing Director; Marianne Wiesrecker, Managing Director; Anthony J. Wilson, Managing Director  
International Contact(s): Anthony J. Wilson, Managing Director  
Brands: A 1 Software, Edmark, EK. Soft, Datasun, dkf multimedia, Kiribati / Thienemann, westermann multimedia

Company Description: A 1 Software offers specialized Marketing and Sales concepts made-to-measure for our individual partners in the software market. Main focus: children's educational and language educational CD-ROM titles. Our services are: Manufacturing, Logistics, Public Relations, Sales & Marketing, Consulting & Licensing. A 1 Software buys and sells Licenses worldwide.

**Booth 6501**

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**A.L.S. Industries, Inc.**

1942 W. Artesia Blvd  
Torrance, CA 90504  
310-532-9262  
310-329-0982

gregbishop@alsindustries.com

Contact(s): Richard Smith, President; Duane Smith, President Jr.; Duane Halter, VP Sales; Greg Bishop, VP Marketing; Matthew Segal, Eastern Sales Manager; Cathie Lehrberg, International Sales; Dick Lehrberg, International Sales Asst.; David Albert, Sales at Large; Nardo Callanta, Product Design; Mr. C. Rocco, Logo Coordinator  
International Contact(s): Cathie Lehrberg, International Sales

Company Description: Nintendo GameBoy Advance/Color, Game Cube, N64, PlayStation/PlayStation2, PSOne, Microsoft Xbox, and Game Stuff Carrying Cases and Storage Organizers.

**Booth 2908****Booth 2400**

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mcoit@interactive.org

Contact(s): Paul Provenzano, President; Tom Browne, Director; Bernard Blaydes, Marketing and communications Manager

Company Description: The Academy of Interactive Arts and Sciences is a not-for-profit membership organization dedicated to the advancement and recognition of the interactive arts. The AIAS recognizes outstanding achievement in interactive content and the interactive community. The AIAS also conducts an annual awards show and enhances the image and awareness of the interactive arts and sciences.

**Acclaim Entertainment, Inc. **MR 505,506****

One Acclaim Plaza  
Glen Cove, NY 11542  
+1 516-656-5000  
+1 516-656-2040  
www.acclaim.com  
drehfield@acclaim.com

firstlooks

Contact(s): Greg Fischbach, Co-Chairman, CEO; Gerard Agoglia, Executive Vice President, CFO; Jim Adams, Senior Vice President, Sales; Evan Stein, Vice President, Brand  
International Contact(s): Rod Cousens, President, COO Acclaim International  
Brands: Acclaim, Club Acclaim, Acclaim Max Sports, Acclaim Sports

Company Description: Acclaim Entertainment, Inc. is a leading worldwide publisher of software for Sony, Nintendo, Microsoft, and personal computer hardware systems. Acclaim also publishes strategy guides; operates motion capture studios; and, through A.D.I., globally sells and distributes products for a variety of entertainment software publishers.

**Actilink Technologies**

7118 Gerald Ave.  
Van Nuys, CA 91406  
818-376-4010  
818-376-8374  
www.actilink.com  
sales@actilink.com

firstlooks

Contact(s): Gary Dyne, President; Oscar Sanchez, Vice President Sales & Marketing; Michael Seeton, Vice President Development; Jeff Snider, Manager Operations; Paula Richardson, Assistant Sales & Marketing

International Contact(s): Gary Dyne, President; Oscar Sanchez, Vice President Sales & Marketing  
Brands: Actilink Technologies, Actiforce, Actipro, Actishock, Actquake, Actitec, Memoshock

Company Description: Actilink Technologies is a dynamic company who specialize in the worldwide manufacturing and marketing of cutting edge VIDEO GAME ACCESSORIES for all major platforms: PlayStation, Nintendo, GameBoy, Dreamcast and X-Box. Products include Controllers, Steering Wheels, Memory Cards, Vibration packs, Value Added Packs, and more. Showcasing the latest technical advancement; ALUMINUM PRO SERIES.

**Action Zone LLC**

21356 Nordoff Street  
Units 112 & 113  
Chatsworth, CA 91311

818-701-7474  
818-701-7373  
actionzone@worldnet.att.net

Contact(s): Ben Amiri, Operations MGR; Pierce Moghadam, President; Claudia Moghadam, Treasurer; Bill Sobiesky, VP Sales & Mktg  
International Contact(s): Sime Moghaddam, Intl Marketing Mgr; Ben Amiri, Operation Mgr  
Brands: Sony, Nintendo, Color GameBoy, Dreamcast, DVD, PC Software

Company Description: International exporters of name brand video game products, such as Sony, Nintendo, X-Box, Dreamcast, Color GameBoy hardware and software. ACTION ZONE LLC also carries PC CD Rom and DVD products.

**Activision**

3100 Ocean Park Blvd.  
Santa Monica, CA 90405

310-255-2000  
310-255-2100  
www.activision.com  
webmaster@activision.com

**Booth 946**

Contact(s): Bobby Kotick, CEO and Co-Chairman; Brian Kelly, Co-Chairman; Ron Doornink, President and COO; Kathy Vrabeck, Executive Vice President Global Publishing/Brand Management; Larry Goldberg, Executive Vice President, Worldwide Studios; Danny Hammett, President Value Software; Maryanne Lataif, Vice President Corporate Communications  
International Contact(s): Scott Dodkins, Sr. Vice President, European Publishing; John Watts, Vice President & General Manager Asia/Pacific Publishing  
Brands: Return to Castle Wolfenstein, Soldier of Fortune, Tony Hawk's Pro Skater, Mat Hoffman's Pro BMX, Shaun Palmer's Pro Boarder, Kelly Slater's Pro Surfer, Star Trek, Marvel: Spider-Man, X-Men

Company Description: Headquartered in Santa Monica, California, Activision, Inc. is a leading worldwide developer, publisher, and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted revenues of \$572 million for the fiscal year ended March 31, 2000. Activision maintains operations in the US, Canada, the United Kingdom, France, Germany, Japan, Australia, the Netherlands, and Belgium. More information about Activision and its products can be found on the company's World Wide Web site, which is located at [www.activision.com](http://www.activision.com).

**Advanced  
Duplication Services**

2155 Niagara Lane North, Suite 120  
Plymouth, MN 55447

800-759-0992  
763-449-5555  
www.ads-cd.com  
sales@ads-cd.com

**Booth 7144**

Company Description: It's about your time. Advanced Duplication Services doesn't tell you when you can have it, but rather asks when you want it. ADS is a worldwide leader in providing a variety of media solutions. Our manufacturing expertise encompasses CD, CD-R, audio, video, diskette, magnetic tape, and DVD duplication. Our turnkey operation stands second to none when it comes to silk-screening, packaging and distribution techniques. By maximizing the tools of the Internet, via FTP services, web-based inventory, order tracking and EDI, our commitment to the future has never been stronger. Our word means something. When we make a commitment, our customers know they can look forward to results, not excuses.

**Booth 7609****aerosoft**

Airport Paderborn/L.  
Lindberghring 12  
Bueren, NRW 33142 Germany  
+49-2955-760310  
+49-2955-760333  
www.aerosoft.com  
info@aerosoft.de

**Booth 6501**

Contact(s): Gunter Zehnel, Product Manager; Carina Schoen, Sales Assistance  
International Contact(s): Winfried Diekmann, Managing Director  
Brands: German Airports, Airline Pilot, FlightSim Commander, ACPcompact, Take Off 2001, Scenery Austria, Fly! - add-ons,  
Company Description: aerosoft is one of the leading publishers and developers of flight simulator related hardware and software.

**Agetec Inc.**

1070 Stewart Drive, Suite 4  
Sunnyvale, CA 94085  
408-736-0800  
408-736-8373  
www.agetec.com  
marketing@agetec.com

**Booth 4015**

Contact(s): Yukiko Someya, Mktg. Admin.

Brands: Armored Core Series, King's Field

Company Description: Agetec publishes a variety of titles for each of the major console systems.

**AIA USA, Ltd.**

1215 Washington #207  
Wilmette, IL 60091  
847-920-9382  
847-920-9384  
www.aiagotgames.com  
ellen@aiagotgames.com

**Booth 7208**

Contact(s): Ellen Fuog, President; Ken Gratz, Director Product Development  
International Contact(s): Yoshiaki Kanazawa, CEO/Owner AIA Co., Ltd. Japan; Mitsuo Makise, General Mgr. AIA Co., Ltd. Japan  
Brands: Sega DC - Illbleed, TBA

Company Description: AIA USA, Ltd. entered the market launching the critically acclaimed, highly-anticipated Illbleed. New product titles to be announced.

**ak tronic**  
**Software+Service**  
Am Steinkreuz 65  
Saerbeck 48361 Germany

**Booth 6501**

**Akella**  
2-ya Frunzenskaya 10/1  
Moscow, Russia

**Booth 7114**

# Exhibitor Profiles



Denotes companies with products debuting at E3

## AlfaData Computer Corp.

13F-3, No. 248,  
Sec. 3, Nan-King E. Rd.  
Taipei, Taiwan R.O.C.

886-2-2781-3338

886-2-2781-3228

[www.alfadata.com](http://www.alfadata.com)

[gstearns@sandiegoshores.com](mailto:gstearns@sandiegoshores.com)

Booth 7314



**Company Description:** ODM is a manufacturer of videogame and PC peripherals including joysticks, racing wheels, gamepads, motorcycle controllers, snowboard and skateboard controllers. Complete R&D, tooling, and manufacturing capabilities.

## Alias|Wavefront

210 King Street East  
Toronto, Ontario M5A 1J7 Canada

416-362-9181

416-369-6139

[www.aliaswavefront.com](http://www.aliaswavefront.com)

[badamson@aw.sgi.com](mailto:badamson@aw.sgi.com)

MR 513

**Company Description:** As the world's leading innovator of 2D and 3D graphics technology, Alias|Wavefront develops software for the games, interactive media, film, video, industrial design and visualization markets.

## Alliance numeriQC

335 de Maisonneuve East, #300  
Montreal, Quebec H2X 1K1 Canada

514-848-7177

514-848-7133

[www.numeriqc.ca](http://www.numeriqc.ca)

[info@numeriqc.ca](mailto:info@numeriqc.ca)

**Contact(s):** Claude Dagenais, General Director; Jean-Francois Arseneau, Trade Development Coordinator

**Company Description:** Alliance numériQC—Quebec's digital industry network, is dedicated to support the growth and competitiveness of Quebec's digital content and multimedia industry. Its programs are focused on business development and presence on local and international markets, knowledge and skills development and promotion of policies and support measures for the industry. Alliance numériQC was created in December 2000 when Quebec's three multimedia associations joined forces to speak as one strong voice for the industry.

Booth 6033

## Altec Lansing Technologies, Inc.

Routes 6 & 209  
Milford, PA 18337

800-ALTEC-88

570-296-6887

[www.altecmm.com](http://www.altecmm.com)

[rick\\_spotts@altecmm.com](mailto:rick_spotts@altecmm.com)

Booth 6401



**Contact(s):** George Pariza, Sr VP Product Operations; Jim Pedranti, VP Channel Sales; Chris Frey, VP OEM Sales; Craig Capice, Director Business Development; Marion Murray, Director of Advertising; Lauri Dennis, Eastern Regional Sales Mgr; Dave Cuddeback, Mgr. Engineering/Marketing Coordination

**International Contact(s):** Tony Wilkinson, VP of Sales/Marketing Asia/Europe

**Brands:** Alte

**Company Description:** Altec Lansing, the first name in powered audio, high-value speakers, is now debuting a line of Headphones and Headsets.

## An Eye for an Eye

66, rue d'Angleterre  
Lille, North 59800 France

+33 (0)328 36 2525

+33 (0)320 13 0604

[www.oeilpouroeil.fr](http://www.oeilpouroeil.fr)

[bclerc@oeilpouroeil.fr](mailto:bclerc@oeilpouroeil.fr)

**Contact(s):** Benoit Clerc, Lead Designer; Christiane Sgorlon, Production Manager

**International Contact(s):** Jean Barnezet, General Director

**Brands:** Death Dealer - working title

**Company Description:** An Eye for an Eye is a game development company presenting its first PC game title under development, "Death Dealer" (working title), an heroic-fantasy role-playing game.

Booth 6233

## AniVision, Inc.

228 Holmes Ave., 2nd Floor Times Building  
Huntsville, AL 35801

1-800-793-8601

256-382-8003

[www.anivision.com](http://www.anivision.com)

[lincolns@anivision.com](mailto:lincolns@anivision.com)

Booth 6215



**Contact(s):** Bobby Wells, Chairman & CEO; Brian Mitchell, President & COO

**Brands:** Indy Net Race Live, SEC AniVision Football, Professional Motorsports, Professional Hockey, Professional Football

**Company Description:** AniVision's product set, using patented technology, allows online gamers to compete in 3D recreations of actual events like motor sports, pro hockey, college and pro football shortly after the events end.

## Antik Games S.A

10, Avenue du Granier  
Meylan, France F-38240

+33 (0) 4-76-18-58-80

+33 (0) 4-76-18-58-81

[www.antikgames.com](http://www.antikgames.com)

[antik@antikgames.com](mailto:antik@antikgames.com)

Booth 6233



**Brands:** Europa Universalis, Pax Romana, Great Invasions

**Company Description:** ANTIK GAMES S.A designs and produces Strategy Historical Simulations for PC platforms.

## APIM

2 Place Du Concert  
Lille 59040 France

Booth 6233

## Apple Computer, Inc.

1 Infinite Loop  
Cupertino, CA 95014

408-996-1010

408-996-0275

[www.apple.com](http://www.apple.com)

[nkent@apple.com](mailto:nkent@apple.com)

Booth 4021

**Company Description:** Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Apple is committed to bringing the best personal computing experience to students, educators, creative professionals, and consumers around the world through its innovative hardware, software, and Internet offerings.



**Argo USA Corporation**900 W. Santa Anita St. Unit # 6  
San Gabriel, CA 91776

626-570-0789

626-570-0388

www.argousa.com

argogame@aol.com

Contact(s): Ronny Hsieh, Sales Manager; Chris Chien, Sales Assistant; Paul Yang, Branch Manager

International Contact(s): Eugene Chien, Manager; Ronny Hsieh, Sales Manager; Chris Chien, Sales Assistant; Paul Yang, Branch Manager

Brands: ARGO, SMARTTRACK, POWERSTATION, VISION MAX

Company Description: We are a manufacturer of video game accessories, especially for SONY PSX &amp; PS2. By customer request, we also do OEM for your own brand and design.

**Booth 7015****Arxel Tribe**20, rue Saint-fiacre  
Paris 75002 France

+33-1-44-76-06-16

+33-1-44-76-06-19

www.arxel.com

info@arxel.com

Contact(s): M. de Fondaumière, President; M. Zanco, CEO; M. Carrière, Creative Director; M. Baumann, Game designer; M. Rullier, Senior Producer; M. Bey, VP-Sales; Mrs Blériot, VP-Marketing; Mrs. Rebours, Communication Manager; Ms Suer, Executive Assistant

International Contact(s): M. Bey, VP-Sales

Brands: Casanova, Hitchcock, The Legend . . . , Adada, Pilgrim, The secrets of Alamut, Big Teddy, Paddington

Company Description: Founded in 1990, ARXEL TRIBE develops and publishes video games inspired by literary work, films, or legends. In recent years, the company developed PILGRIM, RING, FAUST, LOUVRE etc . . . Two main titles will be presented by the Tribe at this year's E3 : Casanova: The most famous seducer and adventurer in the world finally becomes a video game hero. Hitchcock: The master of suspense comes back to life in a thrilling investigation.

**Booth 6743****Ascaron Software GmbH**Dieselstr. 66  
Guetersloh, NRW 33334 Germany

+49-5241-9666-0

+49-5241-9666-10

www.ascaron.com

info@ascaron.com

International Contact(s): Bernd Almstedt, Marketing Director

Brands: PATRICIAN II, ANSTOSS 3, ANSTOSS ACTION, King of the Road, Burgenland

Company Description: Germany's biggest and most successful independent software development house . . . most respected for extremely addictive and complex games for the demanding player.

**Booth 6501****Atlas U.S.A., Inc.**15255 Alton Parkway, Suite 100  
Irvine, CA 92618**MR 507**

949-788-0455

949-788-0433

www.atlus.com

webmaster@atlus.com

Contact(s): John Yamamoto, President; Dimitri Criona, Executive Advisor; Susan Abeshima, National Sales Manager; Gail Salamanca, Asst. Marketing Manager; Sonoko Saito, International Coordinator; AkibaShieh, International Licensing

Brands: Persona Series (PSX), Snowboard Kids 1 &amp; 2 (N64), Ogre Battle (PSX), Tactics Ogre (PSX), Ogre Battle 64 (N64), Thousand Arms (PSX), Dodge Ball Advance (GBA), Hoshigami (PSX)

Company Description: Atlas develops and publishes video games for Nintendo, Nintendo Handhelds, PlayStation One, and PlayStation 2. Atlas is best known for successful RPG/SIM games including Ogre Battle, Tactics Ogre, Ogre Battle 64, Brigaandine, and the Persona Series.

**Azuradisc Inc.**334 W. 10th Ave, Suite #7  
Mesa, AZ 85210

888-833-4923

480-827-1104

www.azuradisc.com

info@azuradisc.com

**Booth 6917**Contact(s): Jason Bauer, CEO; Bob Bauer, COO  
International Contact(s): Jason Bauer, CEO; Bob Bauer, COO

Brands: Azuradisc Disc Resurfacing Technologies, Azuradisc Disc Cleaning Supplies

Company Description: We manufacture and market the industry's most advanced videogame disc repair technologies, as well as a complete line of disc care products.

**BAM! Entertainment, Inc.****MR 153A**333 W. Santa Clara Street, #930  
San Jose, CA 95113

408-298-7500

408-298-9600

www.bam4fun.com

rcairns@bam4fun.com



Contact(s): Ray Musci, President; Joe Morici, VP Sales &amp; Marketing; Sherri Zook, Director of Operations; Aaron Endo, Director; Scott Smith, Marketing Manager

International Contact(s): Anthony Williams, CEO; Joe Booth, Director, European Product Development; Lisa Cheney-Bolkato, European, Marketing Manager

Brands: Powerpuff Girls, Sports Illustrated 4K Football, Dexters Laboratory, Driven, Fire Pro Wrestling, Sports Illustrated 4K Baseball

Company Description: BAM! Entertainment is a privately held publisher of entertainment software for all ages based on original content and high-profile licensed properties. Founded in 1999, the company is based in San Jose, Calif. and Bath, England, with a development studio in London.

**Bandai America, Inc.****Booth 2216**5551 Katella Ave.  
Cypress, CA 90630

714-816-9500

714-816-6713

www.bandai.com

uchidan@bandai.com

Contact(s): Shihomi Matsushita, Adm. Assistant; Ken Nakata, SVP

Brands: Digimon World 2, Digimon Digital Card Battle, Digimon World Grand Prix, Mobile Suit Gundam Journey to Jaburo, Mobile Suit Gundam Zeonic Front

**Battletop.com****Booth 6755**4th Floor Youngdong Bldg, 689-3 Yaksam-Dong  
Kangnam-Ku, Seoul, 135-080 Korea**Belkin Components****Booth 6715**501 W. Walnut Street  
Compton, CA 90220

310-898-1100

310-898-1107

www.belkin.com

timn@belkin.com



Contact(s): Eric Tong, Director of Marketing &amp; Product Development; Dwayne Bellow, Senior Director of Sales; James Little, Public Relations Manager

Brands: Nostromo, Belkin

Company Description: Belkin will be introducing Nostromo, a new line of precision gaming tools for PC- and Console-oriented gamers at this year's E3 Expo.

# Exhibitor Profiles



Denotes companies with products debuting at E3

## Bert-Co Graphics

1855 Glendale Blvd.  
Los Angeles, CA 90026  
800-325-6855  
323-669-5850  
www.bertco.com  
info@bertco.com

Contact(s): Mark Roughen, Marketing Manager

Company Description: Bert-Co Graphics is a leader in the software industry for folding cartons and related packaging, with seven and eight color presses, UV coating, die-cutting, foil stamping, embossing, and gluing.

## Bethesda Softworks Inc.

1370 Piccard Drive, Suite 120  
Rockville, MD 20850  
301-926-8300  
301-926-8010  
www.bethsoft.com  
press@bethsoft.com

Contact(s): Vlatko Andonov, President; Todd Vaughn, VP of Development; Lori Rehr, National Sales Manager; Pete Hines, Director of Marketing and PR

International Contact(s): Vlatko Andonov, President

Brands: The Elder Scrolls series, The Elder Scrolls III: Morrowind, Sea Dogs, IHRA Drag Racing, Echelon, Magic &amp; Mayhem, The Art of Magic, PBA Tour Bowling

Company Description: Bethesda Softworks, a 15-year veteran of the gaming industry, develops and publishes titles for PC, Xbox, PlayStation, PlayStation2, and Dreamcast.

## Binarystar Enterprise Inc.

110 Silverstar Blvd., Unit 116  
Scarborough, Ontario M1V 5A3 Canada  
416-299-3722  
416-299-3955  
www.binarystar.ca  
bistar@ipoline.com

Contact(s): Claude Corbeil, French Sales Rep

International Contact(s): Norman Chih, Sales Rep.

Brands: Binarystar (BEI or BSE)

Company Description: Manufacturer and importer of video game accessories for all major game consoles. OEM and ODM project accommodation available!

## BioWare Corp.

#302-10508-82 Ave  
Edmonton, Alberta T6E 6H2 Canada  
780-430-0164  
780-439-6374  
www.bioware.com  
press@bioware.com

Contact(s): Brad Grier, Communications Manager

Brands: Neverwinter Nights, Baldur's Gate 2: Throne of Bhaal, Star Wars - (untitled) Role Playing Game, Baldur's Gate 2: Shadows of Amn, MDK2: Armageddon

Company Description: Our mission is to entertain the world. We develop video games and electronic entertainment. Our products include Baldur's Gate I&amp;II, MDK2: Armageddon, and Neverwinter Nights.

Blackstar  
Interactive GmbH  
Niedesheimer Str. 13  
Worms 67547 Germany

Booth 7514

## Blizzard Entertainment

131 Theory, Suite 100  
Irvine, CA 92612  
949-737-7200  
www.blizzard.com  
dosborne@blizzard.com

Contact(s): Paul Sams, Sr. VP of Business Development; Neal Hubbard, Director of Marketing

Brands: War Craft III, Diablo II Expansion

Company Description: Blizzard Entertainment is a premier publisher of entertainment software. The company's best selling games include titles such as the Warcraft, Starcraft, and Diablo series.

Booth 1100

## BradyGames

201 West 103rd Street  
Indianapolis, IN 46290  
317-581-3500  
317-581-4597  
www.bradygames.com  
janet.eshenour@bradygames.com

Booth 2300



Contact(s): David Waybright, Director of Publishing; H. Leigh Davis, Editor-in-Chief; Janet Eshenour, Marketing Manager; Robin Lasek, Design Manager

International Contact(s): Alan Bower, Dir. of International Sales

Brands: BradyGames

Company Description: BradyGames publishes value-priced strategy guides for the hottest selling video and PC games. Guides available in a variety of sizes and formats.

## Brightstar Entertainment Ltd.

14 Adwell Square  
Henley On Thames, Oxfordshire RG9 2DY  
United Kingdom  
00-44 (0) 1491-575-729  
00-44 (0) 1491-636-049  
www.Brightstargames.com  
Info@Brightstargames.com

Booth 5030

Contact(s): Philip Gass, COO Germany; Neale Stuart Davies, FCO; Richard Holmes, COO Development

Brands: Paintball Hero's 2, Micro Scooter Challenge, Beach Volleyball, Beach Sports Bodysurfing, SchizmHotwiredTombestone 1882, All Terrain Rally

Company Description: Brightstar is a software games publisher based in Europe dealing in PC CD ROM and DVD titles. This year at E3 Expo, Brightstar will look to showcase its new range of titles. We are interested in talking to distribution and/or licensing partners for Canada and North America. We are also always interested in talking to new distributors based in Europe. In addition, we are always looking for talented developers to provide future content and E3 Expo will also provide a forum for meeting our current distribution and license partners around the world.

firstlooks

## C2

4356 Baldwin Ave.  
El Monte, CA 91731  
626-448-8830  
626-448-0484  
www.c2t-corp.com  
alfred@c2t-corp.com

Booth 7126

Contact(s): Steven Chang, Sales Manager; Frank Chang, Production Manager

International Contact(s): Steven Chang, Sales Manager; Alfred Yan, Sales Manager

Company Description: CD Jewel Cases, CD Poly Cases, Soft CD Carrying Cases, DVD Cases, Floppy Cases, Zip Cases, Custom Console, and Game Bags.

Booth 6501

## Cakewalk Music Software

5 Cambridge Center 10th Floor  
Cambridge, MA 02142

Booth 400

**Capcom Entertainment****Booth 1324**475 Oakmead Parkway  
Sunnyvale, CA 94085

☎ 408-774-0500

✉ 408-774-3995

WWW [www.capcom.com](http://www.capcom.com)

✉ marionc@capcom.com

Contact(s): Bill Gardner, President; Robert Lindsey, Sr. VP Sales/Marketing; Chris Jelinek, National Sales Director; David Siller, Director/R&amp;D; Todd Thorson, Director/Marketing; Melinda Mongelluzzo, Director/PR; Koko Ishikawa, CFO; Marion Clifford, Trade Show Manager

International Contact(s): David Miller, Director/Marketing; Claire Mercer, Director/Sales

Brands: Resident Evil, Dino Crisis, Mega Man, Street Fighter, Onimusha, Breath of Fire, Power Stone

Company Description: Capcom's legacy spans over 20 years as a leading publisher in the Interactive Entertainment industry. Capcom develops, markets, and distributes video games across multiple platforms and coin-operated arcade machines.

**Cash-U****Booth 7024**6 Habonim St. New Industrial Zone  
Netanya, - 36880 Israel

☎ 972-9-8920888

✉ 972-9-8920832

WWW [www.cash-u.com](http://www.cash-u.com)

✉ yael.roth@cash-u.com

Contact(s): Rann Smorodinsky, VP Business Development

International Contact(s): David Kadosh, VP Marketing

Brands: Pecan, Pistachio, Peanut Butter,

Company Description: Cash-U provides a carrier grade system that serves as a platform for cellular operators and wireless application service providers (WASP) to host and manage multi-user interactive entertainment and community applications for their subscribers.

**CCL****Booth 7017**4th Floor, No. 28 Hsin-yo Rd.  
Sec. 5, Lane 91  
Taipei, Taiwan**CDV Software  
Entertainment Inc.****Booth 6433**10900 Wilshire Boulevard, Suite 500  
Los Angeles, CA 90024

☎ 1-905-702-7773

WWW [www.cdv.de](http://www.cdv.de)

✉ general-usa@cdv.de



Contact(s): Christoph Gerlinger, Investor Relations; Claudia Rieflin, PR Director; Anita Gallitzendorfer, Marketing Director; Stefan Quisdorf, German Sales Director; Anja Ringler, International Sales Director; Keith Rieger, North American President; Terry Malham, UK President; Martin Lohlein, Product Acquisitions

Brands: Sudden Strike Forever, Cossacks, Escape from Alcatraz, Divine Divinity, Heaven &amp; Hell, Psychotoxic, Grom, Project Nomads

Company Description: Established in 1989, in Karlsruhe, Germany. We are a publicly traded, international publisher of PC entertainment software with offices in Germany, the UK, and the US.

**CH Products****MR 519**970 Park Center Drive  
Vista, CA 92083

☎ 760-598-2518

✉ 760-598-2524

WWW [www.chproducts.com](http://www.chproducts.com)

✉ Debby@chproducts.com

Contact(s): Brenda Hayes, Vice President; Debby Seymour, Dir. of Sales &amp; Mktg.; Kath Hills, European Sales Rep

Company Description: Manufacturer of Flight Sim controllers for pc/usb. Flight Yokes, Pedals, throttle, joysticks, gamepads.

**China National  
Publications Imp. & Exp.  
(Group) Corporation****Booth 7129**No.16 Gongti E. Rd. Chaoyang Dist., Beijing  
100020, China

Beijing 100020 China

☎ 86-10-65063080

✉ 86-10-65063080

✉ cnpecmo@cnpiec.com.cn

Contact(s): Mr. Wu Guojing, Director Assistant; Ms. Wang Feng, Chief of Division; Mr. Feng Qiao; Ms. Yang Yuja

International Contact(s): Mr. Wu Guojing, Assistant Director; Ms. Wang Feng, Chief of Division; Mr. Feng Qiao; Ms. Yang Yuja

Company Description: China National Publications Imp. &amp; Exp. (Group) Corp. (CNPIEC) is a state-owned enterprise integrating the import and export of foreign publications with publishing, printing and copyright trading as its professional work. CNPIEC is also the organizer of the Beijing International Book Fair (BIBF), which is held annually in May.

**Cine Groupe Interactive****Booth 6033**1010 Ste. Catherine East, 4th Floor  
Montreal, Quebec, H2L 293, Canada**Clear-Vu Products****Booth 7011**29 New York Avenue  
Westbury, NY 11590

☎ 800-221-4545

☎ 516-333-7695

WWW [www.clear-vu.com](http://www.clear-vu.com)

✉ info@clear-vu.com



Contact(s): Michael Lax, President; Grace Consoli, Vice President Sales; Amy Trimble, Marketing

Brands: Zenith Pac, Extreme Pac, Clear-Vu

Company Description: Clear-Vu Products is the industry leading designer of innovative entertainment packaging. The ZenithPac, Clear-Vu's revolutionary new digital media package, will be featured at the show.

# Exhibitor Profiles

**firstlooks** Denotes companies with products debuting at E3

## CNET Networks, Inc.

650 Townsend, 4th Floor  
San Francisco, CA 94103

415-364-8000

[www.gamespot.com](http://www.gamespot.com)

[mary\\_holahan@zdnet.com](mailto:mary_holahan@zdnet.com)

Contact(s): Abbey Rogers, Events and Promotions Director; Judy Lee, Events and Promotions Manager

International Contact(s): Natalie Abrams, US International Regional Ad Director

Brands: CNET.com, ZDNet, MySimon, GameSpot

Company Description: CNET Networks, Inc. (Nasdaq: CNET) is the global source of technology and commerce-related information, data, exchanges and services. As a top 10 Internet company with established Web sites in 25 countries and 16 languages, CNET Networks connects buyers, sellers, and suppliers throughout the IT supply chain with award-winning content via the Web, wireless devices, television, radio, and print. Its respected brand portfolio includes CNET, ZDNet, mySimon, News.com, Computer Shopper magazine, and CNET Radio, as well as CNET Channel Services, including CNET Data Services and ChannelOnline. The company's vision is to educate and empower people and businesses by unlocking the potential of the technology world to make things easier and faster, and by helping them make smarter buying decisions.

## Codemasters Inc.

Carnegie Hall, 152 West  
New York, NY 10019

001-21-258-223-522

001-21-25-828-602

[www.codemasters.com](http://www.codemasters.com)

[sharonw@codemasters.com](mailto:sharonw@codemasters.com)

Contact(s): Howard Horowitz, VP Sales; David Solari, Senior Marketing Manager; Nick Wheelwright, Managing Director; David Darling, Chief Executive; Anthony Price, Commercial Director; Gary Rowe, Business Development Manager; Michael Hayes, Marketing Director

International Contact(s): Neil Ralley, Sales Director - Europe; Markus Wiedemann, General Manager Germany; Sebastien Soulier, General Manager France; Jonathan Hales, International Sales Manager

Brands: MTV Music Generator 2, Operation Flashpoint: Cold War Crisis, Prisoner of War

Company Description: Codemasters develops and publishes video games for Sony, Nintendo, and Sega consoles and PCs. Codemasters also develops and publishes multi-player and persistent world games for online Internet and interactive play.

## COKeM International Ltd. Booth 1176

6401 West 106th Street  
Bloomington, MN 55438

952-944-5067

952-944-5069

[www.cokem.com](http://www.cokem.com)

[dwalden@cokem.com](mailto:dwalden@cokem.com)

Contact(s): Chuck Bond, CEO; Robert Alexander, President; Gene Hanf, CFO; Virginia Quintana, VP, Procurement

International Contact(s): Chuck Bond, CEO; Robert Alexander, President

Brands: EIDOS, THE LEARNING COMPANY, E.A., ENCORE, MATTEL, DISNEY, 3DO, VALUSOFT/IMSI

Company Description: COKeM sells and distributes a diverse mix of well priced, brand name software and video games. COKeM's reputation for providing innovative marketing strategies, winning promotional themes and an extensive inventory mix is unsurpassed.

Booth 2224

## ComfyNet

3 HaYetsira St.  
Ramat-Gan, 52136 Israel

972-3-7538797

972-3-7538798

[www.comfyland.com](http://www.comfyland.com)

[marketing@comfy.co.il](mailto:marketing@comfy.co.il)

Contact(s): Gil Lemel, C.E.O

International Contact(s): Yair Yahav, VP International Marketing; Ada Aluf, International Marketing Assistant

Brands: Comfy Keyboard, Elmo's Computer phone, Bert & Ernie Computer phone, Pink Panther Computer Book

Company Description: ComfyNet Ltd., an Israeli based company, develops, manufactures, and markets interactive software and integrated hardware products for toddlers and preschoolers aged one to six. The company's products are designed to allow young children to enjoy the rich world of the computer through interactive multimedia products, when they cannot yet use a mouse or a standard computer keyboard. Since its establishment in 1993, the Company's products were translated to 16 languages, sold worldwide and won numerous quality awards. Most recently, it received the EuroPrix 2000 award for Elmo's Computer Phone, which was nominated best multimedia product in Europe for the children category. In Israel, the company became well-recognized children's brand reaching 40% of the Israeli potential market.

Booth 1514

**firstlooks**

## Compact Media, Inc.

1038 Morse Ave.,  
Sunnyvale, CA 94089

408-743-9888

408-743-9889

[sales@compactmedia.com](mailto:sales@compactmedia.com)

Company Description: CMI is a Worldwide Multimedia CD-ROM Software Distributor, carrying over 1,000 titles—productivity, reference, educational and entertainment games—which means one-stop shopping for customers. CMI's line stretches from front line titles to the least expensive close-outs. Targeting systems integrators, wholesalers, other distributors, and retail stores.

Booth 7602

## Compedia

Dov Fridman 10 Ramat  
Gan, 52503, Israel

Booth 7249

## Conspiracy Entertainment

604 Santa Monica Blvd.  
Santa Monica, CA 90401

310-260-6150

310-260-6170

[www.conspiracygames.com](http://www.conspiracygames.com)

[info@conspiracy-games.com](mailto:info@conspiracy-games.com)

Brands: Enclave, Knights, The Tiny Toon Adventures, Animaniacs, Gadget Racers, Fievel - An American Tail, The Land Before Time, Stretch Panic

Company Description: Global Publisher of Handheld, Video and Computer Games including The Tiny Toon Adventures, Animaniacs, Fievel - An American Tail, The Land Before Time, Gadget Racers, Stretch Panic, and Enclave.

Booth 1312

## Control Zone Interactive Ltd.

103-980 West 1st Street  
North Vancouver, BC, V7P 3N4, Canada

Booth 746





## Cosmi Corporation Booth 6423,7328

2600 Homestead Place  
Rancho Dominguez, CA 90220



310-833-2000

310-886-3500

[www.cosmi.com](http://www.cosmi.com)

[kberlfein@cosmi.com](mailto:kberlfein@cosmi.com)



Contact(s): George Johnson, President & CEO; Ray Allen, Executive Vice President, CCO; Jeff Fryer, Executive Vice President, CFO; Randy Jick, Senior Vice President, Sales & Marketing; Herb Kraft, Senior Vice President, Publishing; Dee Spencer, Senior Vice President, Purchasing; Nancy Geurin, Vice President, Operations Administration; Jack Yurich, National Sales Manager; Robert Truxal, Chief Information Officer; Jonathan Payne, Director, Warehouse International Contact(s): Ray Allen, Executive Vice President, CCO; Andrew Chorzeliski, U.K. Managing Director; Lee Day, U.K. Sales Manager

Brands: Swift Software, Starshine Software, SwiftWare Software

Company Description: Cosmi Corporation designs, publishes, manufactures, and distributes a complete line of value-priced PC software titles in popular categories such as Education, Entertainment, Lifestyle, and Personal Productivity.

## Crave Entertainment Booth 1312

19645 Rancho Way  
Rancho Dominguez, CA 90220

310-687-5400

310-661-3010

[www.cravegames.com](http://www.cravegames.com)

[sfurumi@cravegames.com](mailto:sfurumi@cravegames.com)



Contact(s): Nima Taghavi, CEO, Crave Entertainment Group; Ned DeWitt, COO, Crave Entertainment Group; Michael Maas, President, Crave Entertainment Group; Jim Kavanagh, CFO, Crave Entertainment Group; Chip VanDeVelde, VP of Sales, Crave Entertainment Group; Holly Newman, EVP of Publishing, Crave Entertainment; Martin Spiess, Sr. VP of Global Marketing, Crave Entertainment; Mark Burke, Sr. VP of Product Development, Crave Entertainment; Trent Tribe, VP of Merchandising & Marketing, SVG Distribution; Bill Lin  
Brands: Ultimate Fighting Championship, Battle Realms, Freedom Force, Bounty Hunter, The Lost, Kengo, Razor Freestyle Scooter, H2Overdrive

## Criterion Software Inc. Booth 1166

103 East 5th Street, Suite 205  
Austin, TX 78701

512-478-5605

512-478-7710

[www.csl.com](http://www.csl.com)

[andyp@csl.com](mailto:andyp@csl.com)



Contact(s): Steve Smith, Business Development Director; Mike King, Commercial Director; Gael de Kerdanet, Business Development Manager  
International Contact(s): Chris Lee, Sales Manager (Europe); Christophe Reyes, Sales Manager (France); Yasushi Nakamura, Business Development Manager (Japan)  
Brands: RenderWare Platform, RenderWare Graphics, RenderWare Audio, RenderWare Physics, RenderWare dynamic PVS, RenderVision

Company Description: Criterion Software is the world-leading provider of multi-platform middleware solutions for the game development industry. RenderWare Platform, its latest powerful, tightly integrated game development framework, currently includes 2D/3D graphics, sound, and physics.

## Cryo/DreamCatcher Booth 446

24 rue Marc Seguin  
Paris, 75018 FRANCE

## CSSA

2 West Court, Enterprise Rd.  
Maidstone, Kent, M615 6JD, UK



## Cyberscape Graphics Inc. Booth 7008

2690 South White Road Suite 65  
San Jose, CA 95148

408-238-5588

408-235-7258

[www.cybgraphics.com](http://www.cybgraphics.com)

[liuxx66@hotmail.com](mailto:liuxx66@hotmail.com)



Contact(s): Simon Huang, Director of Operation; Robin Huang, Vice President

International Contact(s): Charlie Liu, Vice President of Marketing

Brands: Deep Raider

Company Description: Cyberscape Graphics Inc. is a US based software publisher planning to bring Asian titles to the US market and also act as the bridge between US publishers and developers and greater China.

## Cyberworld



## International Corporation

25 Watline Avenue, Suite 202  
Mississauga, Ontario L4Z 2Z1 Canada

905-502-9690

905-502-9664

[www.cyberworldcorp.com](http://www.cyberworldcorp.com)

[csim@cyberworldcorp.com](mailto:csim@cyberworldcorp.com)

Brands: CYBERWORLD Builder, CYBERWORLD Browser, Theme Paks, CYBERWORLD Personal Edition, CYBERWORLD Personal Plus, CYBERWORLD Professional Edition, CYBERWORLD Studio Edition

Company Description: CYBERWORLD integrates multimedia into a 3D environment on the web. Our software integrates streaming audio, video, Flash, and existing digital assets to create a compelling, interactive world in a matter of days and weeks.

## Cybiko, Inc.



One Tiffany Pointe, Suite 105  
Bloomingdale, IL 60108

630-529-1029

630-529-1027

[www.cybiko.com](http://www.cybiko.com)

[carla\\_ch@cybiko.com](mailto:carla_ch@cybiko.com)



Contact(s): David Yang, Chairman of the Board & CEO; Donald Wisniewski, President; Bill Bast, Vice President Sales; David Robak, Vice President New Business Development; Tom Freeland, Director Game Design; Johanna Navari, Communications Manager

Company Description: Cybiko is the first digital, wireless, handheld entertainment and communications computer targeted to the youth market. It combines instant messaging, email, interactive gaming and personal information applications in one compact device with free software (games and applications) downloads from the company's Web site.

## CycleFX/Hollywood Engineering



P.O.Box 627  
Gardena, CA 90248

310-516-8600

310-516-8955

[www.cyclefx.com](http://www.cyclefx.com)

[neil@cyclefx.com](mailto:neil@cyclefx.com)



Contact(s): Andre Levy, VP; Rick Burneson, Product Manager

Brands: GameRider, CycleFX ITS

Company Description: Introducing the "GameRider" PlayStation-based exercise bike. The bike is a virtual joystick, where pedaling, handlebar movement, and action buttons control the game. Compatible with over 40 PlayStation racing titles.

# Exhibitor Profiles

## Daydream Software AB Booth 6555

Skeppargatan 13  
Umeå, 90431 Sweden  
+46-(0)90-706670  
+46-(0)90-706679  
[www.daydream.se](http://www.daydream.se)  
[andreas.waleij@daydream.se](mailto:andreas.waleij@daydream.se)

Contact(s): Urban Johansson, Key Account Manager; Lars Lindström, QA Manager

International Contact(s): Urban Johansson, Key Account Manager

Brands: Clusterball, Ski-Doo X-Team Racing, Traitors Gate, Safecracker

Company Description: Daydream is a company that develops interactive electronic entertainment, innovative technologies, and services that are experienced, distributed, and paid for over the Internet and other digital media.

## DB Group, The Booth 6523

Unit 18, Peel Mills, Castlecroft Road  
Bury, Lancs., UK BL9 0LS

## DC Studios Canada Booth 6033

410 St. Nicolas #510  
Montreal, H2Y 2P5 Canada

## DeLorme Booth 746

Two DeLorme Drive  
Yarmouth, ME 04096  
+207-846-7000  
+207-846-7051  
[www.delorme.com](http://www.delorme.com)  
[danielm@delorme.com](mailto:danielm@delorme.com)

Contact(s): Mary Kay Morrisberger, Director of Sales; Dan McCarron, National Sales Manager; Thomas Caswell, Account Executive; Laurie Emmons, Sales Coordinator

Brands: Street Atlas USA, Topo USA, Earthmate, Solus Pro, AAA Map'n'Go, Earthmate Road Warrior, XMap Business

## Delta Development Booth 6233

2, Impasse des Myosotis  
LES ANGLES, GARD 30133 FRANCE

+33 (0)4-90-25-28-59  
[www.delta-development.fr](http://www.delta-development.fr)  
[manu@delta-development.fr](mailto:manu@delta-development.fr)

Contact(s): Manu, manager; Franck, Julien, Mike

Brands: Maiku, Iron spirit, Playground, Fourmistik, Kassbok, BDE, Battle slime, Aliens Attack

## Denki Booth 2316

The EPICentre, 9 West Bell Street  
Dundee, Angus DD1 1HG Scotland

0-1382-308645  
0-1382-308688  
[www.denki.co.uk](http://www.denki.co.uk)  
[denki@denki.co.uk](mailto:denki@denki.co.uk)

Contact(s): Colin Anderson, Managing Director; David Jones, Business Development Director; Gary Penn, Product Architect

International Contact(s): Colin Anderson, Managing Director

Brands: Denki Blocks!

Company Description: Denki is a digital toy company that specializes in making simple, robust and lively entertainment product suitable for limited-technology platforms and the mass market.

**firstlooks** Denotes companies with products debuting at E3

## Desk Top Simulators LLC Booth 6749

1400 Henderson  
Fort Worth, TX 76102

+817-338-0439  
+817-877-4148  
[www.desktopsims.com](http://www.desktopsims.com)  
[larrycreacy@desktopsims.com](mailto:larrycreacy@desktopsims.com)

Contact(s): Larry Creacy, Sales & Marketing Mgr.  
International Contact(s): Larry Creacy, Sales & Marketing Mgr.

Company Description: Desk Top Simulators is the leader in flight and racing hardware. Visit our website at [www.desktopsims.com](http://www.desktopsims.com) to see the complete line of advanced racing and flight simulators.

## Destination Software, Inc. Booth 7348

20 Roberts Drive  
Mt. Holly, NJ 08060

## Diamond Comic Distributors, Inc. Booth 7014

1966 Greenspring Drive, Suite 300  
Timonium, MD 21093

+410-560-7100  
+410-560-7148  
[www.diamondcomics.com](http://www.diamondcomics.com)  
[newaccounts@diamondcomics.com](mailto:newaccounts@diamondcomics.com)

Contact(s): Mike Schimmel, Sales Manager; Roger Fletcher, Vice President of Marketing Communications; Todd Scott, Trade Show Coordinator; Bill Neuhaus, Director of Customer Service; Jaimie Watson, Sales Representative

International Contact(s): Carey Esslinger, International Sales and Marketing Representative  
Brands: American McGee's Alice In Wonderland, Neon Genesis Evangelion, Legend of Zelda, Virtual On, Front Mission, Final Fantasy, Tekken Tag, Dead Or Alive 2

Company Description: Diamond is a wholesale distributor of video game action figures, comics, anime, and cutting edge, pop culture merchandise, as well as a major manufacturer of related toys and statues.

## DiamondBox International B.V. Booth 7133

Rivium Quadrant 90  
Capelle aan den IJssel, Zuid-Holland 2909 LC  
The Netherlands

+31 031-10-288-43-83  
+31 031-10-288-43-86  
[www.diamondbox.nl](http://www.diamondbox.nl)  
[info@diamondbox.nl](mailto:info@diamondbox.nl)

Contact(s): Joris de Raadt, CEO; Ben de Koning, Key Account Manager

Company Description: DiamondBox International has developed a new, patented packaging concept for storing and shipping DVD's and other multi-media products. This DiamondBox® DVD-case can hold up to 3 discs and can be produced with a full color imprinted cover.

## DigiScents Booth 6721

1814 Franklin Street, 7th Floor  
Oakland, CA 94612

+510-208-4300  
+510-208-4350  
[www.digiscents.com](http://www.digiscents.com)  
[info@digiscents.com](mailto:info@digiscents.com)

Contact(s): Jonathan Seidenfeld, Sr. Director of Business Development, Games and

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**firstlooks**

**firstlooks**





Entertainment; David Libby, Director of Public Relations  
International Contact(s): Jonathan Seidenfeld, Sr. Director of Business Development, Games and Entertainment

Company Description: DigiScents offers ScentWare™ software and the iSmell™ PC peripheral that emits smells corresponding with game worlds, entities, and prizes for an intensely real gaming experience.

## Digital Bridges

3 Pitreavie Court, Pitreavie Business Park  
Dunfermline, Fife KY11 8UU UK

📞 +44-1383-723234  
📠 +44-1383-723235  
🌐 www.digitalbridges.com  
✉️ info@digitalbridges.com

**Booth 2316**



Contact(s): Darryl Williams, Business Development Director; Chris Wright, Business Development Director; Chris Johnson, Senior Producer

International Contact(s): Chris Wright, Business Development Director; Darryl Williams, Business Development Director

Brands: Wirelessgames

Company Description: Digital Bridges is the world's leading provider of games and entertainment services for the wireless Internet.

## Digital Innovations

7250 N. Cicero, Suite 100  
Lincolnwood, IL 60712

📞 847-676-4200  
📠 847-676-4220  
🌐 www.digitalinnovations.com  
✉️ ahrynewycz@digitalinnovations.com

**Booth 6409**



Contact(s): Bruce Borenstein, VP Sales & Marketing; Jack Graham, Director of International Sales

Brands: SKIPDOCTOR, DVDDOCTOR, GAMEDOCTOR, DATADOCTOR, WRITEAWAY

Company Description: Digital Innovations is the source for CD and DVD repair products and accessories. We manufacture the Doctor Series of CD and DVD scratch repair devices and WriteAway removable CD labels.

## Digital Leisure

33 Cedar Ridge Road  
Gormley, Ontario, L0H 1G0 Canada

**Booth 6033**



## Digital River

9625 West 76th Street  
Eden Prairie, MN 55344

📞 952-253-1234  
📠 952-253-8497  
🌐 www.digitalriver.com  
✉️ kheidge@digitalriver.com

**Booth 7221,7227**

Company Description: Digital River (NASDAQ: DRIV) is the world's largest Commerce Service Provider (CSP), providing over 8,000 companies with complete e-commerce solutions. The company's e-commerce services include site development and hosting, order and transaction management, system integration, product fulfillment, e-marketing, and customer service. Digital River's clients include Fujitsu, 3M, Nabisco, Polaris, Siemens, Hewlett-Packard, Novell, Autodesk, Adaptec, Block Financial, Staples.com, and Fox Interactive. For more details about Digital River, visit the corporate web site at [www.digitalriver.com](http://www.digitalriver.com) or call 952-253-1234.

## Dimian AG

Haselnussweg 6a  
Zirndorf, Bavaria D-90513 Germany

📞 +49-911-961-62-30  
📠 +49-911-961-62-32  
✉️ info@dimian.com

**Booth 6501**

## Discreet

111 McInnis Parkway  
San Rafael, CA 94903

📞 415-507-6380  
📠 415-507-6375  
🌐 www.discreet.com/games  
✉️ kevin.blaker@discreet.com

**Booth 7406**



Contact(s): Krys Grondorf, Public Relations; Kevin G Clark, Senior PR Manager; Paul Perreault, gmax Product Manager; Anne Kappmeyer, Marketing Communications Manager, Games; Dave Campbell, Industry Marketing Manager, Games; Lance Alameda, Field Operations Manager, Games; Kevin Blaker, Animation Sales Manager, Americas  
International Contact(s): Haru Watanabe, Animation Sales Manager, Japan; Peter Moxom, Animation Sales Manager, South Asia Pacific; Keith Russell, Animation Sales Manager, EMEA; Jodi Veterri, Animation Sales Manager, Americas, Canada  
Brands: gmax, gmax dev, 3ds max, character studio, reactor, combustion, mental ray, houdini

Company Description: gmax, a derivative of the best-selling 3ds max game development tool, debuts as the technology underlying "Game Packs" allowing gamers to customize and exchange 3D game content. Look for gmax compatible games on display throughout E3 Expo. gmax enabled game titles sell faster and longer! Ask publishers about gmax in future titles and see the Show Daily for the gmax press briefing time and a "first look" at the latest gmax game packs.

## Disney Interactive

500 South Buena Vista  
Burbank, CA 91521-8174

📞 818-553-5000  
📠 818-567-0284  
🌐 www.disneyinteractive.com  
✉️ jacqueline.collard@disney.com

**Booth 524**



Contact(s): Jan E. Smith, President; Steve Finney, General Manager, North America; Matt Bostwick, Vice President, Marketing; Steve Gilbert, Vice President, Business Development; David Lowrie, Vice President, International; Laura Kampo, Vice President, Production; Francois Robillard, Vice President, Production; Dan Winters, Vice President, Production; Jamie Berger, Director, Marketing; Leslie Oren, Director, Public Relations

International Contact(s): Thierry Braille, Vice President & Managing Director, Europe; Raoul Bedford, Sr. Product Manager, Asia & Hong Kong; Shuji Utsumi, Director Regional and Finance, Asia & Japan; Mark Linker, Director, Latin America  
Brands: Action Games, Junior Games, Learning, Creativity, Girls, Family Entertainment, Sports

Company Description: Disney Interactive, part of the Disney Consumer Products division of The Walt Disney Company, develops, markets and globally distributes a wide variety of interactive entertainment, educational, and sports CD-ROMs and video games. For more information on Disney Interactive's products, visit [www.disneyinteractive.com](http://www.disneyinteractive.com).

## Ditan Distribution

615 Hope Road, Building 5  
Eatontown, NJ 07724

**Booth 746**



## Division-1

5230 Pacific Concourse Drive Suite 200  
Los Angeles, CA 90045

**Booth 7340**

# Exhibitor Profiles

**firstlooks** Denotes companies with products debuting at E3

## DK Digital Media (DK Interactive Learning)

95 Madison Avenue  
New York, NY 10016

212-213-4800  
212-448-0217  
www.dk.com  
linda.fung@dk.com

Contact(s): Mark Stollar, VP, Mktg & Sales; Wayne Zimmerman, Dir, Mktg & Sales  
Brands: I Love Series, Explorer Series, Dinosaur Hunter Deluxe, OZ The Magical Adventure, David Macaulay The New Way Things Work

Company Description: DK Interactive Learning is a world-renowned publisher of high-quality, award-winning educational software titles for all ages, including I Love Math and OZ The Magical Adventure.

## Dolby Laboratories

100 Potrero Ave  
San Francisco, CA 94103

415-645-5000  
415-645-4001  
www.dolby.com  
dgs@dolby.com

Company Description: Dolby Laboratories is the developer of signal processing systems used in applications that include motion picture sound, consumer entertainment products, media, broadcasting, and music recording.

## E.M.G

4 rue F. Passy  
Villeurbanne, Rhône 69100 France

+33-4-72-65-91-91  
+33-4-72-65-02-19  
www.emg.fr  
emg@emg.fr

Contact(s): Vincent Pourieux, Product Director; Vincent Pelisson, Creative Director  
International Contact(s): P. Campion, C.E.O  
Brands: SCAPER, ESCAPE

Company Description: By using fractal technologies to their fullest, "S.C.A.P.E.R" allows you to "travel" over the entire surface of the world to within, virtually, one centimeter, and the database is contained on two CD-ROMs.

## Edutainment Group

13139 Ramona Blvd. #E  
Irwindale, CA 91706

626-338-5189  
626-338-9589  
sales@etcd.com

Contact(s): Peter Chang, Operation manager; Cindy Chen, Sales Manager  
International Contact(s): Philip Liao, President; Cindy Chen, Sales Manager  
Brands: Dragon

Company Description: Edutainment Group is a manufacturer and distributor of video game accessories, by "Dragon" brand and OEM products.

**Booth 746**

**firstlooks**

## eGames, Inc.

2000 Cabot Boulevard, Suite 110  
Langhorne, PA 19047-1811

215-750-6606  
215-750-3722  
www.egames.com  
lhood@egames.com

**Booth 7510**

**firstlooks**

Contact(s): William Acheson, Executive Vice President; Richard Siporin, Vice President of Sales and Marketing; Cindy Olsen, International Account Manager; Ira Silber, Regional Sales Manager

International Contact(s): Cindy Olsen, International Sales Manager  
Brands: Galaxy of Games Blue, Red, Yellow, Platinum, and Gold, Game Master Series, Fox Kids Line of Products, MahJongg Master 1, 2, and 3, Puzzle Master, Solitaire Master 1 and 2, Mini Golf Master

Company Description: eGames, Inc. develops, publishes, markets, and resells a diversified line of personal computer software primarily for consumer entertainment. Driven by our Family Friendly™ positioning, eGames is committed to providing easy-to-use, fun-to-play, non-violent games that appeal to consumers of all ages. eGames products have sold in excess of 7 million units worldwide based on the strength and superior quality of our brand name. Our products are distributed in over 30 countries worldwide through a network of local partners and distributors.

**Booth 2100**

**firstlooks**

## Egmont Interactive

Im Riedenberg 54  
Leinfelden, Germany 0-70771

++(0)30-24008-0  
++(0)30-24008-489  
f.delbruegge@ehapa.de

**Booth 6241**

## Eidos Interactive

651 Brannan Street  
San Francisco, CA 94107

415-547-1200  
415-547-1202  
www.eidos.com  
lhickey@eidos.com

**Booth 1024**

Contact(s): Rob Dyer, President; Mike McGarvey, CEO; Kevin Weston, VP Finance; Dave Cox, SVP Sales/Mktg; Paul Baldwin, VP Marketing; Sutton Trout, Director, Licensing/Creative; Sean Amann, Marketing Director; Chip Blundell, Marketing Director  
Brands: Tomb Raider, Soul Reaver, Deus Ex, Blood Omen, Commandos, Hitman, Herdy Gerdy, Project Eden

**Booth 7611**

**firstlooks**

**Booth 6501**

Rotebuehlstr. 87  
Stuttgart, Baden-Wuerttemberg 70178 Germany

+49-711-620-31-000  
+49-711-620-31-001  
www.eJay.com  
info@ejay.de

**eJay**

Contact(s): Helmut Schmitz, CEO eJay AG; Rainer Zipp, CMSO eJay AG; Hajo Ewert, Business Development Director eJay AG; Karolj Nadj, Product Manager eJay AG; Gordon Anderson, Managing Director eJay UK; Marc Graffeuille, Managing Director eJay France; Allan Mabon, Managing Director eJay Nordic; Michael Kraenzle, Senior PR Manager eJay AG  
International Contact(s): Susanne Kania, International Key Account Manager eJay AG; Marie Reinfeldt, Sales Director eJay Nordic

Brands: Music creation software, MP3 software, Sound archives, Online radio services

Company Description: eJay AG (Corporation), based in Stuttgart, Germany, is the leading European provider of music entertainment solutions. In brief, eJay is the leading publisher of award winning music software, provider of online music entertainment, and streaming music services for b2b- and b2c-costumers in Europe.



**Electro Source, LLC**

1840 E. 27th St  
Vernon, CA 90058

323-234-9911  
323-234-9922  
[www.esigames.com](http://www.esigames.com)  
[electro4@ix.netcom.com](mailto:electro4@ix.netcom.com)

Contact(s): Dirk Foster, Marketing Manager; Bill Loebbakka, President; Mike Placido, CFO, COO; Jason Biheller, Nat'l Sales Coordinator; Lou Lablarte, National Sales Manager; Danny Rad, Purchasing Manager  
International Contact(s): Kamran Hayempour, Int'l Sales Manager; Ben Norouzi, Int'l Sales  
Brands: Pelican Accessories

Company Description: Electro Source, LLC is one of the leading distributors of video game products in the United States, representing all current and future platforms. Electro Source is the manufacturer and exclusive distributor of Pelican Accessories.

**Electronic Arts**

209 Redwood Shores Parkway  
Redwood City, CA 94062

650-628-1500  
[www.ea.com](http://www.ea.com)



Brands: EA SPORTS, EA GAMES, EA.COM,

Company Description: Electronic Arts (NASDAQ: ERTS), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, Electronic Arts (EA) posted revenues of more than \$1.4 billion for fiscal 2000. The company develops, publishes, and distributes software worldwide for the Internet, personal computers, and video game systems. Electronic Arts markets its products under three brand names: EA SPORTSTM, EA GAMESTM, and EA.COMTM. More information about EA's products and full text of press releases can be found on the Internet at [www.ea.com](http://www.ea.com).

**Eleven  
Engineering Inc**

#1911, 10155 - 102 Street  
Edmonton, Alberta T5J 4G8 Canada

780-425-6511  
780-425-7006  
[www.spike-wireless.com](http://www.spike-wireless.com)  
[inquiries@eleveneng.com](mailto:inquiries@eleveneng.com)



Contact(s): Grant Bigoray, Media Relations; Jennifer Loeffler, Marketing

Brands: SPIKE, AIRPLAY

Company Description: With the debut of their powerful SPIKE RF Technology, Eleven will be hosting a meeting room for discussions with licensees as well as the SPIKE press room where all members of the media are welcome. Drop by the main concourse to visit our models and get your "free" SPIKE T-shirt.

**Elixir Studios**

93 Bayham Street  
Camden, London, NW1 0AG UK

+44 (0)20-7482-3388  
+44 (0)20-7482-3301  
[emma@elixir-studios.co.uk](mailto:emma@elixir-studios.co.uk)

**Booth 5030**

Brands: **Republic: The Revolution, Totality Engine**

Company Description: Elixir Studios is a UK based Games Development company whose game "Republic: The Revolution" is due for release Spring 2002 and published through Eidos Interactive.

**Booth 2308****Booth 2308****Ellis Enterprises, Inc.**

4205 McAuley Blvd. #385  
Oklahoma City, OK 73120

405 749-0273  
405 751-5168  
[www.biblelibrary.com](http://www.biblelibrary.com)  
[gene@ellisenterprises.com](mailto:gene@ellisenterprises.com)

Brands: The Bible Library, Ellis Christian ClipArt

Company Description: In June 1988, Ellis Enterprises, Inc. introduced the first CD-ROM with multiple Bibles, works, and references. According to PCData, The Bible Library version 4 introduced in 1999, has been the number 1 selling Bible software for the past two years.

**Booth 6927****Emme**

48 BD Des Batignolles  
Paris, Ile De France 75017 France

0153046000  
0153046040  
[international@emme.fr](mailto:international@emme.fr)

International Contact(s): Ann Gilmore; Jacques Guegan

Brands: Kids, Lifestyle, Art, Budget, Discovery

Company Description: Edition and distribution of CD-ROM about lifestyle, children and culture.

**Booth 6233****Emplast**

950 Lake Drive  
Chanhassen, MN 55317

**Encore Software, Inc.**

16920 S. Main Street  
Gardena, CA 90248

310-768-1800  
310-768-1822  
[www.encoresoftware.com](http://www.encoresoftware.com)  
[sales@encoresoftware.com](mailto:sales@encoresoftware.com)

**Booth 7502**

**Booth**  
7345,7349,  
7353,7357

International Contact(s): Jackie Cohen, International Sales

Brands: National Geographic, Kaplan Test Prep, Math Advantage, Zoboomafoo, Vegas Fever, Pinball Classics

Company Description: Encore Software is a leading publisher of education, entertainment and reference software. At E3 Expo, the company will highlight some of its best-known brands and products, including new versions of National Geographic titles, Zoboomafoo for consoles, an exciting new Vegas Fever, and 2002 versions of Kaplan test preparation software.

**Enix America Inc.**

1520 Eastlake Ave E., Suite 205  
Seattle, WA 98102-3717

206-861-1274  
206-861-1282  
[www.enix.com](http://www.enix.com)  
[stein@enix.com](mailto:stein@enix.com)

**Booth 2208**

**Booth**  
firstlooks

Contact(s): Paul Handelman, President; Andrew Stein, Sales/Marketing Manager

International Contact(s): Andrew Stein, Sales/Marketing Manager

Brands: Dragon Warrior, Dragon Warrior Monsters, Dragon Quest, Bust A Groove, Star Ocean

Company Description: ENIX publishes top quality video games for home game systems, including Game Boy Color, PlayStation, and PlayStation2 game consoles. ENIX pioneered the console RPG genre and is best known for its Dragon Warrior (Dragon Quest in Japan) series which has sold over 26 million copies worldwide.

# Exhibitor Profiles



Denotes companies with products debuting at E3

## Enpack Packaging and Media

3553 South Main Street  
Salt Lake City, UT 84115

800-574-0578  
801-266-2576  
www.enpack.com  
info@enpack.com

Contact(s): Fernando Delgago, CEO; Brett Crockett, VP; Jed Dewsnap, General Manager; George Pritchard, Sales; Chris Delgago, Sales; Steve Crump, Sales; Brooks Harberson, Sales International Contact(s): Fernando Delgado, CEO

Company Description: Enpack leads the industry in innovative packaging solution, offering custom printing, packaging, and assembly. Packaging for CD ROMs, DVD, mini discs, software, games, and music.

## Enroute, Inc.

990 Commercial Street, 1F  
Palo Alto, CA 94303

650-843-1122  
650-843-3813  
www.fpvideo.com  
marketing@enroute.com

Contact(s): Carol Soper, Director Marketing; Paul Cha, Vice President; Thomas Randmaa, Director of Production Solutions

Brands: FirstPerson Immersive Video

Company Description: Control what you see and when in broadcast-quality 360° full motion video. Enroute's dynamically interactive FirstPerson entertainment is an experience not to be missed.

## Ensemble Studios

10040 N. Central Expressway, Suite 1600  
Dallas, TX 75231

214-378-6868  
214-378-4429  
www.ensemblestudios.com  
mmccart@ensemblestudios.com

Brands: Age of Empires, Age of Empires The Rise of Rome, Age of Kings, Age of Kings The Conquerors

Company Description: Ensemble Studios is one of the world's most successful independent entertainment software developers. They are best known for creating the four titles in the Age of Empires series of games (published by Microsoft) that have sold over 8.5 million copies worldwide so far and won numerous Academy awards.

## Entertainment Software Rating Board

845 Third Avenue, 14th Floor  
New York, NY 10022

212-759-0700  
212-759-2223  
www.esrb.org  
info@esrb.org

Contact(s): Arthur Pober, President; Lisa Schnapp, Director ARC; Marc Szafran, General Counsel; Jeff Sloan, Director, Ratings; Steven Heymann, Legal Counsel; Anthony Chirco, Associate

Company Description: The ESRB is the self-regulatory arm for the interactive software industry. Its divisions include its rating bodies, ESRB, ESRB Interactive, the Advertising Review Council (ARC), and its Privacy Online Seal Provider Program (POL).

Booth 6921

Booth 7426

Booth 2508



## EON Digital Entertainment

53/54 Grosvenor St. Mayfair  
London, W1K 9FH UK

+44(0)7004366344  
+44(0)7004366329  
www.eon-digital.com  
sales@eon-digital.com

Brands: Z:Steel Soldiers, Airfix Dogfighter, Crime Cities, Mission:Humanities, Speedway

Booth 746



## eSofnet

SamGong Building, 552-6 DoGok-Dong,  
KangNam-Gu

135-271 Seoul, Korea 135271

+ (82-2) 574-0803 (Online) / 574-0333 (Offline)  
+ (82-2) 574-0573  
www.esofnet.com  
jb888@esofnet.com

International Contact(s): Stan Kim, Assistant Manager (Online Division); Sang-Yeon Yoon, Assistant Manager, English (Media Division/Offline); Do-Hyung Kim, Manager, Japanese (Media Division/Offline)

Brands: Dragon Raja (Online Game), N-Age (Online Game), Mist Of Darkness (Online Game), Blood Aria, Fidex, Zaphie 2, 1000 Years -Endless War

Company Description: From over 100 developers dedicated to producing top quality Online Games to distribution of PC games, eSofnet is the most revolutionary and innovative game company in Korea. Game & Dream, eSofnet

Booth 6633,7322

## Esprit Development Corp.

3439 Orange Avenue  
Long Beach, CA 90807

## Essential Reality, LLC

253 West 28th Street, 2nd FL  
New York, NY 10001

212-244-3200  
212-244-9550  
www.essentialreality.com  
achieffet@essentialreality.com

Booth 6943



Contact(s): David Devor, COO; David Devor, COO

Company Description: Developers of products that will improve the way people interact with their PCs and gaming consoles. Our product "P5," will put you "in the game."

Booth 6233

## Etranges Libellules

17 rue des Archers  
Lyon, Rhône Alpes 69002 France

33(0)4-72-40-24-72  
33-4-72-40-27-19  
www.etranges-libellules.com  
carole.richard@etranges-libellules.fr



Contact(s): Jean-Marie Nazaret, Managing Director; Jean-Chrsitophe Blanc, Art Director; Carl Pedimina, Technical Director; Maxime Rollet, Programmor

International Contact(s): Carole Richard, Assistant Manager

Company Description: Etranges Libellules, a company that can make a game from start to finish but can also work on just the art content or the game concept.



## European Leisure Software Publishers Association (UK) Ltd.

Haddonsacre, Station Road  
 Offenham, Evesham WR11 5LW UK  
 ☎ 0044-1386-830642  
 ☎ 0044-1386-833871  
 ☎ www.elspa.com  
 ☎ info@elspa.com

Contact(s): Warren White, Senior Account Manager

Company Description: ELSA is the UK trade association for the interactive leisure software industry which exists to protect, promote, and provide for its members' interests.

## Exent Technologies Inc.

6903 Rockledge Drive, Suite 1500  
 Bethesda, MA 20817  
 ☎ 301-581-5900  
 ☎ 301-581-5925  
 ☎ www.exent.com  
 ☎ aaron@exent.com

Contact(s): Avi Horwitz, VP Marketing & Sales; Bruce Lawhorn, VP Product Management; Yizhar Ganor, Director, Marketing & Sales; Joe Helfrich, Director, Sales & Marketing; Ashley Fox, Director, Business Development  
 International Contact(s): Itzik Ben Bassat, Director, Marketing & Sales; Charlie Kay, Content Strategy Manager; Jonathan Pantanowitz, Director, Content Relations

Company Description: Exent Technologies' Applications-on-Demand (AoD) enabling tool, the Exent EXtender™ delivers any executable (.exe) application securely over the Web or an enterprise network for access on-demand by licensed users.

## Eyagi

Guneum Bldg, 204-9 Yangjae-dong  
 Seoul, Seocho-gu 137-130 Korea  
 ☎ 82-2-579-0315  
 ☎ 82-2-579-0316  
 ☎ www.f4u.co.kr  
 ☎ ray@eyagi.com

Contact(s): Hyun Mo Kim, CEO; Jun Yeon Lee, Marketing Director; Dong Wook Lee, Marketing Director; Sae Won Kong, Technical Director  
 International Contact(s): Raymond Kang, Director  
 Brands: Fantasy For You Episode I "The Land of Fear"

Company Description: Eyagi is a multimedia company, dealing with multi-player online games, web-page production and content. Currently supporting online service for Fantasy For You in Korea and abroad.

## Far Stone Technology, Inc.

15550-13 Rockfield Blvd., Suite 100  
 Irvine, CA 92618



**Booth 6833**

## Finpro

Arkadiankatu 2  
 Helsinki, Uusimaa FIN-00101 Finland  
 ☎ 358-9-204-695-232  
 ☎ 358-9-204-695-543  
 ☎ www.finpro.fi  
 ☎ sirpa.leinonen@finpro.fi

Contact(s): Douglas Nielson, Manager

Company Description: Finpro (Finnish Foreign Trade Association) is an efficient expert and service organization. Our goal is to speed up the internationalization of Finnish companies while minimizing the risks.

**Booth 6523**

## Fishtank / Ravensburger Interactive Media GmbH

Robert Bosch Str. 1  
 Ravensburg, Baden Württemberg 88212 Germany  
 ☎ +49 (0) 751-86-0  
 ☎ +49 (0) 751-86-1941  
 ☎ www.fishtankgames.com  
 ☎ tobias.boensch@ravensburger.de  
 Contact(s): Kathrin Suhayda, Assistant Marketing  
 International Contact(s): Silke Weiser, International Sales Manager  
 Brands: Fishtank, Ravensburger

**Booth 6045**



## Fortune Electronics & Plastic (International) Ltd.

Room 404, Fibres & Fabrics Industrial Centre  
 7 Shing Yip Street, Kwun Tong,  
 Kowloon, Hong Kong  
 ☎ 852-2343-5088  
 ☎ 852-2343-5081  
 ☎ smartgame@globalsources.com

Contact(s): K.K. Leung, Engineer Manager  
 International Contact(s): Henry Lee, Senior Sales Executive  
 Brands: Smart Game

Company Description: OEM/ODM of Game Accessories for PlayStation, PlayStation 2, N64, Dreamcast, PC, and GameBoy. We have a strong R & D team in Hong Kong and our factory is in China.

## Fox Interactive

**Booth 400**  
 P.O. Box 900  
 Beverly Hills, CA 90213  
 ☎ 310-369-4263  
 ☎ 310-969-3007  
 ☎ www.foxinteractive.com  
 ☎ gameinfo@fox.com

Contact(s): Steven Bersch, President; Michael Pole, SVP, Product Development; Dave Shaw, VP, Worldwide Marketing; Karly Young, Executive Director, Worldwide Brand Marketing; Angela Emery, Director, Corporate Communications; Ivo Gerscovich, Director, Promotions  
 Brands: The Simpsons, Aliens: Colonial Marines, Buffy the Vampire Slayer, No One Lives Forever

Company Description: Recognized as an innovative industry leader, Fox Interactive, an operating unit of Fox Filmed Entertainment, a News Corporation company, is committed to developing a full range of bold and engaging interactive entertainment. The company creates and co-publishes computer and video game software based on Fox franchises as well as new and original properties. Check out Fox's upcoming games at Fox Interactive's Web site at [www.foxinteractive.com](http://www.foxinteractive.com).

## French Pavilion/ CFME ACTIM

**Booth 6233**  
 10 AVENUE IENA  
 PARIS, NONE 75116 FRANCE  
 ☎ 33144345000  
 ☎ 33140733969  
 ☎ www.it-events.com  
 ☎ cmenard@cfme-actim.com

Company Description: The Agency for the international promotion of French technology and trade promotes French products, services, and technical expertise and forges contacts between French and foreign professionals.

# Exhibitor Profiles

## Funcom

Karenslyst Alle 5  
Oslo, Oslo 0278 Norway

Phone: +47-22420102

Fax: +47-22420302

Web: [www.funcom.com](http://www.funcom.com)

E-mail: [ulf@funcom.com](mailto:ulf@funcom.com)

Contact(s): Tomas Schreiner, VP Marketing; Marit Lund, PR Manager

International Contact(s): Nicolay Nickelsen, Sales Manager; Roger Graftsronningen, Licensing Manager

Brands: *The Longest Journey, No Escape, Speed Freaks, Anarchy Online*

Company Description: Funcom develops and publishes games exclusively for online platforms such as PC/Internet, Xbox, and next generation mobile platforms. The company has 150 employees in offices in the USA, Norway, Ireland and Switzerland, and holds a leading position in the online gaming market.

Booth 2332

firstlooks

## Galilea Multimedia

41 bis rue Abbe Gregoire  
Grenoble, France 38000 France

Phone: +33-438-129-900

Fax: +33-438-129-922

Web: [www.galilea.com](http://www.galilea.com)

E-mail: [info@galilea.com](mailto:info@galilea.com)

Contact(s): Guy Parmentier, Managing Director; Jean-Paul Prado, Creative Director

International Contact(s): Philippe Goude, R&D Manager

Brands: Lockness, Vanguard, Jah, Tom et Lisa, Genesys

Company Description: Galilea has been imagining, conceiving, and producing original titles since 1996. Mastering the entire production process, Galilea creates quality programs which combine learning with the pleasure of playing the game.

Booth 6233

## Gama Network

600 Harrison Street  
San Francisco, CA 94107

Phone: 415-905-2200

Fax: 415-947-6090

Web: [www.gamanetwork.com](http://www.gamanetwork.com)

E-mail: [druff@cmp.com](mailto:druff@cmp.com)

## Kentia Foyer

GamaNetwork

Company Description: The trusted resource for game development, the Gama Network is where game development professionals worldwide share ideas and build the skills essential to creating the next generation of interactive entertainment. The Gama Network includes Game Developer magazine, Gamasutra.com, Game Developers Conference, Independent Games Festival, Game Developers Choice Awards, [www.gamanetwork.com](http://www.gamanetwork.com).

## Game Center

### "MYIICCO" Accessories

6512 Pacific Blvd.  
Huntington Park, CA 90255

Phone: 323-581-5150

Fax: 323-581-2408

E-mail: [MAG\\_INC\\_USA@HOTMAIL.COM](mailto:MAG_INC_USA@HOTMAIL.COM)

Brands: MYIICCO

Company Description: Importer, wholesaler, and distributor of video games and accessories. We also do IOM and special orders.

Booth 7049

## Game Infinity

### (Korea Game World)

32 Fl., Techno Mart B/D, 546-4  
Guui-Dong, Kwangjin-Ku, Seoul, 143-721 Korea

Booth 6053

firstlooks Denotes companies with products debuting at E3

## Game Source, Inc.

503 S. Los Angeles Street  
Los Angeles, CA 90013

Phone: 213-627-6007

Fax: 213-624-9863

E-mail: [gamespace@earthlink.net](mailto:gamespace@earthlink.net)

Booth 6937

## Game Technology Systems Inc. (G.T.S.I.)

741 S. Fremont Ave.  
Alhambra, CA 91801

Phone: 626-282-4822

Fax: 626-282-4877

E-mail: [info@gtsiusa.com](mailto:info@gtsiusa.com)

Booth 7132

Contact(s): Michelle Kwan, Office Manager; Don Choi, Vice President

International Contact(s): Don Choi, Vice President

Brands: Cosmo Interactive Accessories

Company Description: Video Games, Accessories, Memory Card, VMUS, Dance Pads, Game Screen, DVD Remote.

## GameBox EnT.

Booth 6855

Suite 503 Korea Telecom Venture Center 1010  
Madu-Dong

Goyang, Kyunggi-Do 411-350 Korea

Phone: 82-31-903-6930

Fax: 82-31-908-8045

Web: [www.gamebox2000.com](http://www.gamebox2000.com)

E-mail: [bclee@gamebox2000.com](mailto:bclee@gamebox2000.com)

firstlooks

Contact(s): Buhn Kim, COO; SH Lee, Strategy/Director; Das B Lee, CMO

International Contact(s): BC Lee, CEO; Dae B Lee, CMO

Brands: Dream Hunting, Elysium, Tae Kwon Do

Company Description: GameBox is a company that develops console & PC game software. Dream Hunting is the first console game playing with distinctive hardware. It has a plan to expand into network games in 2002.

## Gamedia Electronic Ltd./ Huskee Interactive Corp

Booth 6849

Unit 1109, NO. 19, Lam Lok Street, Kowloon Bay,  
Kowloon, Hong Kong Nil Hong Kong

Phone: 852-27530421

Fax: 852-27530434

E-mail: [gamedia@netvigator.com](mailto:gamedia@netvigator.com)

firstlooks

Contact(s): Kenneth Chen, Sales Manager; Hellen, Operation Supervisor

International Contact(s): Kenneth Chen, Sales Manager

Brands: Nextec, huskee

Company Description: Manufacturer of video game software, hardware, and accessories for N64, PlayStation, DC, GameBoy, Advance GameBoy, and PC. Virtual video system for Golf, Bicycle, Baseball, etc.

## Gamefederation

Booth 6555

Skeppsbron 26NB

Stockholm, International SE-111 30 Sweden

Phone: +46-8-453-30-90

Fax: +46-8-662-26-64

Web: [www.gamefederation.com](http://www.gamefederation.com)

E-mail: [info@gamefederation.com](mailto:info@gamefederation.com)

firstlooks

Contact(s): Tomas Nordwall, COO; Annika Waern, Senior Development Manager; Mark Pinan, Project Manager

Company Description: The Gamefederation (GF) vision is to be the leading GSP technology provider for online gaming services worldwide. We will build the platform for game service providers (GSPs) of the future — making interactive electronic games accessible to a wider audience via the Internet and other electronic environments. Gamers will be able to log on to Gamefederation client sites via PC, mobile platforms, PDA, game console, Digital TV, as well as other electronic medium and play multi- and single player games being charged a usage fee from the host site.



## GAMEproducer

88 Vilcom Center, Suite 136  
Chapel Hill, NC 27514

Contact(s): Ron Ahdoot, President; Afsaneh Ahdoot, V. President

Brands: GAME SOURCE

Company Description: Game Source, Inc. is a wholesaler of a wide array of video games and accessories for Sony PlayStation, Nintendo, and Sega game consoles.

Booth 7304, 7306

## Games Kitchen Ltd., The

Booth 2316  
Spektra House, 2 MacMillan Road  
Livingston, West Lothian EH54 7DF Scotland

Phone: +44 (0) 1506 20 30 20  
Fax: +44 (0) 1506 46 02 12  
Web: [www.gameskitchen.com](http://www.gameskitchen.com)  
Email: [info@gameskitchen.com](mailto:info@gameskitchen.com)

Contact(s): David MacQueen, Creative Director  
Brands: Wireless Pets

Company Description: Specialist mobile game developers.

## games.theglobe.com

120 Broadway, 22nd Floor  
New York, NY 10271

Phone: 212-894-3600  
Fax: 212-962-6053  
Web: [games.theglobe.com](http://games.theglobe.com)  
Email: [asmith@corp.theglobe.com](mailto:asmith@corp.theglobe.com)

Contact(s): Charles Gray, Executive Producer, Games Group; Martin Weaver, Assoc. Director, Business Development, Games Group; Steve Bauman, Editor-In-Chief, Computer Games Magazine; Craig Spain, Publisher, Happy Puppy; Robert Mayer, Editor, Computer Games Online; Ed Dooley, Marketing, Chips & Bits Games Store; Jeff Lubetkin, Regional Games Manager, Games Group; Jeff Mather, Regional Games Manager, Games Group; Pete Abruzzo, Central Regional Sales Manager; Bernie Theobald, Western Regional Sales Manager  
International Contact(s): Bernadette Good, UK Sales and Marketing Mgr.; Julien Letourneur, Associate Director, Business Development  
Brands: HappyPuppy.com, KidsDomain.com, GamesDomain.com, ConsoleDomain.com, Computer Games Online ([cgonline.com](http://cgonline.com)), Computer Games Magazine, Chips & Bits Game Store, Games Domain Offline

Company Description: World leading games information and interactive entertainment resource for all gaming platforms. Viewers get everything from industry news and reviews to demos and cheats, PLUS great prices on all games.

Booth 2608

## Game-Skins.com

PO Box 131565  
Carlsbad, CA 92013

Phone: 619-548-3522  
Fax: 619-698-6988  
Web: [www.game-skins.com](http://www.game-skins.com)  
Email: [kiko@gameskins.com](mailto:kiko@gameskins.com)

Brands: Gameskins Tees

Company Description: Gameskins is a new venture that produces quality apparel designed specifically for the hardcore gamer.

Booth 7513

Booth 2224

## GameSpot

650 Townsend Street, Suite 475  
San Francisco, CA 94103

Phone: 415-551-4800  
Fax: 415-551-4840  
Web: [www.gamespot.com](http://www.gamespot.com)  
Email: [judy@cnet.com](mailto:judy@cnet.com)

Contact(s): Abbey Rogers, Director of Events and Promotions; Judy Lee, Events and Promotions Manager

International Contact(s): Natalie Abrams, US International Regional Ad Director

Company Description: GameSpot, a CNET Networks Media Property, is committed to serving the worldwide gaming community with the best and most current information about gaming, in the language most familiar to each country's users. Every site within the GameSpot global network focuses on both the gaming issues common to the worldwide community as well as games and game-related information specific to that local community. As the online community around the world continues to grow, GameSpot is there, keeping gamers worldwide informed on a daily basis.

## GameSpy Industries

18002 Skypark Circle  
Irvine, CA 92614

Booth 2224

## Game-Trade.com

12385 Crystal Creek Road  
Clinton, MT 59825

Booth 7244



## Gametronics

5526 South Soto Street  
Vernon, CA 90058

Booth 7033

Phone: 323-277-3940

Fax: 323-277-3944

Email: [gametronics@excite.com](mailto:gametronics@excite.com)

Contact(s): Soleiman Hezgian; Faye Javahery; Fridah Javahery

Company Description: A leading worldwide distributor of Videogames, Consoles & Accessories with a large selection of FRONTLINE & BUDGET titles. We aim to provide an excellent service with unbeatable prices.

## Gaming Leagues

901 Poplar St.  
Santa Clara, CA 95050

Booth 7622

## G-cluster

Kalevankatu 48  
00180 Helsinki, Helsinki 00180 Finland

Booth 6833

Phone: +358-9-7425-0200

Fax: +358-9-7425-0221

Web: [www.g-cluster.com](http://www.g-cluster.com)

Email: [leo.shiu@g-cluster.com](mailto:leo.shiu@g-cluster.com)



Contact(s): Mika Peltola, CEO; Erik Piehl, CTO; Sami Sallinen, VP-Software Development; Hanna Timonen, Office Manager

International Contact(s): Tony Adams, VP Content

Brands: Cluster 10

Company Description: G-cluster brings console level video gaming to handheld devices. G-cluster has developed proprietary technology for streaming high end video games in real time from clustered servers to PDA's and next generation mobile phones. The company has offices in Helsinki and London.

## g:company

3540 Wilshire Blvd.  
Los Angeles, CA, 90010

Booth 6549



# Exhibitor Profiles



Denotes companies with products debuting at E3

## German Pavilion

Muenchener Str. 330  
Nuernberg, Bavaria 90471 Germany

++49-911-9981315

++49-911-869660

www.toyfair.de

info@spielwarenmesse.de

Contact(s): Carmen IlgenAssociation DMMV

Company Description: Official Presentation of the Federal Republic of Germany.

Booth 6501



## Gesellschaft zur Foerderung der Freizeitsoftware GmbH

Riemekestr. 160  
Paderborn, Nordrhein Westfalen 33106 Germany  
+49-5251-77-19-50  
+49-5251-77-19-519  
r.schaefer@GFFS.de

Company Description: Providing various services such as market research data or the organization of fairs and shows to members of the interactive computer software industry in Germany.

## Gigex, Inc.

531 Howard Street  
San Francisco, CA 94105

Booth 6957

## Global Star Software

6225 Kenway Drive  
Mississauga, ON L5T2L3 Canada

905-795-9880

905-795-9881

www.globalstarsoftware.com

info@globalstarsoftware.com

Booth 6033

Contact(s): Armand D'Oliveira, International Sales; Sabina Jamsek, Key Account Sales; Jeff Quinn, Director, Product Development; Heidi Amsler, Project Manager; Damian Cristiani, President International Contact(s): Armand D'Oliveira, International Sales; Sabina Jamsek, Key Account Sales

Brands: 100 Great Games for Windows Me, 100 Great Games for the Palm OS Vol 1 and 2, Oil Tycoon (PC), Red Ace, M.A.D. (Mutually Assured Destruction) PC, Casino Vol 1 and 2 for Palm and Win CE, Akimbo Kung Foo Hero (PC), Software Tycoon

Company Description: Global Star Software (Leading the Palm Category according to PC Data), will be introducing several new Palm OS titles, and 15-20 new products to their proven PC line up.

## Grin Inc.

Herkules v2a  
Huddinge, Huddinge 141 44 Sweden

+46-8-556-436-01

+46-8-535-307-90

www.grin.se

Bo@grin.se

Booth 6555

Contact(s): Ulf Andersson, Producer

Brands: Ballistics, Debuting Title, The Diesel Engine

Company Description: GRIN Inc the creators of the fastest game on earth — Ballistics. GRIN will be letting press and publishers play the full game on-site. Also, other titles will be shown to appointed visitors.



## Guillemot

5505 St. Laurent Blvd., Suite 4204  
Montreal, Quebec, H2T1S6 Canada

Booth 6021

## Heksplex Entertainment Booth 7302

#402 Mascan Bldg. 838-7 Yeoksam-dong  
Kangnam-gu, Seoul, 135-080 Korea

## HemmingAG

Werner-Heisenberg str 1  
Landau/Pfalz, 76829, Germany

Booth 7519

## Honey Bee Electronic International Ltd.

Booth 7522

Flat L, 12F., Phase 4, Kwun Tong Industrial Centre  
436-446 Kwun Tong Rd., Kowloon, Hong Kong

852-2797-2802

852-2793-0358

honeybee@asiansources.com

Contact(s): Michael Chan, Managing Director; Cary Au, Engineering Manager

International Contact(s): Alan Cheng, Marketing Manager

Brands: Proplay, Honey Bee

Company Description: Manufacturer of Game Accessories, including Controllers, Memory Cards and Game Gun for PC and all video game platforms. OEM and ODM orders are welcome.

## Hortus Soft

Booth 6233

1006 Rue de la Croix Verte

Montpellier Cedex 5, France 34198 France

+33-4-99-23-30-60

+33-4-99-23-30-61

www.kidoclic.com

angela@hortus-soft.com

International Contact(s): Frugone, International Director

Brands: Kidoclic

Company Description: Hortus-Soft with its brand Kidoclic creates secured edutainment software/magazines for children 3-12 years old. Hortus-Soft is present in the main European countries and is looking for a partner to develop its products in the United States.

## Humongous Entertainment

MR 401

3855 Monte Villa Parkway  
Bothell, WA 98021

425-486-9258

425-486-9494

www.humongous.com

pr@humongous.com



Brands: Putt-Putt, Freddi Fish, Pajama Sam, SPY Fox, Humongous Sports, Blue's Clues

Company Description: Established in 1992 and owned by Infogrames, Inc. (Nasdaq: IFGM), Humongous Entertainment is recognized for pushing the edge in interactive storytelling and delivering high-quality, hand-animated CD-ROMs.





## IGN.com, a Division of Snowball

3240 Bayshore Boulevard  
Brisbane, CA 94005

415-508-2000

415-508-2001

www.ign.com

insidesales@snowball.com

Contact(s): Ryan Oppelt, IGN.com, Co-Network Director; Peer Schneider, IGN.com, Co-Network Director & Editorial Director; Michelle Gislason, Associate Director, IGN.com Marketing; Doug Perry, IGN.com PlayStation Editor-in-Chief; Brandon Justice, IGN-Dreamcast, Editor-in-Chief; Tal Belvins, IGN-PC Editor-in-Chief; Matt Cassmassina, IGN-64 Editor-in-Chief; Craig Harris, IGN-Pocket, Editor-in-Chief

International Contact(s): Carrie Tice, Director of Games Group Sales; Ann Rethmeyer, Executive Director, Network Sales—West; Ari Rosenberg, Sales Director, Pacific Northwest; Betsy Murphy, Vice President, Sales

Company Description: The leading online entertainment and gaming destination for young males. IGN.com features award-winning original content complemented by a network of more than 100 indie partner sites that are recognized in their own right as industry leaders. IGN.com captures more than 5 million unique visitors per month with funny, smart and edgy content aimed at young men. Focused on games, sci-fi, movies, and TV, IGN.com's content is written by knowledgeable, respected editors who are passionate about the news, previews, features, and strategy they cover. Reaching a huge core audience of young men, IGN.com is experiencing explosive growth.

## Imagine Media, Inc.

150 North Hill Drive  
Brisbane, CA 94005

415-468-4684

415-468-4686

www.imagine-media.com

jc@imagine-media.com

Contact(s): Chris Anderson, Chairman, The Future Network; Greg Ingham, Chief Executive, The Future Network; Nancy O'Neill, CEO, Imagine Media; Tom Valentino, CFO, Imagine Media; Jonathan Simpson-Bint, President, Entertainment Division; Matt Firme, Vice President/Editorial, Entertainment Division; Simon Whitcombe, Publishing Director, Games Group; Roddy De La Garza, Interactive Publishing Director, Entertainment Division; Karen Quillantang, Publisher, Official Xbox Magazine

International Contact(s): David P. Maher Roberts

Brands: Official E3 Show Daily, E3 Online Show Daily, PC Gamer, PSM: 100% Independent PlayStation 2 Magazine, NextGen, Official Xbox Magazine, Daily Radar.com, Maximum PC & Mac Addict

Company Description: Imagine Media creates magazines and Web sites that connect their readers through high-quality editorial coverage of high-tech subjects they are most passionate about. Imagine Media is part of The Future Network (futurenet.com), which has headquarters in the United States, United Kingdom, France, Italy, and Germany.

## Immersion Corporation

801 Fox Lane  
San Jose, CA 95131

408-467-1900

408-467-1901

www.immersion.com

mhelm@immersion.com

Contact(s): Dean Chang, Sr Dir, Evangelism & Development; Stuart Mitchell, Sr VP, Business Development; Kimberly Firehammer, Sr Dir, Corp Marketing; Ramon Alarcon, Dir, Business Development; Greg Belaus, Dir, Business Development

Brands: Immersion TouchSense Technology, Immersion Studio

Company Description: Immersion Corp. develops and licenses advanced hardware and software technologies that let people use their sense of touch to better interact with the digital world around them.

MR 150C

## IncaGold

1700 Kraft Drive, Suite 1375  
Blacksburg, VA 24060

540-951-2900

540-291-2916

www.incagold.com

info@incagold.com

Booth 6523



Contact(s): Richard Holmes, Managing Director; Daniel Aurell, Managing Director; Greg Puckett, Public Relations Director; Alex Winetzki, Director, IG Brazil

International Contact(s): Richard Holmes, Managing Director

Brands: Hotwired, Beach Volleyball, Micro Scooter Challenge II, Robin Hood, Mike Stewart's Pro Bodyboarding, Paintball Heroes II, Jean-Louis Schlesser's All-terrain Rally, Model Railroad Simulator

Company Description: As a leading producer of games in the casual gaming market, we offer services toward single product development and resource provisioning, and provide quality development and worldwide licensing.

## Infogrames, Inc.

417 5th Avenue  
New York, NY 10066

212-726-6938

212-726-4204

www.infogrames.com

www.infogrames.com

Booth 824,  
MR 402A,  
402B



Contact(s): Gesler Christelle, Senior VP Corporate Communication (Europe); Padia Alyssa, Senior VP (USA); Louvier Catherine, Communication Manager (Europe); SPARKS Larry, VP Marketing (Europe); Buxton Sarah, VP Marketing (USA); Stocks Wim, Senior VP Sales (USA)

International Contact(s): Marrecau Willy, Senior Executive VP Sales & Distribution (Europe)

Company Description: Infogrames is a leading publisher and distributor of video games for consoles (Sony, Sega, Nintendo, and Microsoft), personal computers, and Macintosh systems, as well as interactive digital television, mobile smart devices (WAP, HDML), and in-flight entertainment systems. For more information, visit Infogrames' US Web site at [www.us.infogrames.com](http://www.us.infogrames.com).

## Integral Media

Technopôle Bât. 13 - 6 avenue des usines  
Belfort, Territoire de Belfort 90000 France

+33-3-84-90-45-45

+33-3-84-90-45-46

www.integralmedia.com

Booth 6233



Contact(s): Randall Roberts, Client Relations

International Contact(s): Nazim Guerfi, International Sales Manager; René Esline, Sales and Marketing Director

Brands: Galwin, Oenologus, Mediabus

Company Description: Integral Media is one of the foremost publishers of edutainment software, with branches in the U.S.A and Europe. Discover our award-winning Galwin™ series, a unique collection of educational adventures available both on the American retail market as well as in various countries worldwide.

## Intel Corporation

2200 Mission College Blvd.  
Santa Clara, CA 95052

MR 304B

# Exhibitor Profiles



Denotes companies with products debuting at E3

## InterAct Accessories

335 Clubhouse Lane  
Hunt Valley, MD 21031

940-785-5661

940-785-5725

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

[msobolewski@gameshark.com](mailto:msobolewski@gameshark.com)

Booth 1446



Contact(s): Todd Hays, President & CEO; Ken Tarolla, VP Business Development; Russell Braun, Senior VP Product Development; Rodney Hilman, Director Product Development; Kevin Resnick, VP of Sales; Ken Branstad, National Sales Manager; Dan Manser, VP of Marketing Services; Dean Stoyer, Director of Marketing and Public Relations; Floralyn Palillo, National Sales Manager Canada

International Contact(s): Paul Millar, European Sales; Kevin Resnick, Latin American Sales

Brands: InterAct, GameShark, Performance, GamePro Gear

Company Description: InterAct is the world's largest gaming accessory company in both video and PC gaming markets. Since its founding in 1991, InterAct has been on the cutting edge of design, manufacturing and marketing of quality gaming accessories.

## Interactive Imagination

81 South Main Street  
Seattle, WA 98104

Booth 4023

## Interplay Entertainment

16815 Von Karman Avenue  
Irvine, CA 92606

949-553-6655

949.252.2820

[www.interplay.com](http://www.interplay.com)

[support@interplay.com](mailto:support@interplay.com)

Booth 5130,  
MR 150A,150B



Contact(s): Gary Dawson, North American Sales; Lisa Bucek, Public Relations; J. Scott Liolios, Investor Relations; Jill Goldworn, Interplay, OEM Inc.

International Contact(s): Tim Allison, Asia Pacific / Latin America; Harvey Lee, Europe

Brands: 14\* East, Black Isle Studios, Digital Mayhem, Interplay, OEM Inc., Shiny Entertainment

Company Description: Interplay is a leading worldwide developer, publisher, and distributor of interactive entertainment software for both core gamers and the mass market. Interplay currently balances its development efforts by publishing for personal computers along with current and next generation video game consoles. Interplay releases products through Interplay, Shiny Entertainment, Digital Mayhem, Black Isle Studios, 14\* East, its distribution partners and its wholly owned subsidiary Interplay OEM, Inc.

## InterSense, Inc.

73 Second Ave  
Burlington, MA 01803

781-270-0090

781-229-8995

[www.isense.com](http://www.isense.com)

[tinam@isense.com](mailto:tinam@isense.com)

Booth 7045

Contact(s): Patrick Riley, Dir of Communications; Norm Depreau, Dir of Marketing; Mike Donfrancesco, Dir of Worldwide Sales; Cathy Ferreira, Controller; Brian Calus, Regional Sales Mgr; Bruce Reichlen, Dir of Engineering; Melissa Locke, Staff Accountant

International Contact(s): Stuart Hetherington, Int'l Sales Director

Brands: InterTrax2 3DOF Tracker

Company Description: InterSense helps Game Developers create the most radical gaming experience ever—Immersive 3D Gaming!! InterSense's Game Developer's Kit brings smooth orientation tracking and jitter-free viewing to your game. Try out the latest in motion tracked wearable displays and see for yourself what a difference immersive gaming makes. Contact Mike Donfrancesco, Director of Worldwide Sales at 781-270-0090 ext 137 or email [mikedon@isense.com](mailto:mikedon@isense.com).

## Into Networks

150 Cambridge Park Drive  
Cambridge, MA 02140

Booth 6225

## Intrinsic Graphics

1340 Space Park Way  
Mountain View, CA 94043

650-966-6800

650-966-6900

[www.intrinsic.com](http://www.intrinsic.com)

[developer@intrinsic.com](mailto:developer@intrinsic.com)

Booth 7217

Contact(s): Gretchen Eichinger, VP Business Development; Dr. Rémi Arnaud, Director of Technology

Brands: Intrinsic Alchemy™

Company Description: Intrinsic Graphics™, Inc. was founded to build a powerful, more efficient way to develop and publish games across multiple systems. Based in Silicon Valley, the company is led by the computer graphics pioneers whose work laid the foundation for today's state-of-the-art graphics software. The company's first product, Intrinsic Alchemy™, is a high-performance software platform for delivering real-time 3D applications on next-generation games consoles, personal computers, advanced TV set-top boxes, and future generation handheld devices.

## ITP Entertainment

12 Water Street, Suite 108  
Vancouver, BC V6B1A5 Canada

Booth 6033

## Jaleco USA, Inc.

225 Larkin Drive Unit 4  
Wheeling, IL 60090

Booth 6627

## JC Research Inc.

606 North First Street  
San Jose, CA 95112

408-977-1488

408-977-0202

[www.fog-ware.com](http://www.fog-ware.com)

[jcrsh@jcresearch.com](mailto:jcrsh@jcresearch.com)

Booth 7202

Contact(s): Lisa Rothstein, Director of Sales

International Contact(s): Gil Lee, President

Brands: Fogware Publishing, Fogware Publishing, Game Club, JC Researchwww.fog-ware.com, www.fogwarepublishing.com, www.game-club.com, www.jcresearch.com

Company Description: Software Publisher in North America with strong sales channels to major retailers. Educational, Reference, and Game titles.

## Jim Henson Interactive

1416 North La Brea Avenue  
Hollywood, CA 90028

Booth 7203

323-802-1500

323-802-1830

[www.henson.com](http://www.henson.com)

[sbooth@henson.com](mailto:sbooth@henson.com)



Contact(s): Craig Allen, SVP & General Manager; Michele Martell, VP Business Affairs & Interactive Business Development; Steve Booth, Executive Director, Production & Licensing

International Contact(s): Steve Booth, Executive Director, Production & Licensing

Brands: Muppet Racemania, Muppet Monster Adventure, Bear in the Big Blue House: Sense of Adventure, Bear in the Big Blue House: Imagine That!, Muppet Babies Toyland Train

Company Description: Jim Henson Interactive (JHI), a division of The Jim Henson Company, is responsible for the worldwide digital expression of all intellectual properties owned by the organization. JHI supplies content and technology in interactive media, while maintaining all the Jim Henson Company websites. JHI also creates character-based browsing experiences and virtual personalities with the Henson Digital Performance System (HDPS), bringing any CG character to life in real time.



## JoWooD Productions Software AG

Technologiepark 4A  
Rottenmann, Austria A-8786 Austria

Q +43-3614-2966-0  
Q +43-3614-2966-64  
WWW [www.jowood.com](http://www.jowood.com)  
E [jowood@jowood.com](mailto:jowood@jowood.com)

Contact(s): Andreas Tobler, Chairman & CEO; Uwe Deisenhammer, Chief Financial Officer; Hans Schilcher, Chief Technology Officer; Boris Kunkel, MD JoWooD Germany; Vip Partel, MD JoWooD UK; Hardy Fujiwara, MD JoWooD Japan; Rainer Aberle, MD Dynamic Systems; Wolfgang Wachmann, Dir. Business Development; Boris Triebel, MD Neon Software; Teut Weidemann, MD Wings Simulations

International Contact(s): Reiner Machauer, VP Marketing & Sales; Peter Hofschorer, Intl. Sales Director; Christoph Hausmann, Intl. Sales Manager; Robert Al-Yazdi, Intl. Product Manager

Brands: Industry Giant, Traffic Giant, Hotel Giant, The Nations, Rally Trophy, Zax-The Alien Hunter, The Sting, Gorasul-Legacy Of The Dragons

Company Description: Considered one of the fastest growing international developers and publishers, JoWooD will present 14 new releases for PC, PSX, X-BOX, and GBC at this year's E3 Expo.

## Kalisto Entertainment

North American Studios  
1561 Laurel Street, Suite A  
San Carlos, CA 94070

Q 650 592-9144  
Q 650 592-9146  
WWW [kalistousa.net](http://kalistousa.net)  
E [mfabian@kalistousa.net](mailto:mfabian@kalistousa.net)

International Contact(s): James Morris  
Brands: Jimmy Neutron

Company Description: Kalisto Entertainment is the world's largest independent video game developer, producing next generation entertainment software across all major platforms for leading publishers worldwide. Headquartered in Bordeaux, France, Kalisto now offers state-of-the-art technology and expert development teams from its North American Studios in Northern California and Austin, Texas.

## Kay Productions,™ LLC

2839 W. Kennewick Ave. #359  
Kennewick, WA 99336

Q 800-619-4345  
Q 509-586-1296  
WWW [www.kayproductions.com](http://www.kayproductions.com)  
E [Jreathaford@Kayproductions.com](mailto:Jreathaford@Kayproductions.com)

Contact(s): Robert Payne, President; Dan Gaub, CEO; Michelle McFarland, V.P. of Marketing; Christi Kitt, Sr. Sales Administrator; Heather Payne, Graphic Artist  
International Contact(s): Julie Reathaford, Marketing Director; Christi Kitt, Sr. Marketing Administrator

Brands: CJ's Closet

Company Description: Kay Productions,™ LLC creates quality children's products that encourage wholesome, fun entertainment and provide unique learning opportunities. Our debut CD-ROM is CJ's Closet™.

Booth 546



## KB Gear Interactive

10250 Valley View Rd, Suite 137  
Eden Prairie, MN 55344

Q 952-656-6000  
Q 952-656-6057  
WWW [www.kbgear.com](http://www.kbgear.com)  
E [mollygaines@kbgear.com](mailto:mollygaines@kbgear.com)

Booth 4005



Contact(s): Pete Stoddart, VP, Consumer Marketing

International Contact(s): Paul Mitchell, 916-213-1628

Brands: Jam Digital Computer Products, Little Tikes Interactive, KB Gear For Kids Computer Products

Company Description: KB Gear Interactive's entry-level, affordably priced digital computer products include digital still and video cameras, digital music players and interactive, PC-powered gear for 3-8 year olds.

## Kemco/Kotobuki System Co., Ltd.

15600 Redmond Way NE Suite #303  
Redmond, WA 98052

Q 425-869-8000  
Q 425-869-8080  
WWW [www.kemco-games.com](http://www.kemco-games.com)  
E [info@top-gear.com](mailto:info@top-gear.com)

Booth 2808



Contact(s): Michitada Futami, US General Manager

International Contact(s): Mr. Narikawa, European Sales Manager; Mr. Hashimoto, US Sales Manager

Brands: Tweety and the Magic Jewel, Top Gear GT Championship, PHALANX, Mech Platoon, Crazy Chase

Company Description: KEMCO continues its strong market presence as a developer and publisher of games for Nintendo and Sony systems. KEMCO is ready to release several new titles in 2001 for Game Boy Advance as well as GameCube.

## Key West Marketing dba Game America

4430 Cerritos Ave  
Los Alamitos, CA 90720

Q 714-995-6316  
Q 714-995-6315  
E [keywesti@ix.netcom.com](mailto:keywesti@ix.netcom.com)

Booth 7616

Contact(s): Pat Ormsby, Sales; Sandra Krebs, Customer Service  
International Contact(s): Mark Sobhraj, Manager

Company Description: Distributor of all console hardware, games, and accessories.

## Keytec, Inc.

1293 North Plano Road  
Richardson, TX 75081

Q 972-234-8617  
Q 972-234-8542  
WWW [www.magictouch.com](http://www.magictouch.com)  
E [sales@magictouch.com](mailto:sales@magictouch.com)

Booth 7032

Contact(s): Brian Sun, Managing Director  
International Contact(s): Brian Sun, Managing Director; Pinar Kucuktepe, International Sales  
Brands: Magic Touch Add-on Touch Screens, Magic Touch Integrated Touch Monitors, Magic Touch Built In Kits, Custom Touch Screens

Company Description: KEYTEC, INC offers a full line of American made touch screens, including Magic Touch Add-on touch screens, Integrated Touch Monitors, and custom screens. Ideal addition for gaming machines, kiosks, POS, educational systems, and personal computers.

# Exhibitor Profiles

firstlooks Denotes companies with products debuting at E3

## Knowledge Adventure

19840 Pioneer Ave.  
Torrance, CA 90503

800 310-793-0600

800 310-793-0601

[www.knowledgeadventure.com](http://www.knowledgeadventure.com)

[Marla.Rothschild@havasint.com](mailto:Marla.Rothschild@havasint.com)

Brands: *Jurassic Park III: Dino Defender*, *Jurassic Park III: Danger Zone!*, *Jurassic Park III Computer Game with Tech Toy*, *Barbie Explorer*, *Secret Agent Barbie*, *Barbie Team Gymnastics*, *Barbie Beach Party*, *Kelly Club*

Company Description: Knowledge Adventure, a leader in kids interactive content, develops and publishes top-selling PC and console-based multimedia software that lets children learn and play.

**Booth 1100****firstlooks**

## Kodiak Interactive Software Studios

4001 South 700 East Suite 301  
Salt Lake City, UT 84107

**MR 7209**

## Koei Corporation

1818 Gilbreth Road, Suite #238  
Burlingame, CA 94010

800 650-692-9080

800 650-692-9095

[www.koeigames.com](http://www.koeigames.com)

[amip@koeigames.com](mailto:amip@koeigames.com)

**Booth 2324****firstlooks**

Contact(s): Mr. Michihiro Ito, President; Mr. Takuroh Yamashita, VP, Overseas Development; Johanna Hirota, Controller; Harusato Akenaga, U.S. Liason Manager; Amos Ip, VP, Sales & Marketing

International Contact(s): Mr. Seinosuke Fukui

Brands: *Dynasty Warriors*, *Winback*, *Kessen*, *Romance of the Three Kingdoms*, *Destrega*

Company Description: Koei develops and publishes top quality video games for Sony and Nintendo systems. Koei is best known for its intense action titles and massive historical war simulations.

## Kog

#402 General Information Center, 1370,  
Sankyu-dong Puk-gu  
Taegu, Korea 702-701 South Korea

82-53-955-5801

82-53-950-6198

[www.kogsoft.com](http://www.kogsoft.com)

[wonlee@kogsoft.com](mailto:wonlee@kogsoft.com)

Contact(s): Won Lee, Manager

International Contact(s): Won Lee, Manager

Brands: *Extreme Rally*

Company Description: 4X4 Driving and Physics Engine

**Booth 7627****firstlooks**

## Konami of America, Inc.

1400 Bridge Parkway  
Redwood City, CA 94065

800 650-654-5600

800 650-654-5690

[www.konami.com](http://www.konami.com)

[mckinnon@konami.com](mailto:mckinnon@konami.com)

**Booth 1124,  
MR 302****firstlooks**

## Kutoka Interactive

## Kutoka Interactive

**Booth 6033**

1001 Sherbrooke Street East, Suite 400  
Montreal, Quebec H2L 1L3 Canada

800 514-849-4800

800 514-849-9182

[www.kutoka.com](http://www.kutoka.com)

[info@kutoka.com](mailto:info@kutoka.com)

Contact(s): Richard Vincent, President

International Contact(s): Tanya Claessens, Vice-president

Brands: *Mia The Search for Grandma's Remedy*, *Mia-Romaine's New Hat*, *Mia-Just in Time!*

Company Description: Kutoka is the producer of the series "Mia" aimed at children 6 to 10. The darling skateboarding mouse that has charmed children and won over 40 awards around the world is back in a new adventure.

## Learning Company, The

500 Redwood Blvd  
Novato, CA 94947

**MR 501B,  
503**

800 415-382-4484

[www.learningco.com](http://www.learningco.com)

[Karen.Thomas@learningco.com](mailto:Karen.Thomas@learningco.com)

**firstlooks**

Contact(s): Eric Stone, Sr. VP and GM, Education Division; Joe Roberts, Sr. EVP and GM, Productivity Division; Tony Bordon, Sr. EVP, Worldwide Sales; Debbie Goldin, Print PR, Education; Jennifer Schroeder, Print PR, Productivity; Evelyn Dubocq, Broadcast PR, both divisions; Armelle Fenayrou, International PR; Helen Myers, International PR; Rob Halligan, VP, Corporate Marketing

International Contact(s): Tony Bordon, Sr. VP, Worldwide Sales; Jean-Pierre Nordman, SVP, International Sales

Brands: *Scooby-Doo/Arthur*, *ClueFinders*, *Carmen Sandiego*, *Reader Rabbit*, *Kid Pix*, *The Print Shop*, *PrintMaster*, *American Greetings*

Company Description: The Learning Company is a leading developer and publisher of interactive productivity and education titles for CD-ROM, Game Boy, PlayStation and the Internet.

## Legacy Interactive

6834 Hollywood Blvd. Suite 400  
Los Angeles, CA 90028

**Booth 7356**

## Lego Company

555 Taylor Road  
Enfield, CT 06083

**Booth 866**

800 860-749-2291

800 860-763-6623

[www.lego.com](http://www.lego.com)

[jeffrey.ardis@america.lego.com](mailto:jeffrey.ardis@america.lego.com)

**firstlooks**

Contact(s): Helen Nicholas, Brand Manager, Lego Media; Jeff Ardis, Brand Manager, Lego Mindstorms; Michael Boland, Brand Manager, Lego Studios; Leah Kalboussi, Director of Sales, Lego Media / Lego Mindstorms; Michael McNally, Public Relations Manager

International Contact(s): Giles Jones, Sales Manager, Europe North; Andreas Strobl, Sales Manager, Europe Central; Frederic Darthenay, Sales Manager, Europe South; Jo Featherstone, Sales Manager, Special Markets

Brands: *LEGO Island 2*, *LEGO Stunt Rally*, *LEGO Bionicle*, *LEGO Racers 2*, *LEGO Creator Harry Potter*, *LEGO MINDSTORMS Robotics Invention System*, *LEGO Studios*

Company Description: LEGO Company celebrates its fifth year at E3 Expo with an exciting new line of products from its LEGO® Software, LEGO MINDSTORMSTM and LEGO Studios brands. LEGO Software launches 11 new products—six new titles across five platforms. As leaders in consumer robotics, LEGO MINDSTORMS introduces an upgrade to its signature set - Robotics Invention System 2.0. And kids can further their LEGO Studios moviemaking capabilities with nine accessory sets for the LEGO & Steven Spielberg MovieMaker Set.



**Lille-North of France**

2746 Delaware Ave.  
Kenmore, NY 14217  
Tel: 716-447-9420  
Fax: 716-447-0171  
Web: [www.apim.com](http://www.apim.com)  
Email: [apimusa@aol.com](mailto:apimusa@aol.com)

**Booth 6233**

Company Description: The Lille-North of France Region is the new European star for electronic entertainment. If Europe is your target, stop at our booth and take a look at our local companies.

**LithTech, Inc.**

10516 NE 37th Circle  
Kirkland, WA 98033  
Tel: 425-739-1569  
Fax: 425-827-3901  
Web: [www.lithtech.com](http://www.lithtech.com)  
Email: [lucas@lithtech.com](mailto:lucas@lithtech.com)

Contact(s): Jeffery Hutt, Vice President, Business Development; Dan White, Marketing Manager  
Brands: LithTech Development System

Company Description: The LithTech™ Development System is a comprehensive set of technologies and tools that minimizes the cost of developing 3D software applications.

**MR 501C****Logic Factory, The**

100 Dolores Street, Suite 251  
Carmel, CA 93923

**Booth 7327****Logitech Inc.**

6505 Kaiser Drive  
Fremont, CA 94555  
Tel: 510-795 8500  
Fax: 510-792 8901  
Web: [www.logitech.com](http://www.logitech.com)  
Email: [sandra\\_bodmer@logitech.com](mailto:sandra_bodmer@logitech.com)

Contact(s): Marcel Stolk, Sr VP, WW Sales & Marketing; Collette Bunton, VP, Sales & Marketing, Americas; Ted Hoff, VP and General Manager, Interactive Entertainment; Fred Swan, Director of Marketing, Interactive Entertainment; Jean-Francois Genoud, Senior Product Manager, Interactive Entertainment; Douglas Stokley, Director, Retail Sales; Ritchie Corpus, Relationship Developer Manager; Brian Ritchie, Americas, PR Specialist; Garrett Hayes, EU, PR Manager

International Contact(s): Lionel Caloz, EU, Product Field Manager, IE; Masa Hotta, JPR Sales Contact; Marco Manera, Australia, Country Manager; Mike McGregor, Canada, Sales Account Manager

Company Description: Founded in 1981, Logitech designs, manufactures, and markets human interface devices and supporting software that link people to the Internet and enable them to work, play, learn, and communicate more effectively in the digital world. Logitech's interface products include Internet video cameras; input and pointing devices such as optical and tactile feedback mice, corded and cordless mice, optical trackballs, and keyboards; multimedia speakers; and interactive gaming products such as joysticks, gamepads, and racing systems.

**Booth 646****Longbow Digital Arts**

4 Mary Jane Street  
Providence Bay, Ontario P0P 1T0 Canada  
Tel: 705 377-4500  
Fax: 705-377-4331  
Web: [www.longbowdigitalarts.com](http://www.longbowdigitalarts.com)  
Email: [longbow@longbowdigitalarts.com](mailto:longbow@longbowdigitalarts.com)

Brands: Tread Marks PS2, Rival Ball, DX-Ball 2, Particle Fire, Tiger's Bane, Tread Marks

Company Description: Longbow Digital Arts is developing the action/combat game "Tread Marks" for the PS2. LDA developed the downloadable PC games Rival Ball, DX-Ball 2 & Tiger's Bane.

**Booth 6033****Lucas Learning Ltd.**

P.O. Box 10667  
San Rafael, CA 94903  
Tel: 415-444-8800  
Fax: 415-444-8898  
Web: [www.lucaslearning.com](http://www.lucaslearning.com)  
Email: [heather@lucasarts.com](mailto:heather@lucasarts.com)

Contact(s): Thea Crosby-Levine, Public Relations Specialist; Mary Sodghy, Director of Marketing  
Brands: Star Wars Super Bombad Racing

**MR 518****LucasArts  
Entertainment Company LLC**

P.O. Box 10307  
San Rafael, CA 94912  
Tel: 415-472-3400  
Fax: 415-444-8240  
Web: [www.lucasarts.com](http://www.lucasarts.com)  
Email: [amervin@lucasarts.com](mailto:amervin@lucasarts.com)



Contact(s): Simon Jeffery, President; Mary Bihr, Vice President of Worldwide Sales & Marketing; Randy Breen, Vice President of Development; Meredith Cahill, Director of Sales; Tom Sarris, Director of Public Relations; Andrea Yelle, Director of Human Resources

International Contact(s): Mary Bihr, Vice President of Worldwide Sales & Marketing; Lisa Star, Manager of International Business

Brands: Escape from Monkey Island, Star Wars Starfighter II, Star Wars Racer II, Star Wars Obi-Wan, Star Wars Rogue Squadron II, Star Wars Battleground, Star Wars Jedi Knight II, Star Wars Starfighter

Company Description: LucasArts Entertainment Company is a leading international developer and publisher of interactive entertainment software for PC and console video game systems.

**MR 517,518**

# Exhibitor Profiles

firstlooks

Denotes companies with products debuting at E3

## Machrone

774 Charcot Ave  
San Jose CA, 95131

## Macrovision Corp.

1341 Orleans Drive  
Sunnyvale, CA 94089

## Mad Catz, Inc.

11487 Woodside Avenue  
Santee, CA 92071

619-258-6920  
619-258-6929  
www.madcatz.com  
mwagner@madcatz.com

Contact(s): Darren Richardson, President; Tom Roberts, Senior VP / Product Development; Warren Cook, VP Sales; Whitney Peterson, VP Corporate Development; Andy Schmidt, VP Finance; Dave Evans, Director Operations/Planning; Penny Bradshaw, Corporate Communications Manager; Vincent Tucker, Product Manager; Matt Bennion, Product Manager  
International Contact(s): Paul Robinson, Director International Sales; Carol Mason, International Sales

Brands: PantherMC2

Company Description: Mad Catz, Inc., a GTR Group, Inc. subsidiary, designs, develops, manufactures, and markets a full range of accessories for video game console and PC gaming systems. Mad Catz is a worldwide leader of innovative peripherals in the Interactive Entertainment Industry. Headquartered in Southern California, Mad Catz has offices in the U.S. and Asia, as well as distributors in the U.S., Canada, Europe, and Australia.

## Magelis - Pole Image Angouleme

1 rue de la Charente  
BP 376  
Angouleme Cedex 16008 France

33545673607  
33545614614  
www.magelis.org  
info@charente-developpement.com

Contact(s): Gérard Mercher, Managing Director Charente Développement; Frédéric Cros, Companies Department Manager

Company Description: The capital of comics becomes the capital of image creators. As France's second-ranking animated image production center (just behind Paris) "Magelis-Pôle Image Angoulême" counts 50 firms and over 700 professionals involved in image industries : 2D/3D animated films, motion capture, comics, multimedia and audiovisual products, industrial imagery and so on.

## Magix Entertainment Corp.

11400 Olympic Blvd., Ste. 450  
Los Angeles, CA 90064

310-656-0644  
310-656-0234  
www.magix.com  
igarstecki@magix.net

Contact(s): Ken Alterwitz, President/CEO; Darrell Thompson, Director of Sales; Michael Tomlin, VP of Marketing; Greg DeWitt, VP of OEM Sales

International Contact(s): David Solomon, International Sales Manager

Brands: Music & video maker generation 6 deLuxe, mp3 maker 2.0 gold, music studio generation 6 deLuxe, audio cleaning lab, playR deLuxe, Hip Hop Maker, Techno Maker

Company Description: MAGIX Entertainment Corp. is the world's leading software publisher for Personal Rich Media Applications for the PC and Internet geared to users of all experience levels.

Booth 7108

Booth 7204

Booth 1424

firstlooks

## Majesco Sales, Inc.

160 Raritan Center Parkway  
Edison, NJ 08837

732-225-8910  
732-225-8408  
www.majescosales.com  
mbasile@majescosales.com

MR 405

firstlooks

Contact(s): Morris Sutton, Chairman of the Board; Jesse Sutton, President; Joseph Sutton, Vice President

Brands: IRIDION 3 D, PITFALL: THE MAYAN ADVENTURE, EARTHWORM JIM, FORTRESS, M&M's ADVANCE, SOLDIER OF FORTUNE, STAR TREK VOYAGER, F-14 TOMCAT

Company Description: Majesco Sales Inc. is a leading publisher and distributor of interactive entertainment software for the various hardware platforms that collectively dominate the home video game market.

## Marjacq Micro Ltd.

Booth 5030

34 Devonshire Place  
London, London W1G 6JW England

+44 207 935 9499  
+44 207 935 9115  
www.marjacq.com  
information@marjacq.com

firstlooks

Contact(s): Sandy Schneider, US Consultant; Nick Dawson, Technical Consultant

Company Description: Marjacq is the most renowned agency representing computer games developers.

## Matias Corporation

Booth 7509

129 Rowntree Dairy Road, Unit 20  
Vaughan, Ontario L4L 6E1 Canada

905-265-8844  
905-265-8744  
halfkeyboard.com  
vesna@halfkeyboard.com

firstlooks

Contact(s): Edgar Matias, President

Company Description: Matias Corporation's patented Half Keyboard technology allows fast one-handed text entry using people's existing touch-typing skills. For players of Quake and other mixed joystick-keyboard video games, you can now keep one hand on the joystick and have access to the whole keyboard with just one hand for changing weapons. The company recently debuted products at Comdex for PalmOS, PCs, and Macintosh computers.

## Maui Innovative Peripherals Inc.

Booth 7048

300 Ohukai Road, Suite C-325  
Kihei, HI 96753

808-875-0555  
808-875-8775  
www.cyclopX.net  
info@maui-innovative.com

Contact(s): Tim Leist, V.P. Product Development; David Andrade, Beta Test Manager; Michael Schmel, National Sales Manager

Company Description: CyclopX, head mounted 3D Game controller. Allows hands free navigation of your favorite game. Use your head for weapons, jumping, punching, other control devices.

Booth 6621

firstlooks

**Maximum Charisma  
Studios, Inc.**5400 Ward Road, Building 5, Suite 100  
Arvada, CO 80002

303-432-0286

303-432-9839

msczone.com

eski@maximumcharisma.com

Contact(s): Steve Escalante, VP Sales and Marketing; Dale Lullo, Director of Business Development

International Contact(s): Steve Escalante, VP Sales and Marketing

Company Description: Online Game Developer. Current project is the highly anticipated Fighting Legends. This online RPG will hit the shelves Fall 2001.

**MCV Media International Media Sponsor**St. Andrew House, 46-48 St. Andrew Street  
Hertford, Hertfordshire SG14 1JA England

+44 (0) 1992 535646

+44 (0) 1992 535648

www.mcvuk.com

Stuart.Dinsey@mcvuk.com



Contact(s): Lisa Foster, Editor, MVC; Alex Jarvis, Sales Director; Owain Bennallow, Editor, Develop; Paula Sturton, Advertising Manager, Develop; Chris Buckley, Senior Sales Executive

Company Description: MCV Media publishes two trade publications within the interactive entertainment industry - MCV: The Market for Home Computing &amp; Video Games and programmers' monthly, Develop.

**Media Create Co., Ltd.** Booth 7501Kimura Bldg. 4F, 2-19-3 Soto-kanda,  
Chiyoda-ku, Tokyo 101-0021 Japan

+81-(0)3-3255-3805

+81-(0)3-5295-8080

www.m-create.com

main@m-create.com



Contact(s): Atsushi Hosokawa, CEO

International Contact(s): Kimi Hoshino, MD, International Marketing &amp; Sales

Company Description: Specialize in the field of data management, and provide Japanese Console Software Ranking data with analytical reports.

**Metro3D, Inc.**12 South First St., Suite #1000  
San Jose, CA 95113

408-286-2900

408-286-2969

kuwitzky@metro3d.com

Contact(s): Steve Lin, Chairman, CEO; Mark Jordan, VP, GM; Mat Kuwitzky, Sales &amp; Marketing; Kim Chang, Marketing Assistant; Roger Fang, Programmer; Eva Chiu, Director of Operations

International Contact(s): Mat Kuwitzky, Sales &amp; Marketing

Brands: Sony PS2/Dark Angel:Vampire Apocalypse, Sony PS2/ Armada 2: Exodus

Company Description: An aggressive new contender in the console &amp; PC games market. Metro3D develops and publishes original titles for Sony PS2, Sega Dreamcast and Nintendo Game Boy Color, as well as future game platforms including Microsoft Xbox and Nintendo GameCube.

**Microïds**

87 rue Prince - Suite 140

Montreal, Quebec H3C 2M7 Canada

514-390-0333

514-526-6717

www.microïds.com

ofontenay@microïds.com



Contact(s): Olivier Fontenay, VP Development; Virginie Collot, VP Marketing; Michel Bams, VP Publishing

International Contact(s): Olivier Grassiana, VP Sales

Brands: Far Gate, Empire of the Ants, Warm up, Open Kart, Road to India, Master Rallye, X'Trem Roller, Tennis

Company Description: Microïds is a French-based company, created more than 15 years ago. Known in the industry for many best-sellers, as Amerzone, Seven Kingdoms . . . Now introducing 8 new products on the market, including PC, PS2, GBC games.

**Microsoft**One Microsoft Way  
Redmond, WA 98052

425-882-8080

425-936-7329

www.microsoft.com/games

kerstinm@microsoft.com



Brands: Xbox, Halo, Oddworld, NFL Fever 2002, Dungeon Siege, Zoo Tycoon, Sigma, Flight Simulator 2002

Company Description: Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software — any time, any place, and on any device.

**Microsoft TV**6 Yoni Netanyahu St.  
Or-Yehuda, Israel 60200 Israel

+972-3-5385555

+972-3-6344543

www.microsoft.com/tv

joninao@microsoft.com



Contact(s): Nittai Hofshi, Contact and Programming Manager; Ron Shani, Marketing Director

Company Description: Microsoft TV offers enhanced TV software technology and services to help make television more useful, fun, and engaging. The Microsoft Content Developer Program is designed to facilitate beneficial alliances between content companies, Microsoft, and Network Operators.

**Midas Interactive  
Entertainment**Unit 14, Stansted Distribution Centre  
Start Hill, Bishops Stortford

Herts, Hertfordshire CM22 7DG United Kingdom

01279 858000

01279 858000

www.midasinteractive.com

mail@midasinteractive.com



Contact(s): Paul Share, President; David Hope, Managing Director ; Simon Hamer, International Sales Director; Barry Costas, Technical Director; Scheherazade Belamine, International Sales Manager; Steve Marks, PR &amp; Marketing Executive; Charles Barrett, Business Development Manager; Sam Collins, UK Retail Sales Manager; Alasdair Evans, Producer; Steve Morgan, Senior Producer

International Contact(s): Becky Walker, Consultant; John Kellas, Consultant (Germany); Rick Morse, Sales Director (Australia)

Brands: Midas Games, Pocket Price

Company Description: Midas Interactive Entertainment is a leading developer and publisher of interactive games across formats including PlayStation 1 &amp; 2, PC and Xbox.

# Exhibitor Profiles

first looks Denotes companies with products debuting at E3

## Midway Games Inc.

3401 N. California Avenue  
Chicago, IL 60618

773-961-2222  
773-961-1791  
www.midway.com  
service@midway.com

Booth 600,  
MR 303A, 303B

first looks

Contact(s): Neil Nicastro, CEO & COO; Byron Cook, Vice Chairman of the Board; Harold Bach, CFO & Treasurer; Kenneth Fedesna, Ex. Vice President of Product Development; Darrin Stubbington, Ex. Vice President of Product Development (San Diego); Mike Abbott, Sr. Vice President of Third Party Development; David Nichols, Vice President of Operations; Melani Windham, Vice President of Sales; Debbie Austin, Vice President of Creative Services; Helene Sheeler, Vice President of Marketing

International Contact(s): Mark Beaumont, Sr. Vice President of Business Development; Justin Heber, Managing Director

Brands: **CART Fury, Spy Hunter, NHL Hitz, Arctic Thunder, Legion,**

Company Description: Midway Games Inc. is a leading interactive entertainment industry developer, publisher, and marketer of software for both the coin-operated and home markets.

## Mimon Entertainment Ltd.

4433 Colbath Ave. #37  
Los Angeles, CA 91423

818-981-0180  
818-981-2566  
www.mimtv.com  
tzury@mimtv.com

Booth 7619

first looks

Contact(s): Alex Hazan, Partner; Roy Weg, Partner; Tal Gamliel, Creative Director

Brands: **Tiny Tells, Super Dino, Cybergops, Puzzlemania Family Studio, Puzzlemania Kids, Who's Smart?, Tiny's Adventures**

Company Description: Producer and publisher of games and educational CD-ROM for kids and the whole family. The company is also developing and producing film, television, and video projects.

## Mini-Mations

233 North 1250 West  
Centerville, UT 84014

801-299-9990  
801-299-9994  
propac@digitalpla.net

Booth 7604

Company Description: Mini-Mations is a manufacturer of both Japanese Anime and software video game

miniature figures.

## Ministry of Games (labels Netzstatt and Inzzide)

Holzmarktstr. 11  
Berlin, Berlin 10178 Germany

011491777303071  
01149177997303071  
www.inzzide.com and www.netzstatt.de  
zippan@netzstatt.de

Booth 6501

Contact(s): Jens Enders, Marketing; Ludger Leineweber, CEO; Bernd Holzapfel, Financial Investor

Company Description: Organization for official European championships with multiplayer games online + offline. Market leader in Germany. Building up a franchise group of location based gaming zones. Lanparties.

## Monte Cristo

42 rue des Jeuneurs  
Paris, France 75002 France

33 1 40 39 11 11  
33 1 40 39 00 10  
www.montecristogames.com  
delaruelle@montecristogames.com

Contact(s): Jean Marc de Fety, co-founder; Jean Christophe Marquis, co-founder; Anna Herslow, Sales Manager Europe; Adrian Lacey, Sales Responsible UK & US; Sandrine Mainemare, Export Manager; Stefanie van der Ven, Executive Assistant; Claire de La Ruelle, Marketing Manager; Julia Legner, Sales Responsible Germany; Jean Luc Loiseau, Sales Manager; Stéphanie Grasset, RP Manager

International Contact(s): Yann Belot, Web Designer; Denis Bourdain, Game Master Manager  
Brands: **Airline Tycoon, Day Trader, Stardom, Political Tycoon, StarPeace, Gadget Tycoon, Dynasty, Neospace**

Company Description: Monte Cristo is a French developer and publisher of strategy games, as well as a pioneer in the arena of online strategy games. Its aim is to produce strategy games that are not only fun, but also challenging at the same time.

Booth 6247

## Mousepad Company Limited, The

The lodge, Clayton Priory, London Road  
Hassocks, West Sussex BN6 9NE UK

01444 232398  
01444 254777  
mousepad.dircon.co.uk  
mousepad@dircon.co.uk

Booth 6523

first looks

Contact(s): Kerry Rogers; Caroline Grey; Frank Lees

International Contact(s): Mark Hayward; Caroline Grey

Brands: **Thunderbirds, Tomb Raider, Star Trek, Buffy the Vampire Slayer, Angel, Beatles, Monty Python, Simpsons**

Company Description: The leading company for licensed products including mobile phone cases, Nokia fascias, mousepads, diskettes, CDR's and other computer accessories. Licenses include Thunderbirds, Tomb Raider, Star Trek, Buffy the Vampire Slayer, Angel, Simpsons, Monty Python and many more.

## Multimedia 2000

2017 Eighth Avenue, 3rd Floor  
Seattle, WA 98121

206-622-5530  
206-622-4380  
www.M-2k.com  
nrockwood@m-2k.com

Booth 7211

first looks

Brands: **American Sign Language Dictionary, American Sign Language for Kids, Home Depot's Home Improvement 1-2-3, Webster's 2001 DVD Encyclopedia, PocketPhoto, Pocket Gamester, UFO Anthology Deluxe, Bubblegum Crisis**

Company Description: Multimedia 2000(www.m-2k.com) is a leader in digital publishing. M2K's diverse titles line features software from Codie Award winning "American Sign Language for Kids" to "UFO Anthology." M2K also distributes applications for the handheld software market including PocketPhoto and PocketGamester. M2K's Bubblegum Crisis, the thrilling Japanese Anime series, is one of the best-selling non-Hollywood DVDs in history. With brands like Webster's, Harper Collins, WWF, Home Depot and more, M2K produces Media for the Millenium.

## Mushkin Enhanced Memory Systems

435 West Colfax Avenue  
Denver, CO 80204

800-569-1868  
303-534-0827  
www.mushkin.com  
info@mushkin.com

Booth 7020

first looks

Company Description: Mushkin Enhanced Memory Systems is a leader in direct sales of memory modules on the web. Mushkin offers the highest performance DDR and SDRAM modules for PC gaming.



## Muze Inc.

304 Hudson Street 8th Floor  
New York, NY 10013

**MR 7532**

## Mythic Entertainment

3919 Old Lee Hwy, Suite 82A  
Fairfax, VA 22030

📞 (703) 934-0451  
📠 (703) 934-0447  
💻 www.mythicentertainment.com  
✉ mbj@mythicentertainment.com

Brands: Dark Age of Camelot, Spellbinder, ID4 Online, Silent Death

Company Description: A long-time leader in the development of massively multiplayer online role-playing games, Mythic Entertainment introduces the next generation in the genre with its groundbreaking Dark Age of Camelot.

**Booth 1414**



## Namco Hometek Inc.

2055 Junction Ave.  
San Jose, CA 95131

**Booth 800**

📞 408-922-0712

📠 408-321-0518

💻 www.namco.com

✉ ssuishi@namco.com

Contact(s): Hugo V. Reyes, PR Manager; Jim Atkiss, Product Manager

Brands: Klonoa 2, Dead to Rights, Ace Combat 4, Time Crisis Project Titan

Company Description: Namco Hometek Inc. is the U.S. consumer division of Namco Limited, a world leader in the high-tech entertainment industry committed to providing the ultimate entertainment experience.

## nano-k

12 Rue Ampere  
Grenoble, Isere 38000 France

📞 33 0476 844 004

📠 33 0476 844 005

💻 www.nano-k.com

✉ e.guerry@nano-k.com

Contact(s): Denis Bohan, sales manager

Company Description: Located in Grenoble, nano-k is a design and realization studio for games and multimedia R & D (haptic, on-line concepts) with local laboratories.

**Booth 6233**

## Natsume Inc.

1818 Gilbreth Road, Suite 229  
Burlingame, CA 94010

📞 650-692-1941

📠 650-692-1943

💻 www.natsume.com

✉ cs@natsume.com

Contact(s): Hiro Maekawa, President / CEO; Graham Markay, Operations Director

International Contact(s): Hiro Maekawa, President / CEO

Brands: Harvest Moon, Reel Fishing, Lufia, Legend of the River King, Return of the Ninja, Pilot Academy, Ultimate Surfing, Pocky & Rocky

Company Description: Natsume Inc. is a worldwide developer and publisher specializing in niche and family-oriented interactive entertainment software for a variety of hardware platforms, including Nintendo, Sony, Sega, and X-Box.

**Booth 1312**



## Navarre Corporation

7400 49th Avenue North  
New Hope, MN 55428

📞 763-535-8333

📠 763-533-2156

💻 www.navarre.com

✉ csmith@navarre.com

Contact(s): Brian Burke, Sr. VP General Manager; Rick Vick, General Merchandise Director; Joyce Fleck, VP Marketing; Ward Thomas, Director of Sales

Company Description: Navarre Corporation is a leading distributor of both proprietary and non-proprietary music, PC software and DVD to a customer base that includes national music chains, software specialty retailers, independent retailers, mass merchants, wholesalers, warehouse clubs, bookstores, specialty wholesalers, and e-commerce retailers.

## Nemosoft

**Booth 6233**

115 rue Aimé Grumbach  
Résidence le vendome  
Nîmes, France 30900 Gard

📞 33-4-66-84-03-03

📠 33-4-66-29-65-38

💻 www.nemosoft.fr

✉ info@nemosoft.fr



Contact(s): Hillaire Rémi, Chief Executive Officer; Perreau Thierry, Senior Executive Officer: Art and Developement; Hillaire Julien, Internet Manager

Brands: SCAPE, SHARP SHOOTER, CARS AND GIRLS, REAL LIFE SYSTEM

Company Description: Off and online videogame design and development. Videogame, cinema, fun, and joke portals with cyberstore offers. Design and development of system utilities for improved gameplay and complementary formulas in videogames.

## NeoMagic Corporation

**Booth 7332,  
7336**

3250 Jay Street  
Santa Clara, CA 95054

📞 408-988-7020

📠 408-567-9469

💻 www.neomagic.com

✉ jchiang@neomagic.com



Contact(s): Kimberly Bolton, Admin; Mark Singer, VP of Marketing

Company Description: Put a Game Console In Your Pocket. NeoMagic mobilizes multimedia technology, providing leading-edge System-on-Chip solutions with full 3D hardware for smart handheld entertainment systems.

## Net-Games AG

**Booth 976**

Englschalkinger Strasse 14  
Munich, Bavaria 81925 Germany

📞 +49-89-92880-50

📠 +49-89-92880-590

💻 www.net-games.com

✉ strauss-nolan@net-games.com



Contact(s): Juergen Stehle, CEO; Ulrich Schlechte, CTO; Stefan Rubner, Community Manager; Christian Kluckner, Project Manager

International Contact(s): Christian Laube, Sales Manager

Brands: FSGS Free Standard Game Server

Company Description: Net-Games provides an independent multiplayer online gaming platform. Our worldwide community (13 million) is using our FSGS Free Standard Game Server technology. We offer services for developers, publishers, and ISP's alike.

# Exhibitor Profiles

firstlooks Denotes companies with products debuting at E3

## New Media Generation

Rimskogo-Korsakova str., 3, office 515  
Moscow, Moscow 127566 Russia  
+7(095)903-3050  
+7(095)904-06-25  
www.nmg.ru  
borisova@nmg.ru

Booth 7127



International Contact(s): Alexandra Borisova, International Sales Manager

Brands: Hired Team, Trial Gold, Shine 3D engine

Company Description: New Media Generation is one of the biggest Russian developers and publishers, which will present several new games as well as a new 3D engine at E3 Expo.

## Newkidco

235 Bear Hill Rd., Suite 200  
Waltham, MA 02451  
781-487-7170  
781-487-7410  
www.newkidco.com  
jean@newkidco.com

Booth 2116



Contact(s): Henry Kaplan, Chief Executive Officer; Allan Blum, VP of Marketing & International; Paul Samulski, Chief Creative Officer

International Contact(s): Allan Blum, VP of Marketing & International

Brands: WINNIE THE POOH & TICKER, GOOFY, ET THE EXTRA-TERRESTRIAL, SESAME STREET, DRAGON TALES, TOM AND JERRY,

Company Description: NEWKIDCO - Big games for little gamers. NEWKIDCO is a leading publisher of children's video games based on popular licensed characters.

## Nexon USA

1095 East Duane Avenue, Suite 100  
Sunnyvale, CA 94086  
408-737-9341  
408-737-9351  
www.nexon.com  
info@nexon.net

Booth 7027



Contact(s): Scott Lee, President/CEO; Paul Philleo, PR & Marketing Coordinator

International Contact(s): Omar Miller, Executive Manager & Producer

Brands: Shattered Galaxy, Elemental Saga, Elancia, Dark Ages, QuizQuiz, Nexus: The Kingdom of the Winds, Beat Dance, Legend of Darkness

Company Description: Nexon pioneered the massive multi-player online game experience, launching into and creating the Asian MMOPG market in the early '90s. Nexon has made its greatest impression in North America with its most recently completed project, "Shattered Galaxy."

## Nexpak

6370 Wise Avenue, N.W.  
North Canton, OH 44720  
330-490-2000  
330-490-2011  
www.nexpak.com  
brianmatos@nexpak.com

Booth 6949

Contact(s): Brian Matos, Product Manager; Lisa Lake, Regional Manager  
International Contact(s): Mark Roberts, Dir Intl Sales

Company Description: NEXPAK is the largest developer and manufacturer of media packaging. Products include CD, jewel cases, DVD cases, video, and video game cases.

## Nintendo of America Inc.

4820 150th Ave NE  
Redmond, WA 98052  
800-633-3236  
425-882-3585  
www.nintendo.com  
nintendo@noa.nintendo.com

Booth 2816,  
MR 516



Contact(s): Peter Main, Exec VP, Sales and Marketing; George Harrison, VP, Marketing and Corporate Communication; Bruce Donaldson, VP, Consumer Sales; Randy Peretzman, VP, National Sales; John Sakaley, VP, Merchandising; Perrin Kaplan, VP, Corporate Communication International Contact(s): Mr. David Gosen, Managing Director, Marketing and Sales, Europe; Mr. Susumu Tanaka, General Manager, International Business Administration

Brands: Nintendo, Nintendo GAMECUBE, Game Boy Advance

Company Description: Nintendo of America Inc., a wholly owned subsidiary of Nintendo Co. Ltd. of Japan is the acknowledged worldwide leader in the creation of interactive entertainment.

## Nitrostream Inc

2192 Fortune Drive  
San Jose, CA 95131  
408-514-6447  
408-514-6480  
www.toygladiator.com  
brendan@nitrostream.com

MR 7320



Brands: www.TOYGLADIATOR.com

Company Description: Toy Gladiator - deadly fun! Role-playing meets action-fighter. Users generate their own personalized Toy Gladiator on their PC desktop before going to battle in the Toy Gladiator Arena against other user's Toy Gladiators from all over the web. Massively multiplayer, lots of fun, have you got yours . . . ?

## Nokia

6000 Connection Drive  
Irving, TX 75039  
972-894-5000  
972-894-4589  
www.nokia.com  
michele.valenta@nokia.com

Booth 1300



Company Description: Nokia is the world leader in mobile communications. Backed by its experience, innovation, user-friendliness and secure solutions, the company has become the leading supplier of mobile phones and a leading supplier of mobile, fixed and IP networks. By adding mobility to the Internet, Nokia creates new opportunities for companies and further enriches the daily lives of people. Nokia is one of the most broadly held companies in the world with listings on six major exchanges.

## Nord-Pas de Calais Development

75 rue Leon Gambetta  
Lillelone 59041 France  
33 - 320 63 04 15  
33 - 320 57 24 29  
www.locatenorthfrance.com  
d.vernier@locatenorthfrance.com

Booth 6233

Contact(s): Jean-Manuel Tailfer, Project Manager; David Ser, Project Manager; Damaris Miller, Project Manager

Company Description: Nord-Pas de Calais Development promotes foreign investment in Northern France. We assist investors through the whole investment project site selection, administrative procedures, negotiation of government grants, financing arrangements, real estate, employment, training, and more.

**NovaLogic, Inc.**

26010 Mureau Road, Suite 200  
Calabasas, CA 91302

818-880-1997  
818-880-1998  
www.novalogic.com  
polshan@nvalogic.com

Contact(s): John Garcia, President/CEO; Lee Milligan, COO/CFO; David Seeholzer, VP, Development; John Butrovich, VP, Information Technologies; Dave Pollack, VP, Sales; Keith Rust, VP, Creative Arts; Kathy Hatton, VP, Administration; Steve Sandwisch, Marketing Manager; Dorothy Peters, Public Relations; Paul Rebhan, GM, NovaLogic Ltd.

International Contact(s): Paul Rebhan, General Manager, NovaLogic Ltd.; Dave Pollack, VP, Sales  
Brands: Delta Force Franchise, Comanche Franchise, Necrocide, F-22 Lightning Franchise, Armored Fist Franchise, Tachyon: The Fringe, NovaWorld

Company Description: Founded in 1985, NovaLogic, Inc. is a leading developer and publisher of interactive use on personal computers, game consoles and NovaWorld, the company's worldwide online gaming network. NovaLogic's subsidiaries include NovaLogic, Ltd. based in London, serving the European game market and NovaLogic Systems, located in Calabasas, CA, which provides software solutions for U.S. and international militaries.

**NUBY Interactive**

125 Commerce Drive  
Hauppauge, NY 11788

631-435-0200  
631-435-4545  
info@nubyinteractive.com

Contact(s): Robert Leifer, President; Edward Hames, Senior Vice President; Brad Brighton, Vice president of Business Development & General Counsel; Paul Chen, Vice president Sales & Marketing; Dan Kramer, Director of Product Development; Michael Fedonchik, Creative Director; Rhonda Cilley, Director of sales; Pat Scimello, Director of sales; Kim Gabriel, Director of sales; Sal Lattore, PR & Marketing Coordinator

International Contact(s): Alan E. Leifer, Chairman; Rhonda Cilley, Director of sales  
Brands: NUBY, COBRA, AIRPLAY, ACT LABS

Company Description: Manufacturer: design and retail supplier of Video Game Console Peripherals and accessories. Products include: Game Boy Advance and Game Boy Color Line of lights, power packs and accessories, Multi-Player RF & IR Wireless controllers, Licensed Controllers with first part manufacturers, Storage and organizer carry cases, Memory Cards, RF switches, Vibration Packs, CD ROM Cleaning devices, AV and Extension cables.

**NVIDIA Corporation**

3535 Monroe St.  
Santa Clara, CA 95051

408-615-2500  
408-615-2800  
www.nvidia.com  
chrisd@nvidia.com

Contact(s): Derek Perez, Director of Public Relations; Carol Short, Corporate Events Manager; Christopher Donahue, Developer Relations Manager  
International Contact(s): Adrian Thompson, Marketing Manager Northern Europe/South Africa  
Brands: GeForce Family of Products, TNT Family of Products

Company Description: NVIDIA® Corporation (Nasdaq: NVDA) is the worldwide leader in graphics processors and media communications devices. NVIDIA's technology is powering the Xbox visual and audio experience.

**MR 304A****Nyko Technologies**

2311 S. Cotner Ave., Ste. D  
Los Angeles, CA 90064

310-445-2550  
310-445-7714  
lisset@nyko.com

**Booth 3008**

Contact(s): Herschel Naghi, President; David Naghi, Executive Vice President; Howard Borenstein, Chief Operating Officer; Robert Rienick, Vice President Sales and Marketing; Lisset Fernandez, Director, Marketing and Public Relations; Joe Kim, National Accounts Manager; Aaron Sternberg, Sales Manager

Brands: Worm Light, Blob Light, ZOOM Light, Shock 'N' Rock, Omega 2, Viper 2, Licensed Jurassic Park III video game accessories

Company Description: Worldwide manufacturer and marketer of videogame accessories for all major game systems, including PlayStation, PlayStation2, N64, Game Boy Color, Game Boy Advance, X-box, and Game Cube. Products include everything from licensed controllers and memory cards to patented lighting devices such as Worm Light, Blob Light, and ZOOM Light.

**Off-Price, Inc.**

17 Black Horse Run  
Belle Mead, NJ 08502

908-904-1235  
908-904-9190  
jjspector@mindspring.com

**Booth 7605**

Contact(s): Joe Spector, President; Steve Del Pizzo, Director of Sales; David Spector, Director of Sales

International Contact(s): David Spector, Director of Sales

Brands: Disney, Havas, Sound Source, DK Multimedia, E-Games, Ubisoft, Learning Company, Simon & Schuster

Company Description: A worldwide distributor of frontline and closeout computer software to alternative channels. We excel in service, selection, promotional programs, and offer the lowest prices.

**Olympus America Inc.**

Two Corporate Center Drive  
Melville, NY 11747

1-800-ocamera  
631-844-5262  
www.Olympus.com  
Slukac@Olympus.com

**Booth 6455**

Company Description: Olympus is pleased to announce the FMD-20P, the latest model in the Eye-Trek series. The FMD-20P connects directly to PlayStation 2 and is the world's first PlayStation 2 dedicated face-mounted display.

**Pan Interactive**

P.O. Box 6809  
Tegnérsgatan 34, 2tr  
Stockholm, SWE 113 86 Sweden

+46-8-5979 62 50  
+46-8-5979 62 51  
www.paninteractive.se  
info@paninteractive.se

**Booth 6649, 7633**

Contact(s): Henrik Eklund, CEO; Michael Skärbo, Head of Acqusition and research; Sofia Bratteslius, Publishing Director

International Contact(s): Erik Titusson, International Sales Manager

Brands: Intergalactic Bounty Hunter, Pippi Longstocking, Rock Manager, Rosemond Valley, Star Trek DS9 Dominion Wars, The Hitch Hikers Guide to the Galaxy, World War

Company Description: Pan Interactive owns, produces and delivers interactive entertainment throughout the world. Furthermore, we are the market leading distributor in the Nordics. And we love you!

# Exhibitor Profiles



Denotes companies with products debuting at E3

## Paradox Entertainment

Midskogsgrand 11  
Stockholm, - SE-115 43 Sweden  
+46 8 442 70 20  
+46 8 664 12 90  
www.paradoxplaza.com  
info@paradoxplaza.com

Contact(s): Nils Gullikson, CEO; Fredrik Malmberg, Business Development; Christofer Sundberg, Producer; Mikael Wirén, Chairman  
International Contact(s): Fredrik Malmberg, Business Development  
Brands: *Mutant Chronicles*; *Warzone*; *Europa Universalis*; *Airfix Dogfighter*; *Valhalla Chronicles*; *Rapid Recoil*; *Heavy Gear* Brand

Company Description: Paradox Entertainment is a Stockholm-based games developer. The company is a young, fast-growing company but with long experience of creating games with persistent online universes and deep content. Paradox Entertainment uses the latest technology to develop interactive entertainment with a focus on online games. The operation includes the entire process from idea and concept to design, technical implementation, and marketing to the end user.

## Paraworld AG

Am Bauhof 18  
Dieburg, Hessen 64807 Germany  
+49-(0)6071-210-0  
+49-(0)6071-210-222  
www.paraworld.com  
sales@paraworld.com

International Contact(s): Ralph Joseph Weinzapfel, Manager International Sales  
Brands: *Beyond3000*; *Michael Schumacher Online World*; *Moonlighting with Werner*; *Formula RTL Cup*; *Dunlop Iron Drivers Cup*; *Kidz Race*; *Dunlop Winterace*; *Traffic City*

Company Description: Paraworld AG produces and licenses online interactive 3D entertainment using our multi-user technology, where many people can interact simultaneously in community-building online environments.

## Pelican Accessories

1840 E. 27th St  
Vernon, CA 90058  
323-234-9911  
323-235-4689  
www.pelicanacc.com  
pelican@pelicanacc.com

Contact(s): Dirk Foster, Marketing Manager; Chris Richards, President; Mike Placido, CFO; Lou Labellarte, Nat'l Sales Manager; Jason Biheller, Product Manager; Allen Wong, Product Manager  
International Contact(s): Kamran Hayempour, Int'l Sales Manager; Ben Norouzi, Int'l Sales  
Brands: *Code Breaker*; *Monster Brain*; *MP3 DCFreedom Shock 2*; *System Selector*; *Survival Kit*; *Sportster Racing Wheel*

Company Description: Pelican Accessories is the fastest growing video game peripherals company in the United States, developing and manufacturing accessories for all current and future platforms.

## Pengo Technologies

16018-C Adelante Street  
Irwindale, CA 91702  
626-815-9885  
626-815-9964  
Jes@pengo.com

Contact(s): Jessica Lugo, Sales & Marketing Assistant

Company Description: Manufacturer of Optical Media and Computer Accessories.

Booth 6555



## Phantagram Ltd.

E-Biz Tower 5th Floor  
23 Yangjae Dong, Seocho, Seoul, 137-130, Korea

## PHI Enterprises

12832 Garden Grove Blvd. Suite 6  
Garden Grove, CA 92843

Booth 7300

Booth 7111

Booth 6443

## Pioneer Entertainment(USA) Inc.

2265 E. 220th St  
Long Beach, CA 90810

+213-PIONEER  
310-952-2791  
www.pioneer-ent.com  
peaproducts@pioneer-usa.com

Contact(s): James Kobayashi, President; James McGowan, Sr. VP Business Development; Mark Roche, VP Marketing  
International Contact(s): Rick Buehler, VP Sales

Company Description: Pioneer Entertainment (USA) Inc. is a full-service producer and distributor of entertainment software including film, music, animation and television shows on VHS and DVD.

## Pocket Playcard Game Ltd. Booth 7023

Eerikinkatu 7  
Helsinki, Helsinki 00100 Finland

+358 9 6866 320  
+358 96 94 92 53  
www.pocketplaycardgame.com  
mika.heikkila@plastcenter.fi

Contact(s): Jukka Koivu; Peter Adams,  
International Contact(s): Mika Heikkilä, Product Manager  
Brands: *PocketPlaycardGame*

Company Description: PocketPlaycardGame is a PC-game in pocketsize. In total, 16 games, easy to play and collect. Marvelous collector games!

## Pointsoft

111 Rue de Croix  
Hem, Nord 59510 France

(0)3 20 66 55 18  
(0)3 20 66 55 49  
www.pointsoft.net  
sgonod@pointsoft.fr

Contact(s): M. Stéphane GONOD, Managing Director Pointsoft Europe; M. Frédéric BICHAT, Product Manager Europe; M. Benoit JAMME, Managing Director Pointsoft UK  
International Contact(s): M. Stéphane GONOD, Managing Director Pointsoft Europe  
Brands: *TEMPO*; *BACK TO GAMES*

Company Description: Pointsoft: Publisher and re-publisher, European leader in software budget range.

Booth 7520

## Price Design Team

715 Colorado Ave  
Palo Alto, CA 94303

650-322-9796  
650-322-9793  
www.pricedesign.com  
shyama@pricedesign.com

Booth 7613

Contact(s): Tracy Price, CEO; Richard Mui, Sales Director

Company Description: Price Design Team creates innovative packaging solutions, brochures, posters, point of purchase displays, logos, web graphics, print ads and copywriting. Price Design Team, where imagination and communication come together.



## Prima Games

3000 Lava Ridge Ct  
Roseville, CA 95661

916-787-7000  
916-787-7004  
[www.primagames.com](http://www.primagames.com)  
[licensing@primagames.com](mailto:licensing@primagames.com)

Contact(s): Debra Kempker, President; Julie Asbury, Publishing Director; Mark Hughes, Sales Director; Amy Kozma, Sr. Licensing Manager; Andy Rolleri, Product Marketing Manager  
International Contact(s): Mark Hughes, Sales Director; Veronika Monell, European Publishing Manager

Company Description: Prima Games is the world's leading publisher of strategy guides for computer and console games, with over 800 titles published and more than 48 million strategy guides in print. Prima Games now has offices in the United States, the United Kingdom, France and Germany. Primagames.com is the World Wide Web extension of Prima Games.

**Booth 2900**



## Privo, Inc.

6320 Augusta Drive Suite 301  
Springfield, VA 22150

**Booth 7115**

## Purple Software Limited

PO Box 7535  
London NW1 2WF England  
+44 (0)20 7387 7777  
+44 (0)20 7387 1188  
[www.purplesoftware.com](http://www.purplesoftware.com)  
[info@purplesoft.com](mailto:info@purplesoft.com)

Contact(s): Calvin Hutt, Director, Licensing; Rosemary Barnes, Head of Marketing  
Brands: Oxford Softworks, Chess, Go, Backgammon, Shogi, Chinese Chess, Reversi, Checkers  
Company Description: Developer, designer and provider of world-class digital content that amuses, stimulates and challenges the mind, and the technologies that make this possible anywhere, any time.

## Q-Mark Technology Corporation

#47 Floor 13-3 Pao Chung Road  
Hsingtien, Taipei 231 Taiwan  
029141406  
0229125773  
[www.qmark.com](http://www.qmark.com)  
[Qmark@qmark.com.tw](mailto:Qmark@qmark.com.tw)

Contact(s): Angela Chan, Sales  
International Contact(s): Angela Chan, Sales; San Kao, Sales; Edward Lee, Sales  
Brands: Q-Mark

Company Description: PC Accessories for 3DI USB Paid and for USB adapter box. PX2, PS2, and DC Accessories, GBA, GBC Accessories.

## Qualcomm, Inc.

5775 Morehouse Drive  
San Diego, CA 92121  
858-587-1121  
858-658-2100  
[www.qualcomm.com](http://www.qualcomm.com)  
[cmaloof@qualcomm.com](mailto:cmaloof@qualcomm.com)

Contact(s): Dan Nopar, Product Manager  
Brands: BREW

Company Description: Qualcomm will be introducing BREW, the first and only native platform for gaming software development on wireless communications devices.

**Booth 6523**



## Radica

13628-A Beta Road  
Dallas, TX 75244-4510

972-490-4247  
972-490-7543  
[www.radicagames.com](http://www.radicagames.com)  
[ckunz@radicausa.com](mailto:ckunz@radicausa.com)

**Booth 6011**



Contact(s): Patti Saitow, VP Marketing; Jon Burcham, Director, Marketing  
International Contact(s): Jim Romaine, Sr. VP Sales; Rick Chu, Director, Sales Administration  
Brands: Gamester, Play TV

Company Description: Radica, the leader of innovation in electronic entertainment, offers handheld games and peripherals for PlayStation, Game Boy, DreamCast and Nintendo 64. Brand names include Radica, Girl Tech, Gamester and Play TV.

## Rage Games Limited

**Booth 7314**

Martins Building, Water Street  
Liverpool, Merseyside L2 3SP United Kingdom

+44 (0)151 237 2200  
+44 (0)151 237 2201  
[www.rage.com](http://www.rage.com)



Contact(s): Colin Bell, Group Technical Director; John Schorah, Deputy Managing Director; Tony Fitzgerald, European Sales Manager; Glen O'Connell, Communications Director; Simon Lilley, Marketing Director

International Contact(s): Philip Wright, Sales Director; Tony Fitzgerald, European Sales Manager  
Brands: Rage, David Beckham Soccer, Denki Blocks, Pocket Music, GT Racing Africa, GunMetal, eRacer

Company Description: Rage is a UK computer and video games developer and publisher. Titles on show include David Beckham Soccer, Denki Blocks, Pocket Music and GT Racing: Africa. Rage supports all major game formats.

## RCA/Thomson Multimedia, Inc.

**Booth 6821**

2000 Clements Bridge Road  
Deptford, NJ 08096

856-853-2350  
856-853-2593  
[schaffnerm@tce.com](mailto:schaffnerm@tce.com)



Contact(s): Dan Zemaitis, Marketing Manager

Company Description: Designer, manufacturer and marketer of video game peripherals and related accessories. PC, iMac, and next generation console gaming platforms. Interactive sports game controllers, joysticks, gamepads, flight simulation.

## Red Lemon Studios Ltd.

**Booth 2316**

175 West George Street  
Glasgow, Scotland G2 2LB United Kingdom

+44 (0) 141 271 2000  
+44 (0) 141 271 2001  
[www.redlemon.com](http://www.redlemon.com)  
[admin@redlemon.com](mailto:admin@redlemon.com)



Contact(s): Colin Murray, Operations Director  
Brands: Roswell: Aliens Myths and Legends, Farscape

Company Description: Red Lemon is a game developer for PC, XBox and PlayStation 2 titles. We specialize in developing TV or movie licensed properties into games.

# Exhibitor Profiles

**firstlooks** Denotes companies with products debuting at E3

## Red Storm

### Entertainment, Inc.

2000 Aerial Center, Suite 110  
Morrisville, NC 27560

919-460-1776

919-468-3305

[www.redstorm.com](http://www.redstorm.com)

[info@redstorm.com](mailto:info@redstorm.com)

**Booth 624**

**firstlooks**

Contact(s): Steve Reid, VP of Product Development; Chris Olson, VP of Operations; Elizabeth Loverso, Director of Product Development; Jonathan Peedin, Director of Art; Kevin Perry, Director of Creative Design; Brian Upton, Chief Game Designer; Todd Lewis, Director of Engineering; Cassie Vogel, Corporate Communications Mgr. Ubi Soft  
International Contact(s): Yasmin Naboa, VP of Sales Ubi Soft; Austin Gavin, VP of Sales Ubi Soft  
Brands: Rainbow Six, Rogue Spear

Company Description: As a wholly owned subsidiary of Ubi Soft Entertainment, Red Storm is a maker of quality PC and console games that satisfy the appetites of "hardcore" game players, while also appealing to the broader community of "casual" gamers.

## Requena Import & Export, Ltd.

2/F Shui On Centre 8 Harbour Road  
Wancha I, Hong Kong

85228248787

85228248785

[www.requenainportexport.com](http://www.requenainportexport.com)

[argentina@pacific.net.hk](mailto:argentina@pacific.net.hk)

International Contact(s): Alicia Wei, Director

Brands: HADORUPXUS

Company Description: Manufacturer of video game accessories.

**Booth 7145**

## Rhône-Alpes IT Regional Development Agency

17, rue de la Frise  
Grenoble, Rhône-Alpes 38000 France

438123170

438123171

[www.agencenumerique.org](http://www.agencenumerique.org)

[benoit.meyronin@numera.org](mailto:benoit.meyronin@numera.org)

**Booth 6233**

Company Description: We are a non-profit, public-funded structure. We represent the Rhône-Alpes video game industry ("LYONGAME").

## RiverBorne Communications

119 s. Main St.  
Memphis, TN 38103

901-312-9150

901-312-9151

[www.riverborne.com](http://www.riverborne.com)

**Booth 7148**

**firstlooks**

Contact(s): Mark Hodes; Barry Fiala; Blithe Selby

Company Description: Changing the way software manufacturers package their product.

## Rocelco Inc.

24 Viceroy Road, Unit 1  
Concord, Ontario L4K 2L9 Canada

905 738 0737

905 738 0396

[www.rocelco.com](http://www.rocelco.com)

[sales@rocelco.com](mailto:sales@rocelco.com)

Contact(s): Norman Yeager, President; Walter Boklin, Customer Service

Brands: Explore The World of Software, ScienceLab, Boxed Value Software

Company Description: Rocelco is worldwide marketer for Explore The World of Software and ScienceLab jewelcase CD-ROMs, and for a wide range of Boxed Value Software (end of line titles from various publishers).

**Booth 6933**

## Rolling Stone

1290 Avenue of the Americas, 2nd Floor  
New York, NY 10104

212-484-1616

212-484-3436

[josh.richman@rollingstone.com](mailto:josh.richman@rollingstone.com)

Contact(s): Rob Gregory, Publisher; Pam Norwood, Executive Director of Marketing & Creative Services; Jocelyn Kester, Director of Creative Services

Company Description: Rolling Stone is the most influential media voice on matters of youth and popular culture and undisputedly one of America's greatest brands. If it's in Rolling Stone, it matters.

**Booth 7233**

## Rom-Man Distribution

63 Flint Street  
Salem, MA 01970

978-740-0027 or 800-334-8666

978-740-0017

[kirsteny@romman.com](mailto:kirsteny@romman.com)

Contact(s): Kirsten Yale, Account Manager

Company Description: Rom-Man Distribution in front line, closeout CD-ROM software. Primary focus is game and educational software. Introducing Galswin; a complete collection of educational games for 6-15 year olds (from CP to the 3rd year).

**Booth 7506**

## Royal Electronics

7750 Densmore Ave.  
Van Nuys, CA 91406

**Booth 7612**

## Runecraft

The Old Eightlands Well, Eightlands Rd.  
Dewsbury, W.York, WF13 2PF, England

**Booth 5024**

## Russobit-M

Petrovsko-Razumovsky Proezd, 7  
Moscow, Russia 125083 Federation of Russia

7(095) 212-42-32

7(095) 212-01-61

[www.russobit-m.ru](http://www.russobit-m.ru)

[info@russobit-m.ru](mailto:info@russobit-m.ru)

Contact(s): Yuriy Moskvin, General Director; Irina Mizrahi, Commercial Director; Alexander Tevis, Licensing Manager; Slava Plotnikov, Business Development Manager; Tatiana Moraru, International Sales Manager; Yuryi Igumnov, Technical Department; Serghey Grigorovich, Game Developer; Oleg Salyahov, Technical Department

**Booth 7625**

Company Description: Russobit-M is a leading multimedia company in Russia. It specializes in the development, publishing and localization of Multimedia Software and Games on CD-ROMs. Among its partners are distinguished foreign companies like Auralog, CDV, Titus Group, Cryo-Interactive, IndexPlus and others.





## Saint Hermit Studios

12F, No. 277, Son-Ren Road  
Taipei 110 Taiwan  
+886-(0)2-8780-9808  
+886-(0)2-8780-9811  
saint@shermit.com.tw

International Contact(s): Betty Hsu, International Product Manager; May Cheng, Korean Product Manager

Brands: OH- Ghost Baby, Fairy Fish, The Summoner: Mikania, The Lamp of Lutos, With Seven, Legend of Glory, The Wizard of OZ, Dark Gang

Company Description: Saint Hermit Studios is one of the biggest game developing companies in Taiwan. There are more than 10 games going to release in 2001. The newest games are going to appear in booth 6815.



firstlooks

## Saitek Industries

2295 Jefferson Street  
Torrance, CA 90501  
310-212-5412  
310-212-0866  
www.saitekusa.com  
saitek@saitekusa.com

Contact(s): Nick Gibbons, Managing Director; Wayne Yabuno, Director of Finance and Operations; Michael Dotson, Director of Sales; David O'Shaughnessy, National Sales Manager; Mark Starrett, Applications Specialist; Kevin Hunter, Public Relations Executive

International Contact(s): Adrian Bedgood, Sales and Marketing Manager

Brands: Saitek PC Joysticks, pads and wheels, Saitek PlayStation and PlayStation pads and wheels, Saitek X-Box pads and wheels, Saitek Kasparov Electronic Computers

Company Description: Manufacturer and distributor of high quality, innovative controllers and accessories for the PC, Macintosh, PlayStation, PlayStation 2, Gameboy Color, Gameboy Advance, and Handspring Visor. Saitek is also the global leader of electronic chess computers.

**Booth 6533, 7226**



firstlooks

## Sammy Entertainment

Century Plaza Towers  
2049 Century Park East, Suite 2750  
Los Angeles, CA 90067

**Booth 7422**

## Sanyo Laser Products (formerly Sanyo-Verbatim CD Co.)

1767 Sheridan Street  
Richmond, IN 47374-1811  
800-704-7648  
765-935-0174  
www.sanyolaserproducts.com  
rjosephson@sanyolaserproducts.com

Contact(s): Hideo Nakai, President & CEO; Tom Van Gessel, VP of Sales/Northeast

Company Description: SANYO Laser Products (formerly SANYO-Verbatim CD Co.) is a world class PC-gaming and game console disc replicator. We specialize in full turnkey CD-ROM, DVD and game console disc manufacturing with project management, packaging and distribution services.

## Scanavo Ltd.

Box 64153, 5512 - 4th., Street, N.W.  
Calgary, Alberta T2K 6J1 Canada  
403-250-6855  
403-250-6844  
kes@scanavo-ltd.com

**Booth 7504**



Contact(s): Raz Cardillo, Marketing Executive; Marianne Dyck, Marketing Executive

International Contact(s): Jeanette Solling, Area Product Manager

Brands: Scanavo "DVD/CD case", "Extreme Pac" locking DVD case

Company Description: Scanavo is a manufacturer and importer of Plastic DVD cases, CD cases and locking DVD cases, for storage and presentation of disc medium.

## Schanz International Consultants

Bgm. - Oberhettinger Str. 2a  
Deidesheim, Rheinland Pfalz 67146 Germany

+49 6326 6010

+49 6326 7241

[www.gerhardschanz.com/games](http://www.gerhardschanz.com/games)

chandras@t-online.de

Contact(s): Gerhard Schanz, Managing Director; Ranju Hirshmueller, Licensing manager; Oliver Lambrecht, Biz Dev. coordinator; Stephan Volker, PR  
International Contact(s): Chandra Schanz, Director, Licensing & Biz Dev.; Ranju Hirshmueller, Licensing Manager

Brands: Games

Company Description: We represent developers, publishers and distributors all over the world. To find out more about the services we offer as Consultants/Publishers and review currently available products and opportunities, please visit [www.gerhardschanz.com/games](http://www.gerhardschanz.com/games).

**Booth 7218**

## School Zone Interactive

1819 Industrial Drive  
Grand Haven, MI 49417

616-846-5030

616-846-3870

[www.schoolzone.com](http://www.schoolzone.com)

seang@schoolzone.com

**Booth  
7315, 7317**



Contact(s): Jonathan Hoffman, Chief Executive Officer; Sean Geary, Account Manager; Barbara Peacock, Managing Director

Brands: Alphabet K-1, Thinking Skills, Math 1, Math 3, Beginning Sounds, Reading Readiness

Company Description: School Zone Interactive, a family owned company, has produced award-winning children's educational software since 1996. The On-Track Software series continues this tradition into 2001 and beyond.

## Scottish Games Alliance

**Booth 2316**

c/o Scottish Enterprise Tayside

45 North Lindsay Street

Dundee, Tayside DD1 1HT Scotland

+44 1382 223100

+44 1382 201319

[www.scottigames.com](http://www.scottigames.com)

joyce.matthew@scotent.co.uk

Contact(s): Mark Ette, Chairman; Derek Seath, Secretary

International Contact(s): Mark Ette, Chairman

Company Description: The Scottish Games Alliance provides a forum for the development of the computer games development industry in Scotland.

## Second Skin Media Ltd.

**Booth 2316**

10A Douglas Street

Dundee, Tayside, DD1SAJ, Scotland

## Sega of America

**Booth 2240**

650 Townsend Street, Suite 650

San Francisco, CA 94103

415-701-6000

[www.sega.com](http://www.sega.com)

[www.sega.com](http://www.sega.com)

Brands: Sega, Dreamcast, Sega Sports

Company Description: Sega of America, the American arm of Japan-based Sega Corporation, develops, markets and distributes Sega video game systems and video games in the Americas. [www.sega.com](http://www.sega.com).



# Exhibitor Profiles



Denotes companies with products debuting at E3

## Sensaura Limited

Scipher Building, Dawley Road  
Hayes, Middx, UB3 1HH, UK

Booth 1166

## Serafine Collection

248 Westminster Ave.  
Venice, CA 90291

Booth 7057

## Sierra

3060 139th Ave. SE, Suite 500  
Bellevue, WA 98005

Booth 1100

425-649-9800

425-641-7617

www.sierra.com

Karen.Dawson@sierra.com

Contact(s): Kathy Miller, Sr. Director, Public Relations; Genevieve Ostergard, Director of Public Relations; Hillary Crowley, PR Manager; Adam Kahn, PR Manager; Sarita Churchill, PR Manager; Eliza Mixon, PR Associate; Annie Eckles, PR Associate; Janelle Watts, PR Associate  
Brands: Half-Life PS2, Empire Earth, Warrior Kings, Throne of Darkness, Homeworld 2, You Don't Know Jack, Trophy Bass PS2, Hoyle

Company Description: Sierra On-Line, Inc., is an award-winning developer and publisher of interactive entertainment and productivity software for personal computers and console.

## Simi Reality Motion Systems GmbH

Max-Planck-Str. 11  
Unterschleißheim, Bavaria 85716 Germany

Booth 7623

0049-89-321459-0

0049-89-321459-16

www.simicom

simi@simi.com

Contact(s): Andy Russ, Mr.; Florian Pfeffer, Mr.  
International Contact(s): Sylvia Schubert, Mrs.

Brands: SIMI™ MotionCapture 3D

Company Description: SIMI™ MotionCapture 3D is a simple, affordable tool that enables you to capture movements without having to use special expensive hardware. By using only a standard camcorder, any desired movement can be captured and exported to any major 3D animation package.

## Simon & Schuster Interactive

1230 Avenue of the Americas  
New York, NY 10020

Booth 1100

212-698-7000

212-698-7555

www.ssinteractive.com

ssipublicity@simonandschuster.com

Contact(s): Gilles Dana, Senior Vice President, Publisher; Peter Von Schlossberg, Vice President, Director of Marketing / Business Development; Jeff Siegel, Vice President, Creative Director; Peter Binareski, Director of Public Relations; Christina Kuzma, Sales and Licensing Manager; Ellen Goldberg, Marketing Services Manager; Susan Daulton, Art Director; Meng LimProduction Manager; John Crowe, Business Manager  
International Contact(s): Peter Von Schlossberg, Vice President, Director of Marketing / Business Development; Christina Kuzma, Sales & Licensing Manager  
Brands: Star Trek, Farscape, Curious George, Deer Avenger, Sabrina, The Teenage Witch, M&M's Richard Scarry, Typing Tutor

Company Description: Simon & Schuster Interactive is the consumer software publishing unit of Simon & Schuster Inc., a Viacom Company. Based in New York, S&SI publishes entertainment, education and reference titles across numerous platforms. The Company is the Codie Award winning publisher of the best-selling "Douglas Adams Starship Titanic" adventure game, the best selling parody "Deer Avenger" series, and numerous critically acclaimed children's software titles.

## Simple Jet

### Technology Co., Ltd.

6146-80 Street

Edmonton, Alberta T6E 4Y7 Canada

780-465-5160

780-465-0451

simplejet@compusmart.ab.ca

Contact(s): Walter Kyselenko, Sales and Marketing; Tom Kung, CEO; Alex Katerinchuk, Product Development; Joyce Liu, Financial Accounting; Mike Huang, Special Projects  
Brands: SJ

Company Description: Manufacturer and marketer of peripherals (memory cards, controllers, cables, RF units, power adapters, maintenance, storage and replacement items) for all major video game systems.

## Sismoplay

83 rue Masséna

Lyon 69006 France

+ 33-4-72-83-75-10

+ 33-4-72-83-75-12

www.sismoplay.com

cvarenne@sismoplay.com

Booth 6233



Contact(s): Henry Arcan, Manager

International Contact(s): Charles Dupuy, International marketing

Brands: DuelField

Company Description: Sismoplay is an online games publisher. We would like to show Duel Field an online strategy game.

## Small Planet Ltd

Neitsytpolku 5

Helsinki, Uusimaa FIN-00140 Finland

+358 9 5420 1100

+358 9 5420 1120

www.smallplanet.fi

info@smallplanet.fi

Booth 6833



Contact(s): Lars Aikala, Business Development; Rami Korhonen, VP, Products and Marketing; Rasmus Roiha, VP, New Business Areas

Brands: Fishgame - SMS fishing game, Space Duel - SMS game, Speed Rally - SMS/WAP game, CollectM - Collectable SMS game platform, SmartCall - Icon and ring tone platform, CMC - Content Management Center, MFriend - Mobile dating service engine, MCupid - Mobile matchfinder service engine

Company Description: Small Planet is a Finnish mobile entertainment application provider developing innovative and lifestyle oriented concepts and products for B2B customers, who want to enhance their service offering for the consumer market. Small Planet's customers include companies such as zed(tm), McDonald's, the Janton Media Group and Sonera Corporation, with whom Small Planet has a solid track record from numerous product launches.

## Soft Air USA

The Embarcadero, Pier 23

San Francisco, CA 94111

925-575-1511

925-855-1645

educhange@worldnet.att.net

Booth 7036



Contact(s): Eric Gautier, VP business development

Company Description: Imports and distributes 1/1 scale gun replicas for video games on PlayStation 1 and 2 and Sega. These guns are licensed products and are very realistic — they look like the real ones.





## Soft Enterprises

Hinter der Komoedie 13-17  
Kassel, NA 34117 Germany

Phone: +49 561 76639 0  
Fax: +49 561 76639 10  
Web: [www.soft-enterprises.com](http://www.soft-enterprises.com)  
Email: [info@soft-enterprises.com](mailto:info@soft-enterprises.com)

Company Description: 3D game developer, 10+ years experience, 20 employees, 20+ titles so far, own products and contracting work.

## Software 2000

Max-Planck-Str. 9  
23701 Eutin, Germany 23701 Germany

Phone: +49-4521-8004-0  
Fax: +49-4521-8004-88  
Web: [www.software2000.de](http://www.software2000.de)  
Email: [e3@software2000.de](mailto:e3@software2000.de)

Contact(s): Andreas Wardenga, Managing Director; Marc Wardenga, Managing Director; Kerstin Beisse, Int. Sales Director / New Business Development; Mathias Reichert, Development Director; Susanne Aigner, Marketing Director  
International Contact(s): Kerstin Beisse, Int. Sales Director

Brands: Software 2000

Company Description: Software 2000, founded in 1987, is developer, publisher and distributor of PC entertainment software and video games. Latest international titles are Fast Food Tycoon, Pizza Connection.

## Soft-World International

13th Floor, 1-16 Kuo-Chien Road  
Kaohsiung, Taiwan, 00806, ROC

## Sonopress

108 Monticello Road  
Weaverville, NC 28787  
Phone: 828-658-6183  
Fax: 828-658-6100  
Web: [www.sonopress.com](http://www.sonopress.com)  
Email: [sales@sonopress.com](mailto:sales@sonopress.com)

Contact(s): Jeff Miner, Manager, Sales; Jon King, Manager, Sales; Leonardo Barros-Barreto, Manager, International Accounts; Mark Hurley, Manager, Sales; Martin Garcia-Brosa, Manager, Sales; Mark Hurley, Manager, Sales; Scott Descheemaeker, Manager, Sales; Justin Fletcher, Manager, International Corporate Development; Mark Cyr, Director, Sales; Dieter Baier, Vice President, Sales  
International Contact(s): Brian O'Kennedy, Director, International Sales; Dr. Thomas Jaschke, Vice President, International Corporate Development; Reinhard Osthus, Director, Europe Sales; Anshu Bagga, Director, UK Sales

Company Description: Sonopress, a Bertelsmann company with worldwide manufacturing and distribution locations, is the leading provider of value-added services ranging from CD/DVD replication to electronic media distribution.

**Booth 6501**

## Sony Computer Entertainment America, Inc.

919 E. Hillsdale Boulevard  
Foster City, CA 94404

Phone: 650-655-8000  
Fax: 650-655-8001

Email: [lori\\_chase@playstation.sony.com](mailto:lori_chase@playstation.sony.com)

**Booth 2416,  
MR 510, 512**



Contact(s): Andrew House, Senior Vice President; Marilyn Weyant, Vice President, Channel and Loyalty Marketing; Ami Blaire, Director, Product Marketing; Sharon Shapiro, Director, Promotions; Molly Smith, Director, Public Relations; Colin MacLean, Senior Director, Marketing

Company Description: Sony Computer Entertainment America, Inc., distributes and markets the PlayStation and PlayStation 2 game console in North America, develops and publishes software for the PlayStation and PlayStation 2 game consoles, and manages the U.S. Third Party licensing programs.

## Sony Corporation

2-15-3 Konan  
Minato ku, Tokyo 108-6201 Japan

Phone: +81-3-5769-5247  
Fax: +81-3-5769-5094

Email: [info\\_snd@auau.sony.co.jp](mailto:info_snd@auau.sony.co.jp)

**Booth 6809**



Contact(s): Hiro Saoyama, Mgr; Kuninori Hirata, Mgr; Gen Nakamura, Mgr

Company Description: Sony will introduce S-Force middleware for PS2 software development, enabling game developers to create virtual 3D sound, voice recognition features and optimized game sound effects for their PS2 titles. Sony will also show its USB headset & headset driver for PS2.

## Sony Disc Manufacturing/SecuROM™

123 International Way  
Springfield, OR 97477

Sony Disc Manufacturing

**SecuROM™**

Phone: 415-609-7706  
Fax: 650-324-3839  
Web: [www.securom.com](http://www.securom.com)  
Email: [johannes\\_stegfellner@sonydadc.com](mailto:johannes_stegfellner@sonydadc.com)

Contact(s): Ed Ryan, Director, Sales

Company Description: Protect against CD-R, CD-ROM, and DVD-ROM piracy with SecuROM™ from Sony. Sony's Online Encryption Toolkit lets you encrypt your master in minutes—24 hours a day, 7 days a week—without C2 errors or additional disc space.

## Sony Online Entertainment

8928 Terman Court  
San Diego, CA 92121

Phone: 858-577-3100  
Fax: 858-577-3308  
Web: [www.station.com](http://www.station.com)  
Email: [lleyba@verant.com](mailto:lleyba@verant.com)

**Booth 746**



Contact(s): Don Vercelli, VP Sales and Marketing; Scott McDaniel, Exec. Director Marketing and PR; Christy Fritts, PR Manager; Dave DePaulis, Product Marketing Manager; Greg Rizzer, PR Manager; Tammy Tsuyuki, Sales Coordinator; Tamara Sanderson, PR Assistant International Contact(s): Don Vercelli, VP Sales and Marketing

Brands: EverQuest, Sovereign, PlanetSide, Jeopardy! Online, Wheel of Fortune Online

Company Description: Delivering break-through interactive gaming, Sony Online Entertainment Inc. (SOE), a subsidiary of Sony Corporation and Sony Pictures Digital Entertainment, is a worldwide leader in providing online entertainment. With more than 9 million registered users SOE's website, [www.station.com](http://www.station.com) features EverQuest®, the top-selling online PC game title, and such popular attractions for non-paying, casual users as JEOPARDY! Online and Wheel of Fortune Online.

# Exhibitor Profiles

**firstlooks** Denotes companies with products debuting at E3

## Source, The

215 Park Avenue South, 11th Floor  
New York, NY 10003

**Booth 7618**

## Spielwarenmesse eG

Muenchener Str. 330  
Nuernberg, Bavaria 90471 Germany  
+49-911-9981315  
+49-911-869660  
www.toyfair.de  
a.pfeiffer@spielwarenmesse.de

Contact(s): Ingeborg Fleckenstein, Management board

Company Description: Fair Organizer

**Booth 6501**

## Spin Magazine

205 Lexington Ave., 3rd Floor  
New York, NY 10016

212-231-7400  
212-231-7300  
www.spin.com  
rdonatien@spinmag.com

Contact(s): Molly Ballantine, LA Sales Development Director; Anita Rao-Keech, S.California Sales Development Director; John Rollins, President; Jay Adams, Advertising Director; Suzanne Lang, Pacific Northwest Sales Manager; Durkin Guthrie, Midwest Advertising Representative; Liam Sullivan, Senior Account Manager

**Booth 7615**

## Square Soft/

## Square Electronic Arts L.L.C.

6060 Center Drive, Suite 100  
Los Angeles, CA 90045

310-846-0400  
310-846-0403  
www.squaresoft.com  
support@squaresoft.com

Contact(s): Kyoko Yamashita, Marketing Communications Manager; Sonia Im, Assistant Marketing Communications Manager; Sean Montgomery, Senior Sales Manager; Ken Berry, Assistant Sales Manager; Andrew Shiozaki, Consumer Products Manager; Kenji Mimura, Marketing Manager; Fernando Bustamante, Assistant Marketing Manager  
Brands: FINAL FANTASY series

Company Description: Square Electronic Arts L.L.C. publishes high quality digital entertainment titles by Square Soft, including the renowned FINAL FANTASY [FF] series among other titles.

**Booth 500**

**firstlooks**

## SRS Labs, Inc.

2909 Daimler Street  
Santa Ana, CA 92705

949-442-1070  
949-852-1099  
www.srlabs.com  
sales@srlabs.com

Contact(s): Joanna Skrdlant, Director of Marketing; Alan Kraemer, VP, Engineering  
International Contact(s): Hank Kato, Sales, Japan; Lenka Koloma, Dir, European Sales/Mktg; Kin Tang, Sales, China/HK/Taiwan; Daniel Rhee, Sales, Korea  
Brands: Circle Surround Interactive (CS-I), WOW, TruBass, SRS

Company Description: SRS Labs (NASDAQ:SRLS) is the world's leading provider of audio and voice enhancement technology solutions and is launching its proprietary Circle Surround Interactive multi-channel audio encoding technology and hardware decoder at E3.

**Booth 6543**

**firstlooks**

## Steel Monkeys Limited

Tara House, 46 Bath Street  
Glasgow, Lanarkshire G2 1HG UK

+44 (0) 141-572-72-72  
+44 (0) 141-572-73-73  
www.steelmonkeys.com  
andrew@steelmonkeys.com

Contact(s): Derek McLennan, Managing Director; Adam O'Pray, Administration Manager  
International Contact(s): Andrew McLennan, Commercial Director  
Brands: Bob the Builder, Master Rallye

Company Description: Steel Monkeys is an expanding console and PC developer based in Glasgow, Scotland. The company is currently developing products on PS2, PS1, PC and Xbox.

## Strategic

## Marketing Partners

4975 Preston Park Boulevard, Suite 775  
Plano, TX 75093

972-985-2131  
972-985-2140  
www.smp-inc.com  
janegodek@smpsales.com

Contact(s): Bill Mitschrich; Ozzie Katz; Jim Bull; Mike Karnes; Chris Preus; Rick Mann; Louise York  
Brands: Sony On-Line Entertainment, LucasArts Entertainment, Delorme, Cakewalk, DK Interactive, Control Zone, EON Digital, and More!

Company Description: SMP is the leading national sales organization representing publishers and manufacturers of PC software, console games, peripherals, and accessories.

## Strategy First Inc.

147 St. Paul Street West, Suite #300  
Montreal, Quebec H2Y 1Z5 Canada

514-844-3040  
514-844-4337  
www.strategyfirst.com  
market@strategyfirst.com

Contact(s): Christina Ginger, PR Manager; Don Mc Fatridge, President; Steve Wall, VP Business Development; Richard Therrien, VP Product Development; Dave Hill, VP Systems; Jamie Mc Neely, Executive Producer; Steven Milburn, Marketing Manager; Adam Phillips, Product Manager; Maria Loreto, Sales Coordinator  
Brands: Zero-G Marines, Disciples Series, World War II Online, ORB, Nexagon: The Pit, Man of War Series, Sudden Strike, Cossacks

Company Description: Strategy First Inc. (Est. 1991) is a leading worldwide developer and publisher of cutting edge and award-winning entertainment software.

## Stream Theory

NASA Ames Research Center, Building 223-5  
Moffett Field, CA 94035

650-604-2937  
650-604-2470  
www.streamtheory.com  
info@streamtheory.com

Contact(s): Scott Berlin, VP of Sales; Tim Pivnicny, VP of Marketing; Keri Uejo, Director of Sales; Jennifer Fitzsimmons, Manager of Marketing Communications  
International Contact(s): Scott Berlin, VP of Sales

Company Description: Stream Theory provides instant streaming delivery and management of software on the Internet, corporate Intranets, CD-ROMs and DVDs. We provide a wide variety of streaming services; streamed demos, trial versions, timed use of full applications, software rentals on a timed, per-use or flat-rate basis, and online sales using streamed installation.

**Booth 2316**

**Booth 746**

**Booth 824**

**firstlooks**

**Booth 5125**

**firstlooks**

<b>Booth and Meeting Room Key</b>	South Hall 100-1900	West Hall 2000-3900	Petree Hall 4000-4900	Concourse Hall 5000-5900	Kentia Hall 6000-7900
	Concourse (1st Floor) : 150-153	South (2nd Floor) : 300-390	Concourse (2nd Floor) : 400-490	West (2nd Floor) : 500-590	



## Sunflowers GmbH

Ohmstrasse 2  
Langen, Germany 63225 Germany

📞 +6103 20 63 0  
📞 +6103 20 63 217  
🌐 www.sunflowers.de  
✉ jgoergner@sunflowers.de

Contact(s): Susanne Schaefer, Head of Marketing & PR; Wolfgang Duhr, Product Manager; Patrick Keller, Junior PR Manager  
International Contact(s): Patricia Goergner, Sales Manager  
Brands: ANNO 1503, TechnoMage

Company Description: SUNFLOWERS, German game developer and publisher presents ANNO 1503, the sequel to ANNO 1602, one of Europe's best-selling PC games (sold 1.5 Mio worldwide)

**Booth 6843,  
7342, 7344**

## Surplusoft Distribution Inc./MPS

182 El Camino Real  
South San Francisco, CA 94080

**Booth 7525**

## Take-Two Interactive Software, Inc.

575 Broadway  
New York, NY 10012  
📞 212-334-6633  
📞 212-334-6644  
🌐 www.take2games.com  
✉ jenn@rockstargames.com

Contact(s): Kelly Sumner, CEO; Larry Muller, COO; Robert Blau, VP, Sales; Sam Houser, VP, Development; Terry Donovan, VP, Marketing; Paul Eibeler, President; Jamie Leece, VP, Operations/Business Development; Jeff Castaneda, Manager, Public Relations; Dawn Berry, Director, Investor Relations; David Rosenbaum, President, Jack of All Games  
International Contact(s): Gary Lewis, COO, Take 2 Europe; Christophe Hartmann, International Marketing  
Brands: Grand Theft Auto 3, Midnight Club, Smugglers Run, Oni, Duke Nukem, Max Payne, Rune, Tropico

Company Description: Headquartered in New York City, Take-Two Interactive Software, Inc. is an integrated global developer, marketer, distributor, and publisher of interactive entertainment software games and accessories for the PC, PlayStation, Nintendo 64, Nintendo Game Boy Color, Sega Dreamcast and the PlayStation®2. The Company publishes and develops products through various wholly owned subsidiaries including: Rockstar Games, Gathering of Developers, TalonSoft, Joytech, DMA Design, PopTop and under the Take-Two brand name. The Company's Jack of All Games value added distribution arm maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Oslo, Vienna, Stockholm, Copenhagen, Milan and Sydney.

**firstlooks**

## TDK Mediactive

26115 Mureau Raod, Suite B  
Calabasas, CA 91302

📞 818-878-0505  
📞 818-871-1972  
🌐 www.tdk-mediactive.com  
✉ info@tdk-m.com

**Booth 966**

Contact(s): Vincent Bitetti, CEO; Shin Tanabe, President and COO; Marty Paravato, CFO; Peter Gould, VP, Product Development; Stefan Serwe, VP, Global Marketing; Lorena Billig, VP, Operations; Tanya Baker, VP, Sales; Gene Code, VP, International Business Affairs  
International Contact(s): Gene Code, VP, International Business Affairs  
Brands: Shrek, The Land Before Time, Casper, Obee, Pryzm, Lady Sia, No Rules, Wendy the Witch

Company Description: TDK Mediactive publishes and markets high quality interactive entertainment software for PlayStation, PlayStation 2, Xbox, GameBoy, GameBoy Advanced, CD-ROM, and others. The company is part of a global effort by TDK Corp. to diversify their business and product portfolio offerings to consumers of entertainment-oriented products. More information on TDK Mediactive and its products is available through the company's World Wide Web site at [www.tdk-mediactive.com](http://www.tdk-mediactive.com).

**firstlooks**

## team chMan

81 rue du pré catelan  
La Madeleine, Nord Pas de Calais 59110 France  
📞 + 33-3-28-52-69-22  
📞 + 33-3-28-52-69-21  
🌐 www.chman.com  
✉ team@chman.com

**Booth 6233**

**firstlooks**

Contact(s): Chatelain, Sales Manager; Kochman, CEO; Giard, Marketing-Communication; Vandenbos, R&D  
International Contact(s): Chatelain, Sales Manager  
Brands: Banja, Taiyo, Muta,

Company Description: Team chMan is a young and innovative French company specializing in the production of interactive entertainment programs. Team chMan brings together creators who share the very same ambition: to create and broadcast more and more elaborate online programs. Following numerous successes in online entertainment (Winiped, Zouga TV, Space BOYs) chMan presents Banja. Offering a new way to have fun on the Internet and totally free, Banja represents a step forward in on-line gaming, with a playability never achieved before on the Web. Banja is a revolutionary entertainment server where players navigate through an interactive multimedia environment in 3D Flash cartoon evolving in real time.

## Team Sound

4669 Murphy Canyon Road  
San Diego, CA 92123

**Booth 7158**

## Technodigit

55, avenue Galline  
Villeurbanne, France 69100 France

**Booth 6233**

📞 +33-472-444-514  
📞 +33-472-690-435  
🌐 www.technodigit.com  
✉ l.mellah@technodigit.com

**firstlooks**

Contact(s): Mr. Lefebvre-Albaret, Technical Manager  
International Contact(s): Mr. Laurent Mellah, Business Development Manager  
Brands: 3D RESHAPER, 3Q Clone Generator

Company Description: Technodigit is a French company, highly specialized in instantaneous 3D capture. We can manage any 3D cloud of points to deliver high quality 3D meshes.

## Tecmo, Inc

21235 Hawthorne Blvd. Ste 205  
Torrance, CA 90503

**Booth 2800**

📞 310-944-5005  
📞 310-944-3344  
🌐 www.tecmoinc.com  
✉ Tstratton@tecmoinc.com

Contact(s): Tiffany Stratton, Marketing Coordinator  
International Contact(s): Takashi Tominaga  
Brands: Dead or Alive 2, Monster Rancher, Gallop Racer, Deception, Unison

Company Description: Great titles, great games. Tecmo, Inc. is dedicated to delivering an exciting video game experience to our customers. For over 30 years, Tecmo has created some of the best video games available.

## Telefilm Canada

360 St. Jacques Street, Suite 700  
Montreal, Quebec H2Y 4A9 Canada

**Booth 6033**

📞 514-283-6363  
📞 514-283-2648  
🌐 www.telefilm.gc.ca  
✉ corrivil@telefilm.gc.ca

**Telefilm Canada**

**firstlooks**

Contact(s): Rachelle Naubert, International Relations Officer

Company Description: Telefilm Canada is a government cultural investor in all forms of audiovisual and new media. The agency regroups about 15 Canadian top new media developers, producers as well as distributors from across the country, with products from games in all its forms, edutainment and entertainment. An elaborate display of their wares will be available on site. Check our website [www.telefilm.gc.ca](http://www.telefilm.gc.ca) for a detailed list very shortly.

Exhibitor Information

# Exhibitor Profiles

## THQ, Inc.

27001 Agoura Road, Suite 325  
Calabasas Hills, CA 91301

818-871-5000  
818-871-7400  
www.thq.com  
thq@thq.com

Booth 4001

firstlooks

Contact(s): Brian Farrell, President & CEO; Jeffrey Lapin, Vice Chairman & COO; Alison Locke, Executive Vice President, North American Publishing; Tim Walsh, Senior Vice President, International Publishing; Fred Gysi, Senior Vice President, Finance and Administration & CFO; Germaine Gioia, Vice President, Licensing; Michael Rubinelli, Vice President, Product Development; Peter Dille, Vice President, Marketing; Tiffany Ternan, Vice President, Sales International Contact(s): Ian Curran, Managing Director UK & Export; Dietrich Meutsch, Managing Director Germany; Rory Donnelly, Managing Director France; Martin Good, General Manager Asia Pacific

Brands: Red Faction, New Legends, World Wrestling Federation, Championship Motocross, Hot Wheels/Matchbox, Tetris, Nickelodeon, Power Rangers

Company Description: THQ Inc. develops, publishes and distributes interactive entertainment software worldwide for a variety of hardware platforms including PC CD-ROM and those manufactured by Sony, Nintendo and Microsoft.

## tigergame limited

5F, 60Yihua Xincun, 46Zone, BaoAn  
Shenzhen, Canton 518133 PR China

86-755-7866204  
86-755-7866192  
www.tigergame.com; www.gamesources.com  
mikesong@tigergame.com

Booth 6939

Contact(s): Henry Ma, sales representative  
International Contact(s): Michael Song

Company Description: We are a manufacturer of video game accessories in China. We can provide high quality products at very reasonable price.

## Tips & Tricks

### Magazine/LFP Inc.

8484 Wilshire Blvd., Suite 900  
Beverly Hills, CA 90211

323-651-5400  
323-651-0651  
www.tipstricks.com  
bdunn@lfp.com

Booth 6515

firstlooks

Contact(s): Brian Dunn, Marketing Manager; Mari Kohn, National Advertising Director; David Lutze, Vice President of Advertising; Chris Bieniek, Editor in Chief; Anatole Brown, Executive Editor

International Contact(s): Mari Kohn  
Brands: TIPS & TRICKS Magazine

Company Description: Tips & Tricks is the top-selling monthly magazine focused on enhancement of the console gaming experience. Each issue is packed with strategies, codes, tips and previews for the hottest new video games.

Booth 4001

## Titus

20432 Corisco Street  
Chatsworth, CA 91311

818-709-3692  
818-709-6537  
www.titusgames.com  
infos@titus.fr

Booth 5118

firstlooks

Contact(s): Eric Coen, President; Herve Caen, CEO; Tom Wong, CFO; Nicolas Beraudo, VP Sales; Frederic Oualid, VP Marketing; Jim Maguire, Public Relations; Eric Laporte, VP Worldwide Marketing and Publishing; Thierry Ortolan, VP Business Development; Laurent Vidal, VP Development; Laurent Samier, Managing Director - Titus Japan  
International Contact(s): Knut Jochen Bergel, Germany; Paco Encinas, Spain; Francois Waeselynck, France; Dave Walker, UK  
Brands: Kao the Kangaroo, Robocop, Top Gun, Barbarians, Planet Monsters, Prehistorik man, Downforce, Worms World Party

Company Description: Titus is a leading developer and publisher of interactive content. Publicly traded in France, Titus acquired Virgin Interactive Entertainment and is a majority share holder of Interplay Entertainment.

## Tivola Publishing

580 Broadway, Suite 604  
New York, New York 10012

212-431-4420  
212-431-4537  
www.tivola.com  
nicole@tivola.com

Booth 6523

firstlooks

Contact(s): Eve Seber, Director; Nicole Kirkorian, Manager of Sales and Operating; Carlo Voelker, CEO; Mil Thierig, CEO

International Contact(s): Eve Seber, Director

Brands: WebMaster, Max And The Magician, Millie Meter's Nutrition Adventure, Alphabet, Physicus, Masters of the Elements, The Little Prince, The TKKG Series

Company Description: At Tivola Publishing we believe in the child and what is good for children. All our CD-ROMS reflect the highest standards of quality in all areas. Understanding the power of the multimedia technology our goal in each product has been tied to promoting education and good values with a great deal of humor.

## Toon 8

58 rue des Montagnards  
Lille, Nord 59800 France

+33-328-769-518  
+33-328-769-517  
www.toon8.com  
contact@toon8.com

Booth 6233

Company Description: We are a service provider specialized in content development of online games, animations, e-cards, interactive series, web design, and more.

## Topics Entertainment/ CounterTop Software

1600 SW 43rd Street  
Renton, WA 98055

425-656-3621  
425-656-8013  
topics-ent.com  
jimf@topics-ent.com

Booth 6643

firstlooks

Contact(s): Greg James, President; Duayne Zeigler, Vice President; Jason Stutzman, National Accounts Software; Greg Levchack, Product Manager; Linke Drydahl, Publisher Children's Software

Brands: Instant Immersion Language Starter for Kids, Instant Home Medical Advisor, Listen & Learn Toddler, Preschool Exelerator, 1st & 2nd Grade Exelerator, Math & Science Exelerator, Middle School Exelerator, High School Exelerator

Company Description: Topics Entertainment/CounterTop Software is the fastest growing reference software publisher in the United States. We publish entertaining, quality software at an incredible value including an exciting new children's educational line and the #1 language learning software in the country.

firstlooks

Denotes companies with products debuting at E3



**Torus Games Pty Ltd.**

6-8 Floriston Rd  
Boronia, Victoria 3155 Australia

📞 +61-3-9762-0522

📠 +61-3-9762-0533

💻 www.torus.com.au

✉️ info@torus.com.au

Contact(s): Bill McIntosh, Managing Director; Stephen Leonard, General Manager; Joe Tabor, Business Development Manager; Brian Uniak, Producer; Kevin McIntosh, Producer

Company Description: Torus is a games developer for X-Box, PC, Game Cube, PS/X, GBC, and GBA with a staff of 45. Publishers are invited to preview by appointment a new original title "Devlin Night Star Ranger, flying cars and ray guns, the future as it was", a teen rated new genre/action adventure game that can "transfer interactive power" between vehicle and character "in game". With bold use of lighting and shading, high poly modelling, special effects and physics, the game will appeal to both casual and hard core gamers with next generation game consoles.

**Trade Fair Support**

Tradefair House Enterprise Road, West Court  
Maidstone, Kent, ME 15 6JD, UK

**Booth 5030****Tremor  
Entertainment Inc.**

2621 W Empire Avenue  
Burbank, CA 91504

📞 818-729-0020

📠 818-729-0025

✉️ karen@tremor.net

**Booth 7222**

Contact(s): Steve Oshinsky, CEO; Rod Barr, COO; Bran Kelly, CTO; Karen Benson, VP Finance & Administration; Vanessa Calabro, VP Corporate Communications; Paul Smith, Art Director  
Brands: Unannounced first-party Xbox title, KISS: Psycho Circus for Dreamcast, Railroad Tycoon II for Dreamcast, SEGA Swirl for Dreamcast, Railroad Tycoon II for PlayStation

Company Description: Tremor Entertainment is a developer dedicated to the creation of world-class games for the most advanced gaming systems.

**Turbine  
Entertainment Software**

60 Glacier Drive  
Westwood, MA 02090

📞 781-407-4000

📠 781-329-5463

✉️ office@turbinegames.com

**Booth 7329**

Contact(s): Jeffrey Anderson, President & CEO; Mark Pover, CFO

Company Description: Developer of massively-multiplayer worlds such as the award winning Asheron's Call for Microsoft, they continue to create compelling MMP products for many genres and platforms.

**Turtle Beach**

5 Odell Plaza  
Yonkers, NY 10701

📞 914-966-0600

📠 914-966-1069

✉️ Dom@voyetra.com

**Booth 7216**

Contact(s): Dawn Velez, Sales & Marketing Admin.; Gary Prell, Sales Manager; Mike Dawley, Sales Manager; Neil Birk, Sales Manager; Fred Romano, Exec. Vice President  
Brands: AUDIOTRON, SANTA CRUZ, QUADZILLAMONTEGO II, MONTEGO II VOICE, SONIC LINK

Company Description: Turtle Beach is the brand synonymous with professional audio quality hardware. Now, our latest product, AudioTron, brings the power of digital music to the home. We remain the leader in sound card technology.

**U&P Interactive Limited Booth 7039**

Unit 1307, Grandtech Centre, 8 On Ping Street  
Shatin, NIL Hong Kong

📞 852-2708-2708

📠 852-2386-5652

💻 www.interactive.hkbest.com

✉️ felixsum@upadv.com



Contact(s): Mavis Kwok, Manager

International Contact(s): Mavis Kwok, Manager

Brands: SuperGame, Enterprise, Enterprise Online

Company Description: Game developer of business strategic games that simulate the influence of each business decision as in real life.

**U.C.C. Distributing Inc.****Booth 6905**

6102 Avenida Encinas #E-F  
Carlsbad, CA 92009

📞 760-431-4794

📠 760-431-0579

💻 www.uccdist.com

✉️ info@uccdist.com

Contact(s): Scott Orozco, Sales

Company Description: Large distribution company specializing in all types of gaming and trading cards as well as action toys and figures

**U.S. Games****Booth 6923****Distribution, Inc.**

2370 Westwood Blvd, Suite # L  
Los Angeles, CA 90064

📞 310-475-7915

📠 310-470-7566

✉️ CUSG1@aol.com

Contact(s): Erik Sarukhanian, Sales Manager

Company Description: Your number one source for import and domestic video game distribution, including hardware, software, and accessories for immediate delivery nationwide and internationally.

**Ubi Soft Entertainment****Booth 624,  
MR 153**

625 Third Street, 3rd Floor

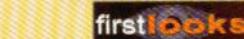
San Francisco, CA 94107

📞 514-490-2000

📠 514-490-0882

💻 www.ubisoft.com

✉️ fcambuzat@ubisoft.com



Contact(s): Cassie Vogel, Corporate PR; Sandra Yee, PR Manager; Dana Whitney, PR Manager; Marcus Beer, PR

International Contact(s): Yasmina Boa, Easter Regional Sales Manager; Austin Gavin, Western Regional Sales Manager

**Ugo.com/  
UnderGround Online****Booth 7215**

395 Hudson Street, 8th Floor  
New York, NY 10014

# Exhibitor Profiles

Denotes companies with products debuting at E3

## Univenture, Inc.

4707 Roberts Road  
Columbus, OH 43228  
800-992-8262  
614-529-2110  
www.univenture.com  
sales@univenture.com

Contact(s): Dave Coho, U-1000 Program Manager; Michele Cole, VP of Sales & Marketing; Karen Sullivan, Marketing Manager  
International Contact(s): Maurethe Coghlan, Sales Manager  
Brands: Safety-sleeve®, UniKeep™

Company Description: Manufactures complete line of environmentally-friendly alternative disc packaging with patented Safety-sleeve® design; offers U-1000 packaging equipment through unique vending agreement.

## Universal Interactive Studios

100 Universal City Plaza, 1440-14  
Universal City, CA 91608

818-777-6734  
www.unistudios.com  
Jason.Record@unistudios.com

Brands: Jurassic Park: Survivor, The Mummy Returns, G-Surfers, Spyro 5, Crash Bandicoot: The Wrath of Cortex

Company Description: Universal Interactive Studios (UIS) is a leader in the digital production of interactive entertainment focusing on next-generation gaming. UIS has a strong portfolio of console games, including two of the best selling game franchises of all time: Crash Bandicoot and Spyro the Dragon.

## Verband der Unterhaltungssoftware Deutschland e.V.

Riemekestr. 160  
Paderborn, Nordrhein Westfalen 33106  
Germany  
+49 5251 77 19 50  
+49 5251 77 19 519  
www.vud.de  
h.achilles@vud.de

Contact(s): Ronald Schäfer, General Manager; Ricarda Koch, Office Manager

Company Description: Trade association representing the industry (developers, publishers, distributors of interactive entertainment, infotainment and edutainment software) in Germany towards political institutions as well as the public.

## Versus Books

1120 Ballena Blvd, Suite A  
Alameda, CA 94501  
510-814-2600  
510-814-2601  
www.versusbooks.com  
pleigh@versusbooks.com

Contact(s): Len Cigretto, President; Howard Grossman, VP of Editorial & Associate Publisher; Janice Raab, Controller

Company Description: Renowned in the gaming industry for producing meticulously crafted, masterfully detailed guides, Versus Books is the leading publisher of quality strategy guides.

Booth 6929

## Vibe Magazine

215 Lexington Avenue, 6th Floor  
New York, NY 10016  
212-448-7300  
212-448-7400  
www.vibe.com  
svasquez@vibe.com

Contact(s): Jennifer Jay, Marketing Associate; Sean Ellis, Pacific Southwest Sales Manager

Booth 1100

## Victory Multimedia

222 N. Sepulveda Blvd., #1306  
El Segundo, CA 90245  
310-416-9140  
310-416-9839  
mpvictory@aol.com

Contact(s): Randall Freeman, Vice President; Maria Ponce, Director Sales and Marketing

Company Description: Victory represents and distributes computer software, video audio, book and DVD products. Manufacturers and resellers benefit from our broad selection of product, and ability to reach to entire spectrum of distributors.

Booth 6501

## VideoGame.Net/ Lunar Tide Communications, Inc.

514 Gordon Avenue  
Narberth, PA 19072

610-355-0722  
610-355-0723  
www.videogame.net; www.lunartide.com  
efleming@videogame.net

Contact(s): Ed Fleming, President; Brandon Nieginski, Executive Vice President; Susan Fleming VP of Operations; Lee Coffey, VP of Content; Mike Loveless, Acting VP of Marketing; David Kramer, Art Director; Carolyn Jacobs, Senior Editor; Shel Galoway, Senior Editor; Art Jacobs, Editor at Large; Holly Nieginski, Chief Consultant

International Contact(s): Ed Fleming, President; Mike Loveless, Acting VP of Marketing  
Brands: VideoGame™, VideoGame.Net™, VideoGame Database™, Stellar Command™, Treay Consortium™, Space Raiders™, Pirate Coalition™, Game Tribes™

Company Description: VideoGame.Net is a gaming portal/gateway that services both consumers and business. The VideoGame database contains over 125,000 data points on 9500 game titles. Lunar Tide licenses its data to gaming publications and online catalogs.

Booth 2232

## VIS Entertainment plc

Booth 2316

The VIS Building, Izatt Avenue  
Dunfermline, FIFE KY11 3BZ Scotland

44 (0) 1383-845300  
44 (0) 1383-845345  
www.visentertainment.com  
roni@visentertainment.com

Brands: AXIS Animation, VIS entertainment, Stainless Technologies, Tom & Jerry Fist of Furry, EWJ 3D

Company Description: VIS entertainment is an established next generation developer with 3 development studios employing over 100 staff across the UK.





## Vision Technology System Co.,Ltd.

3612 Technomart 546-4 Guui-dong Kwangjin-gu  
Seoul, Korea 143-200 South Korea

82-2-3424-2000

82-2-3424-2053

www.vt2000.co.kr

vt2000@vt2000.co.kr

Contact(s): Kang, Shin Chang, CEO

Company Description: Our company is planning for a great development by releasing environment friendly new concept products through constant research and development.

**Booth 6053**

## Visual Sciences Ltd.

7 Luna Place, Gateway West  
Dundee, Tayside DD2 1XF Scotland

UK 44-1382-422100

UK 44-1382-422101

www.vissci.com

mark.ettle@vissci.com

Brands: EA Sports, F1 2000, F1 Championship Season 2000, Expert Pool, GTA(PSX)

**Booth 2316**

## Vivendi Universal Games

19840 Pioneer Ave.  
Torrance, CA 90503

310-793-0600

310-793-0601

www.havasint.com

Andrea.Sarkisian@havasint.com

Brands: Blizzard Entertainment, Flipside.com, Sierra, Universal Interactive Studios

Company Description: Vivendi Universal Games is a division of Vivendi Universal Publishing, a world leader in mass-market multimedia communications. A leading publisher of online, PC and console-based interactive content, VU Publishing's portfolio of entertainment software brands includes Blizzard Entertainment, Flipside.com, Sierra and Universal Interactive Studios.

**Booth 1100,  
MR 306A,  
306B**

## Voyetra

5 Odell Plaza  
Yonkers, NY 10701

914-966-0600

914-966-1069

Dpagnozzi@voyetra.com

Contact(s): Dawn Velez, Sales & Marketing Admin; Gary Prell, Sales Manager; Mike Dawley, Sales Manager; Neil Birk, Sales Manager; Fred Romano, Exec. Vice President  
Brands: TEACH ME GUITAR, TEACH ME PIANO, DIGITAL MUSIC STARTER KIT, HIP HOP EJAY, TECHNO EJAY, MIDI CABLE PACK, MUSIC WRITE: SONGWRITER, AUDIO STATION W. REMOTE

Company Description: Voyetra is the leading developer of the highest quality music software for entertainment and learning, MP3 applications, and music creation tools. Intuitive software in attractive packages make the products the clear choice of mass consumers and serious music lovers worldwide.

**Booth 7214**

## VR-1

Circadence Corporation  
4888 Pearl East Circle, Suite 101  
Boulder, CO 80301

**MR 308A**

## VUD

Riemekestr. 160  
Paderborn, 33106, Germany

**Booth 6501**

## W.I.T.

8305 NW 27 St., Suite 101  
Miami, FL 33122

305-507-0851

305-507-0852

carlo@witgames.com

Contact(s): Tony Llares, Sales Executive; Muriel Bindefield, Sales Executive

International Contact(s): Carlo Rodriguez, Sales Executive

Company Description: Distributor of Video Games (Nintendo, Sony, Sega, X Box) and DVD software and Hardware Consumer Electronics.

**Booth 7505**

## Wanadoo

103 Rue De Grenelle  
Paris, Paris 75007 France

+33 (0) 1-55-54-49-70

+33 (0) 1 55-54-48-78

www.wanadoo-edition.com

ines.pauly@francetelecom.com

**Booth 6733**



Contact(s): Emmanuel Oliver, CEO; Bernard Tani, President; Vincent Berlioz; Jean-Claude Xirau; Edouard Lussan, Editorial Director; David Hartley, Production Director; Ines Pauly, Marketing Director

International Contact(s): Olivier Pierre, Sales Director; Christelle Chandavoine, Territory Manager; Marie-Christine Vaz, Territory Manager; Irene Toporkoff, Territory Manager

Brands: NEW YORK RACE 2215, KIRIKOU, THE INSIDER, 4 WHEEL RACING, INQUISITION, LOCH NESS, HALLOWEEN, IRON STORM

Company Description: Wanadoo: the merger of video games and Internet! A result of the merger between Index and France Telecom Multimedia Edition, Wanadoo develops its expertise based on the convergence between the universe of the video games and the world of Internet. Wanadoo represents a dynamic source of video games (both online and off-line), as well as of entertaining programs for PCs, games consoles and the Internet.

## Warner Bros.

### Interactive Entertainment

4000 Alameda Blvd., 4th Floor  
Burbank, CA 91505

818-954-6000

818-977-8975

www.warnerbros.com

esperanza.perez@warnerbros.com

Contact(s): Michael Harkavy, Vice President; Rob Sebastian, Director; Scott Johnson, Manager; Brett Skogen, Senior Producer; Heidi Behrendt, Producer; Ames Kirshen, Producer; Jim Molinaro, Coordinator; Jason Ades, Executive Assistant

**MR 153B**

## Westside Group, The

1021 Meyerside Dr. Unit 2  
Missauga, Ontario, L5T 156, Canada

## Wilco Publishing

Chaussee de Ruisbroeck 290  
Drogenbos, Brussels 1620 Belgium

+32-2-331-32-90

+32-2-331-07-51

www.wilcopub.com

info@wilcopub.com

**Booth 7607**



Contact(s): Fred Goldman, General Manager

Brands: Airport 2000, 767 Pilot in Command, Hangsim, Wilco's 737 for Fly!

Company Description: Leading company specialized in Flight Simulation software. Developing mainly add-ons to Microsoft Flight Simulator or Fly! with worldwide distribution and exposure. Publisher of Hangsim, the first light aviation aircraft simulator.

# Exhibitor Profiles

firstlooks Denotes companies with products debuting at E3

## Wild Things

51 Mill Road, Lisvans  
Cardiff, South Glamorgan CF14 0XJ UK  
+44 (0)29-20755774  
+44 (0)29-20759989  
www.Wild-Things.co.uk  
wildthing@wild-things.co.uk

Contact(s): Jane Cashmore, Multiples Account mgr; Michael Jacobson, Independents account mgr; Adam Prichard, Export Sales  
International Contact(s): Howard Jacobson, Managing Director; Adam Prichard, Export sales  
Brands: Wild Things

Company Description: Europe's most respected and trusted manufacturer of computer and video games accessories. The best quality products in the industry for all the leading formats.

Booth 6523

firstlooks

## WildTangent

18578 NE 67th Court, Bldg. 5  
Redmond, WA 98052  
425-497-4500  
425-497-4501  
www.wildtangent.com  
paige@wildtangent.com

Contact(s): Brad Bethune, Sr. Marketing Manager; Kelly Enstrom, PR Associate; Lisa Bartholomew, Events Coordinator  
Brands: Web Driver SDK and plug-in, Betty Bad, Dark Orbit

Company Description: WildTangent (www.wildtangent.com) is a leading provider of interactive media, graphics and animation, creating enriched Internet experiences. Nominated for PC Magazine's 2000 Technical Excellence Awards and named one of Newsweek's Top Five Technologies for 2001, WildTangent's proprietary Web Driver™ technology provides unprecedented performance on a Web page, allowing the creation of faster, richer, more interactive content.

MR 511B

## WinMax Technology

48511 Warm Springs Blvd. #205  
Fremont, CA 94539  
510-657-6188  
510-657-6189  
www.topmaxgames.com  
sales@winmax-usa.com

Company Description: WinMax Technology is a leading manufacturing plant in China. We produce game peripherals such as game pads and arcade sticks for DreamCast and Playstation 1 & 2. We also have a new product, Carry-All-Kit for Nintendo GameBoy Color. All products are under Topmax brand logo.

Booth 6903

## Wizard Soft Ltd.

Wizard Soft Building 192-9 Bang-Yi Songpa  
Seoul, Seoul 138-051 Korea  
82-2-418-7711  
82-2-418-7712  
www.wzsoft.com  
pommery@wzsoft.com

Contact(s): Ki-Sung Kwon, General Manager; Sue Hong, Licensing Manager  
International Contact(s): Jong-Tae Yoon, Executive Director; He-Jeong Nam, International Sales Manager  
Brands: Arcturus, Jurassic Primitive War 2, The Fate, Cookey Shop, White Day, Forgotten Saga 2 OnlineBenesion, Gaiania

Company Description: Wizard Soft develops and licenses PC game software and massive multiplayer online games. Come to see our new titles. Don't miss us!

Booth 6615

firstlooks

## Working Designs

P.O. Box 494340  
Redding, CA 96049  
530-243-3417  
530-244-3416  
www.workingdesigns.com  
nhuggins@workingdesigns.com

Contact(s): Victor Ireland, President; Don Shirley, VP of Marketing; Kelly Knight, National Sales Manager

International Contact(s): Victor Ireland, President

Brands: LUNAR Silver Star Story PC/Win, Arc the Lad, Silpheed, Gungriffon Blaze

Company Description: Working Designs is a leading RPG publisher for console systems with 10 years experience using the CD-ROM medium. They currently publish for PlayStation and PlayStation 2

Booth 2408

## Xicat Interactive

800 East Broward Blvd., Suite 700  
Fort Lauderdale, FL 33301  
954-522-3900  
954-522-6656  
www.xicat.com  
info@xicat.com



Contact(s): Leonard Kohs, US Operations Manager; Brad Flack, US Sales Director; Ken Whalen, Advertising Director

International Contact(s): Tony Farrell, UK Operations Manager; Steve Bown, European Sales Director; Mike Yamamoto, Far East Licensing

Brands: X-Plane, Carmageddon 3, Coaster Works, Iron Aces, Charge 'N Blast, Hot Wired, Guns & Ammo

Company Description: Xicat Interactive is one of the largest independent publishers in America specializing in video games for all platforms and genres with worldwide distribution. Check us out!

MR 514

## XL Studio

75 Rue de Gerland  
Lyon, France 69007 France  
+33 (0) 472716949  
+33 (0) 437289187  
www.xlstudio.com  
contact@xlstudio.com

Contact(s): Pierre-Emmanuel Brunet, Marketing Manager; Nabil Ouarhani, Lead 3D Animator; David Gemelli, Lead Programmer

Company Description: XL STUDIO provides a full range of state-of-the-art digital services, from composing and film editing to high-end 3D animation, simulation and ON-AIR graphics.

Booth 6233

## Xplorys Limited

Xplorys House, Lenacre Street  
Ashford, Kent TN26 1JD United Kingdom  
0031-72-5675577  
0031-72-5610503  
www.xplorys.com  
diana@xplorys.com

Contact(s): Andy van Staveren, Sales & Marketing Director; Ronald Koreman, Purchase Director

Brands: Who wants to beat up a millionaire, Bass Avenger, Amateur League Golf, Daria's Inferno, Daria's Sick Sad Lifeplanner, Crazy 3D Range, XL Range

Company Description: Software Publisher & Distributor of innovative, multilingual PC software products. Trading since 1997. Xplorys supplies distribution partners & retailers worldwide. www.xplorys.com.

Booth 7516





## Xtecnologies

Suite 2106, 21st Floor, Empress Plaza  
17-19 Chatam Road South - Tsim Sha Tsui  
Kowloon, Hong Kong 0000 Hong Kong

852-27217720

852-27217288

[www.xtecnologies.com](http://www.xtecnologies.com)

[info@xtecnologies](mailto:info@xtecnologies)

Contact(s): Fedele Daidone, Managing Director; Corrado Cavazzi, Intl. Sales Manager; Lucia Rimondini, Product Manager; Gabriele Livaldi, Technical Dept.; Ms. Jacqueline So, Hong Kong Cont International Contact(s): Corrado Savazzi, Intl. Sales Manager; Clifton Cowder, North American Sales; Guillermo Gonzales, South American Sales

Brands: XTECNOLOGIES

Company Description: XTECNOLOGIES is a brand of accessories owned by CTO S.P.A., Italy. We offer a wide global range of multimedia peripherals, gaming peripherals following high-tech and new technology.

## Booth 6201



## Yobo Gameware Co.

3546 Meeker Ave. #B  
El Monte, CA 91731

626-279-9688

626-279-7688

[usaeee@pacbell.net](mailto:usaeee@pacbell.net)

Contact(s): Eric Liao, CEO

International Contact(s): Eric Liao, CEO

Brands: YOBO

Company Description: "YOBO" Brand Video Game Accessories — We are a manufacturer, wholesaler, and importer. We also develop new software. For "import games" contact YOBO.

## Booth 7003

## Ziff Davis Media

50 Beale Street, 12th Floor  
San Francisco, CA 94105

415-547-8248

415-547-8777

[www.ziffdavis.com](http://www.ziffdavis.com)

[annie\\_lipscomb@ziffdavis.com](mailto:annie_lipscomb@ziffdavis.com)

Contact(s): Dale Strang, Vice President, Game Group; Lee Uniacke, Game Group Publisher; Suzie Reider, Associate Publisher; Rey Ledda, Creative Director; Senior Marketing Manager; Ian Sinclair, Sales, Northwest; Marci Yamaguchi, Sales, San Francisco and Washington State; Marc Callison, Sales, East Coast; Karen Landon, Sales, Southwest  
Brands: Electronic Gaming Monthly, The U.S. Official PlayStation Magazine, Computer Gaming World, Expert Gamer

Company Description: Ziff Davis Media Game Group is the biggest publisher of gaming magazines in the U.S., offering the largest reach of core gamers to game publishers and retailers.

## Booth 2600

## Zio

18625 Sutter Blvd, S-200  
Morgan Hill, CA 95037

408-778-6500

408-778-2737

[www.ziosoft.com](http://www.ziosoft.com)

[eric@ziosoft.com](mailto:eric@ziosoft.com)

Contact(s): David Kim, Director of Bus. Dev.

Brands: ZIOGolf2 for Pocket PC, Metalion for Pocket PC, ZIOGolf for Palm OS, Knight Move for Palm OS, Ultima Underworld for Pocket PC, SIMCity 2000 for Pocket PC, Need for Speed for Pocket PC

Company Description: ZIO, currently the world's leader in PDA gaming, provides high quality titles for the Pocket PC and Palm OS handhelds.

## Booth 2200

## Z-Best Audio & Video

223 E. 9th Street  
Los Angeles, CA 90015

## Booth 7518

The IDSA Presents the 4th Annual...

# A NITE TO UNITE FOR KIDS



PICASSO

Special thanks to Go Fish! Design, Boston, MA.

Tuesday, October 16, 2001  
Westin St. Francis Hotel  
San Francisco, CA



## Hosted by Co-Chairs:

Robert Bach, Sr. Vice President  
Games Division, Microsoft Corporation

Bill Gardner, President & CEO  
Capcom Entertainment, Inc

Peter Main, Executive Vice President,  
Sales & Marketing, Nintendo of America, Inc

Peter Moore, President & COO  
Sega of America Dreamcast, Inc.

For additional information, please contact email: [jenny@idsa.com](mailto:jenny@idsa.com), call 1 800-949-3660 or visit <http://www.nitetounite.org>.

# *The Academy of Interactive Arts & Sciences is proud to congratulate the recipients of the 4th Annual Interactive Achievement Awards.*

## Outstanding Achievement in Art Direction

**Final Fantasy IX** (Play Station)  
Square Co., Ltd./Square Electronic Arts L.L.C.

## Outstanding Achievement in Animation

**Final Fantasy IX** (Play Station)  
Square Co., Ltd./Square Electronic Arts L.L.C.

## Outstanding Achievement in Sound Design

**Medal of Honor: Underground** (Play Station)  
DreamWorks Interactive/Electronic Arts

## Outstanding Achievement in Musical Composition

**Medal of Honor: Underground** (Play Station)  
DreamWorks Interactive/Electronic Arts

## Outstanding Achievement in Game Design

**Zelda: Majora's Mask** (Nintendo 64)  
Nintendo Co. Ltd./Nintendo of America

## Outstanding Achievement in Visual Engineering

**SSX** (Play Station 2)  
Electronic Arts/Electronic Arts

## Outstanding Achievement in Game Play Engineering

**SSX** (Play Station 2)  
Electronic Arts/Electronic Arts

## PC Family Title of the Year

**Return of the Incredible Machine: Contraptions**  
Dynamix/Sierra On-Line

## PC Action/Adventure Game of the Year

**Deus Ex**  
Ion Storm/Eidos Interactive

## PC Role Playing Game of the Year

**Diablo II**  
Blizzard Entertainment/Blizzard Entertainment

## PC Simulation Game of the Year

**MechWarrior 4**  
Microsoft/ Microsoft

## PC Sports Game of the Year (TIE)

**FIFA 2001**  
EA Canada/Electronic Arts

## Motocross Madness

Rainbow Studios/Microsoft

## PC Strategy Game of the Year

**Age of Kings II: The Conquerors**  
Ensemble Studios/Microsoft

## Outstanding Achievement in Character or Story Development

**Baldur's Gate II** (PC)  
Bioware/Interplay

## Console Action/Adventure Game of the Year

**Zelda: Majora's Mask** (Nintendo 64)  
Nintendo Co. Ltd./Nintendo of America

## Console Role Playing Game of the Year

**Final Fantasy IX** (Play Station)  
Square Co., Ltd./Square Electronic Arts L.L.C.

## Console Fighting Game of the Year

**Dead or Alive 2** (Dreamcast)  
Tecmo/Tecmo

## Console Racing Game of the Year

**SSX** (Play Station 2)  
Electronic Arts/Electronic Arts

## Console Family Title of the Year

**Mario Tennis** (Nintendo 64)  
Nintendo Co. Ltd./Nintendo of America

## Console Sports Game of the Year

**SSX** (Play Station 2)  
Electronic Arts/Electronic Arts

## Online Gameplay of the Year

**MechWarrior 4**  
Microsoft/Microsoft

## Massive Multiplayer/Persistent World Game of the Year

**EverQuest: Ruins of Kunark**  
Verant Interactive/SCEA

## Innovation in Console Gaming

**Shenmue** (Dreamcast)  
AM2/Sega of America

## Innovation in Computer Gaming

**Deus Ex**  
Ion Storm/Eidos Interactive

## Console Game of the Year

**SSX** (Play Station 2)  
Electronic Arts/Electronic Arts

## Computer Game of the Year

**Diablo II**  
Blizzard Entertainment/Blizzard Entertainment

## Game of the Year

**Diablo II**  
Blizzard Entertainment/Blizzard Entertainment

**Become part of the largest professional membership organization dedicated to the recognition of outstanding achievement in interactive entertainment.**

**Join the Academy of Interactive Arts & Sciences**

**For information on individual and company membership opportunities visit us at Booth #2400 in the West Hall.**

**[www.interactive.org](http://www.interactive.org)**

**Exhibitor List**

Company	Booth	Company	Booth
<b>#s</b>			
1C	.6709	Criterion Software Inc.	.1166
3D2 Technologies Inc.	.5131	Cryo/DreamCatcher	.446
4D Rulers Software, Inc.	.7121	CSSA	.5024
<b>A</b>		Cyberscape Graphics Inc.	.7008
A 1 Software GmbH & Co. KG	.6501	CYBERWORLD International Corporation	.7037
A.L.S. Industries, Inc.	.2908	Cybiko, Inc.	.6219
Academy of Interactive Arts and Sciences	.2400	CycleFX/Hollywood Engineering	.6953
Acclaim Entertainment, Inc.	.MR 505, MR 506		
Actilink Technologies	.6509		
ACTION ZONE LLC	.7609		
ACTIVISION	.946		
Advanced Duplication Services	.7144		
aerisoft	.6501		
Agetec Inc.	.4015		
AIA USA, Ltd.	.7208		
ak tronic Software+Service	.6501		
Akella	.7114		
AlfaData Computer Corp.	.7314		
Alias\Wavefront	.MR 513		
Alliance numeriQC-			
Quebec's digital industry network	.6033		
Altec Lansing Technologies, Inc.	.6401		
An Eye for an Eye	.6233		
AniVision, Inc.	.6215		
ANTIK GAMES S.A	.6233		
APIM	.6233		
Apple Computer, Inc.	.4021		
ARGO USA Corporation	.7015		
ARXEL TRIBE	.6743		
ASCARON Software GmbH	.6501		
Atlus U.S.A., Inc.	.MR 507		
Azuradisc Inc.	.6917		
<b>B</b>			
BAM! Entertainment, Inc.	.MR 153A	E.M.G	.6233
Bandai America, Inc.	.2216	Edutainment Group	.7611
Battletop.com	.6755	eGames, Inc.	.7510
Belkin Components	.6715	EGMONT INTERACTIVE	.6241
Bert-Co Graphics	.7514	Eidos Interactive	.1024
Bethesda Softworks Inc.	.MR 504	eJay AG	.6501
Binarystar Enterprise Inc.	.7028	Electro Source, LLC	.2308
BioWare Corp.	.7309	Electronic Arts	.900, 7333, 7335, 7337, 7339, 7341, 7432, MR 308B, MR 309
Blackstar Interactive GmbH	.6501	Eleven Engineering Inc	.7308, 7310
Blizzard Entertainment	.1100	Elixir Studios	.5030
BradyGames	.2300	Ellis Enterprises, Inc.	.6927
Brightstar Entertainment Ltd	.5030	EMME	.6233
<b>C</b>		Emplast	.7502
C2	.7126	Encore Software, Inc.	.7345, 7349, 7353, 7357
Cakewalk Music Software	.400	Enix America Inc.	.2208
Capcom Entertainment	.1324	Enpack Packaging and Media	.6921
Cash-U	.7024	Enroute, Inc.	.6609
CCL	.7017	Ensemble Studios	.7426
CDV Software Entertainment Inc.	.6433	Entertainment Software Rating Board	.2508
CH Products	.MR 519	EON Digital Entertainment	.746
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## Company

## Booth

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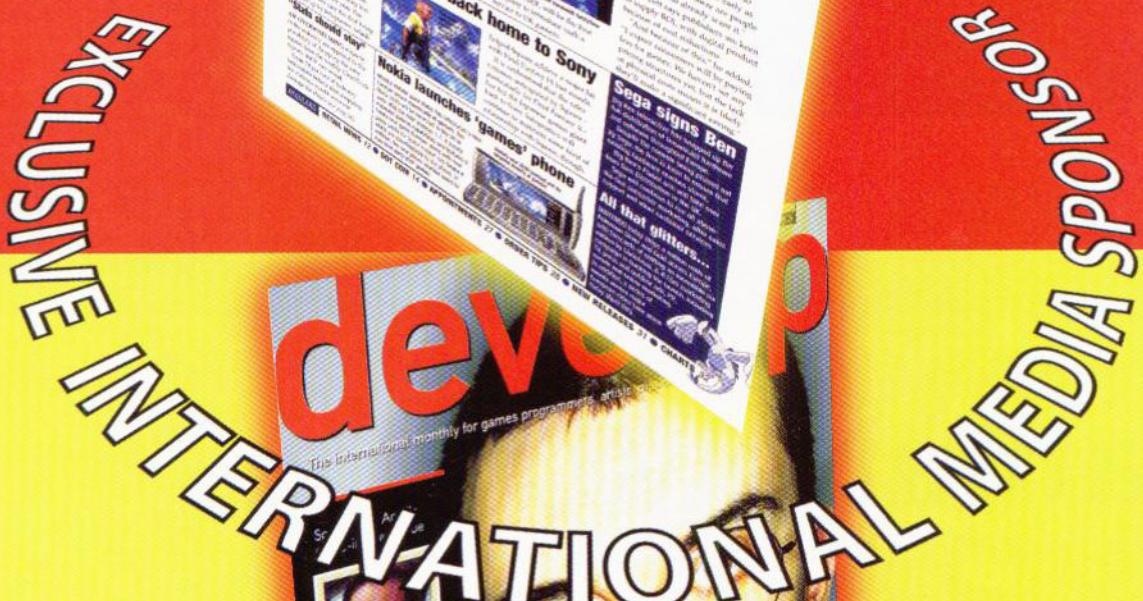
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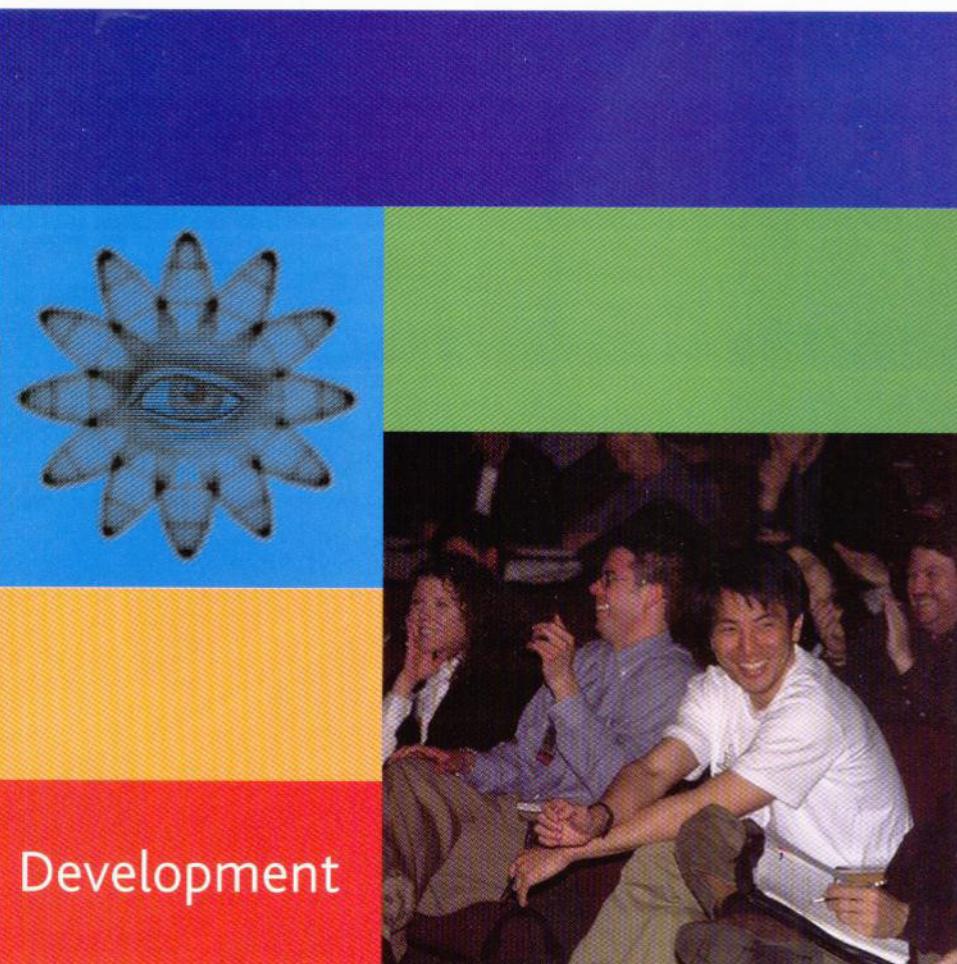
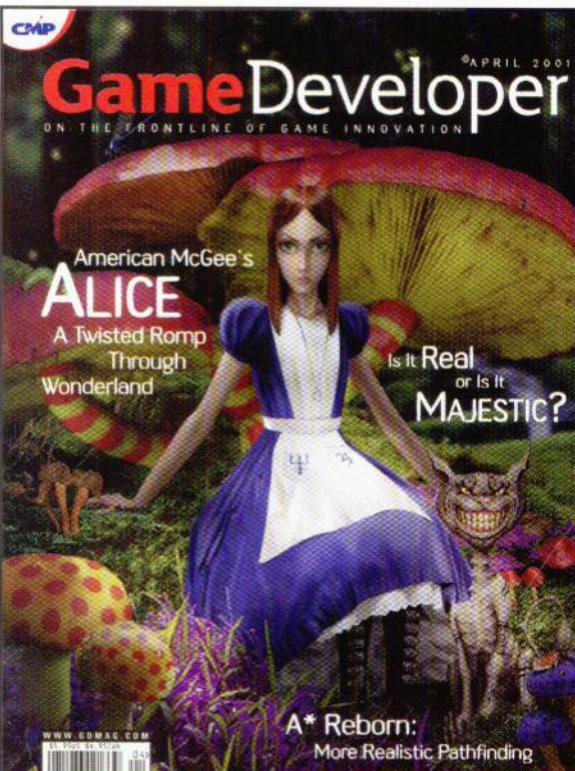
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Conference

Visit our booth during E3 located in the Kentia Foyer.

# Convention Center Maps



Please note: Kentia Hall is located below South Hall

## BOOTH KEY

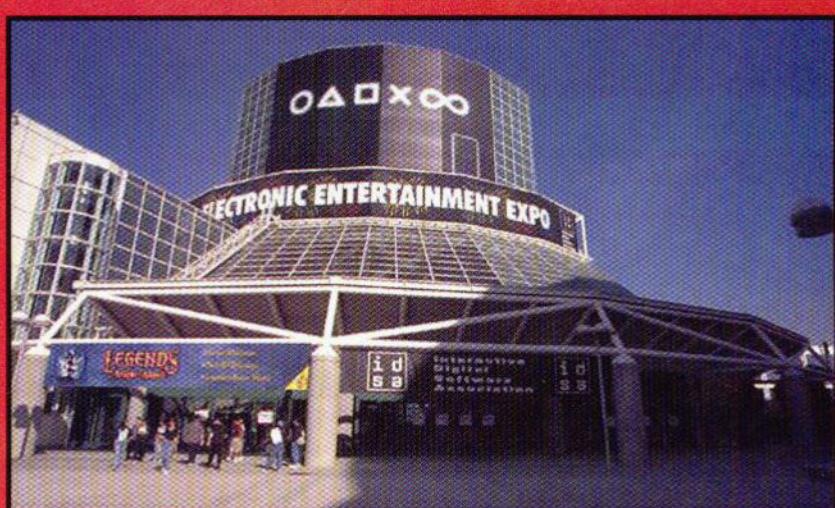
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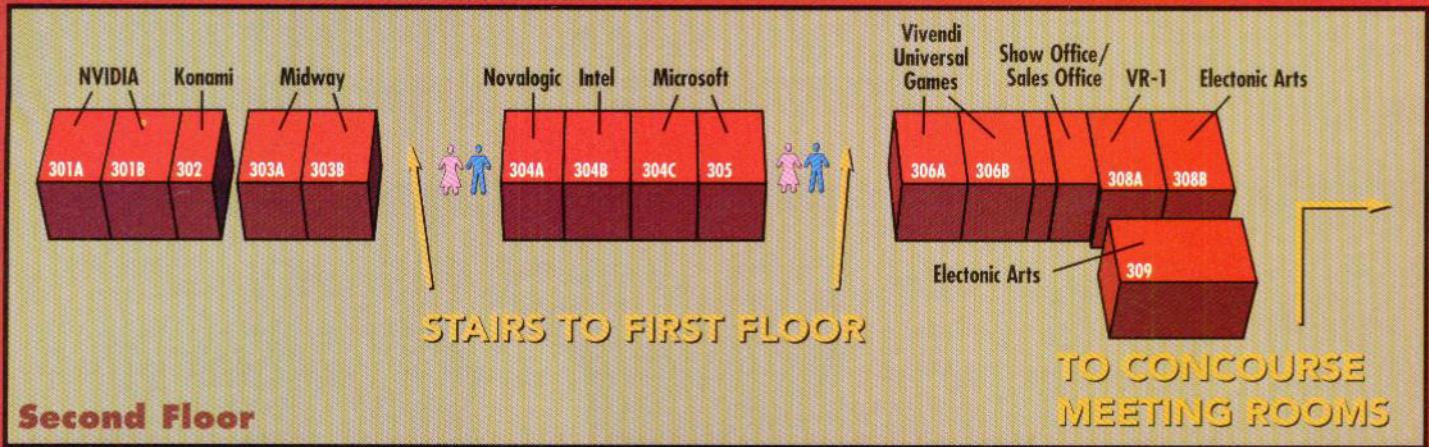
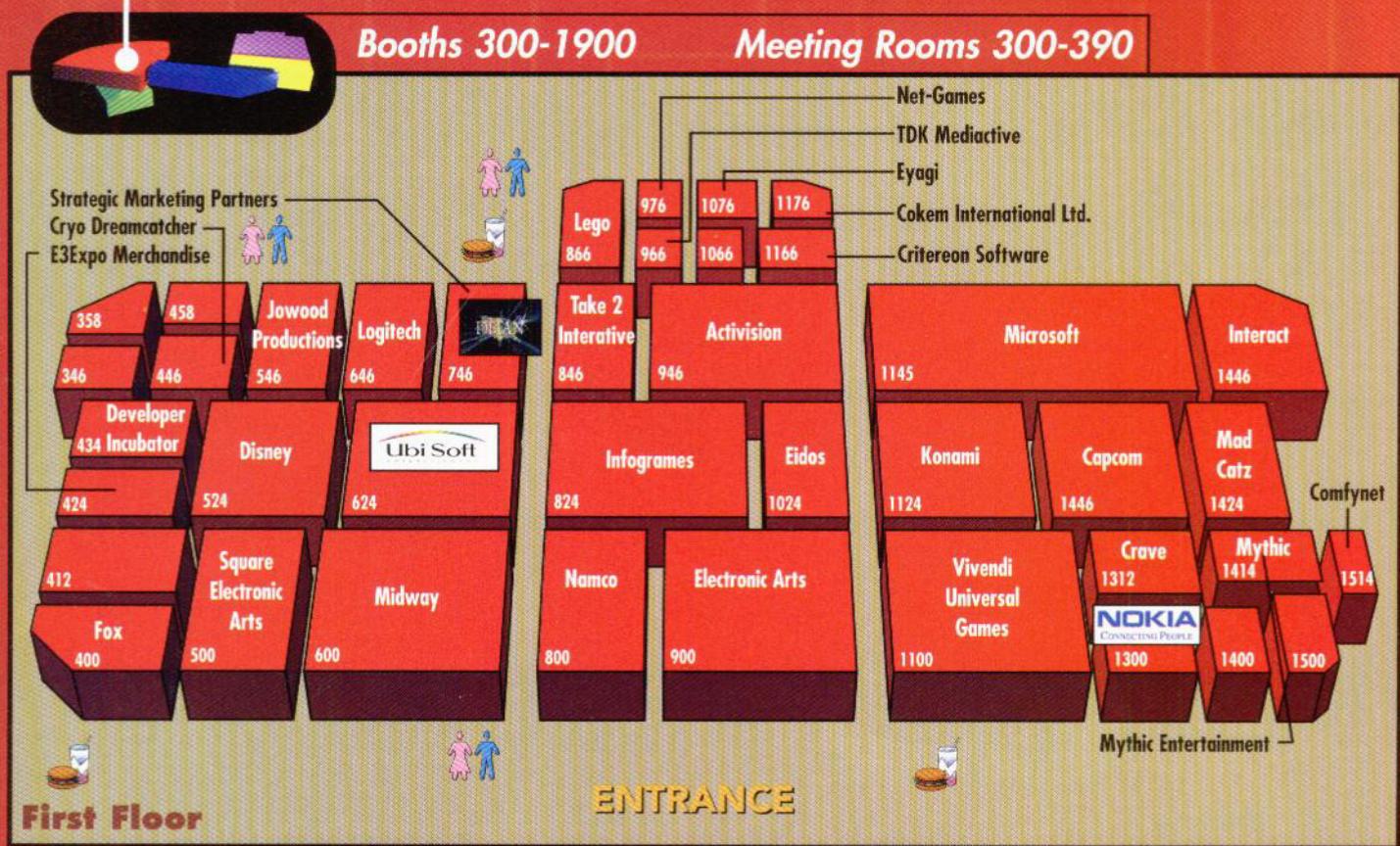
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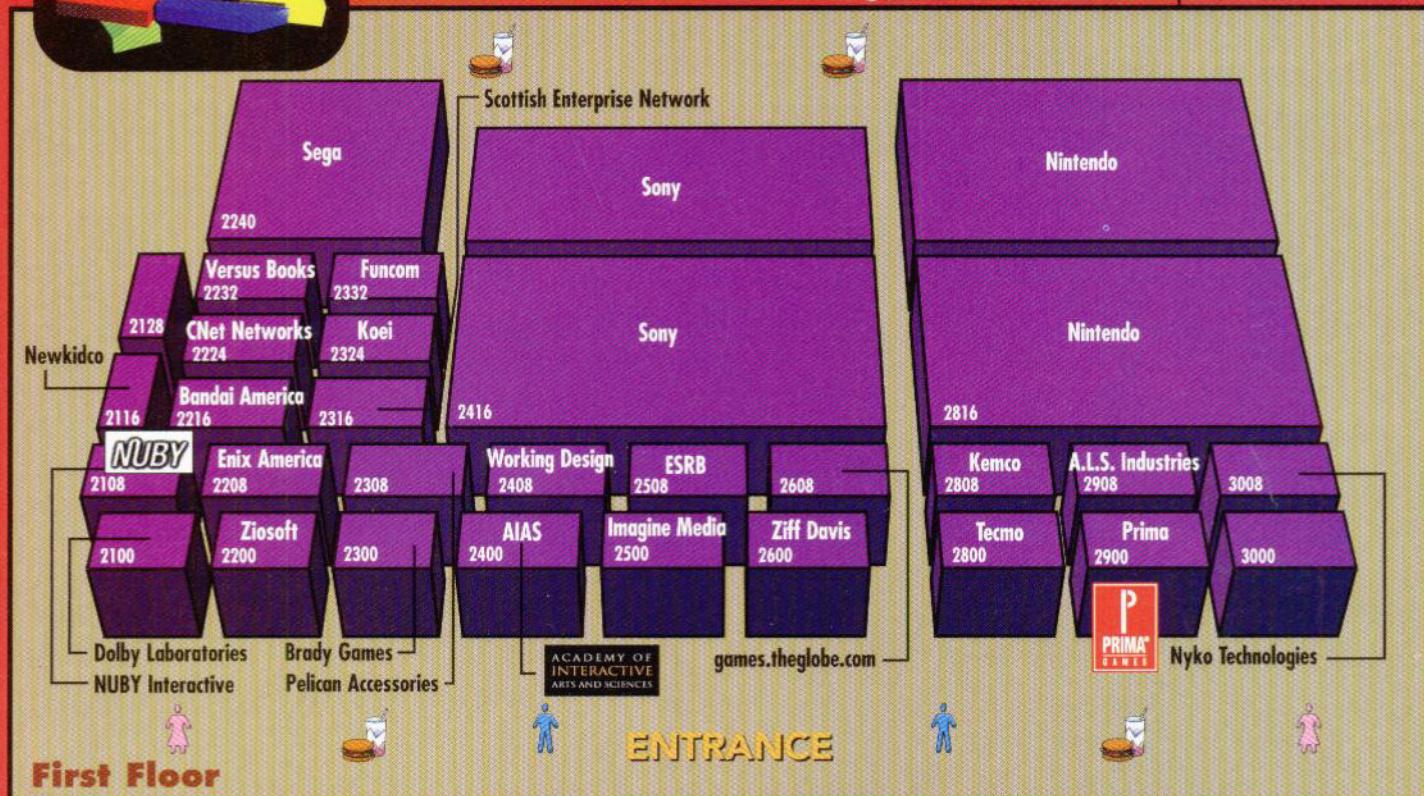




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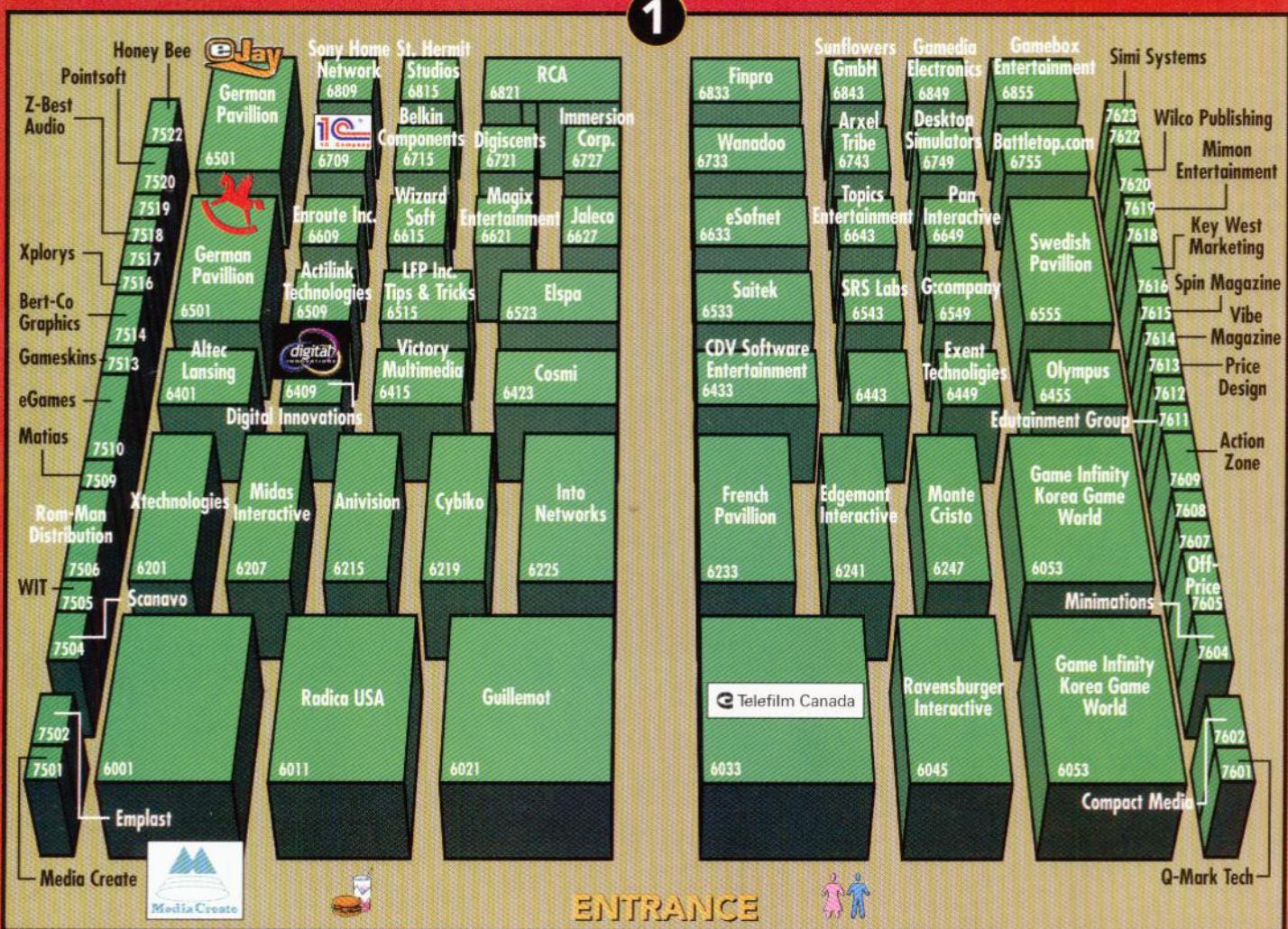
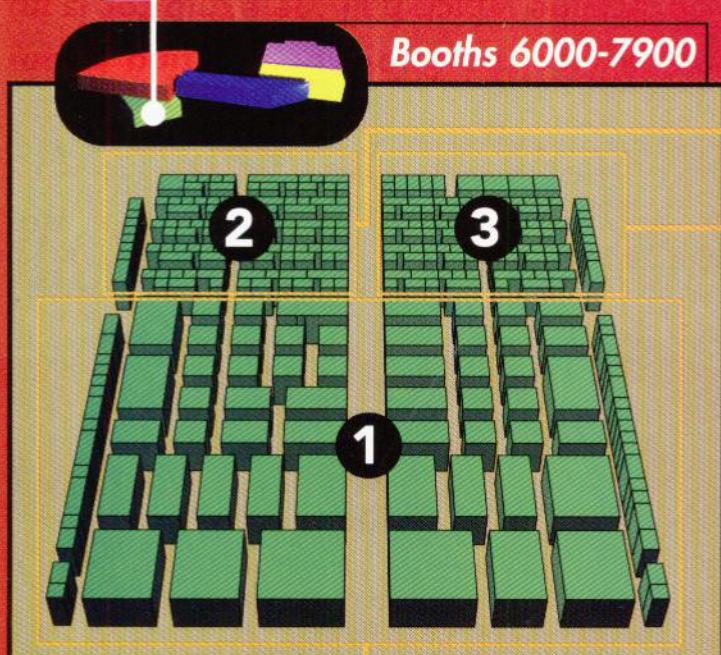


Exhibitor Information

# Convention Center Maps

## Kentia Hall

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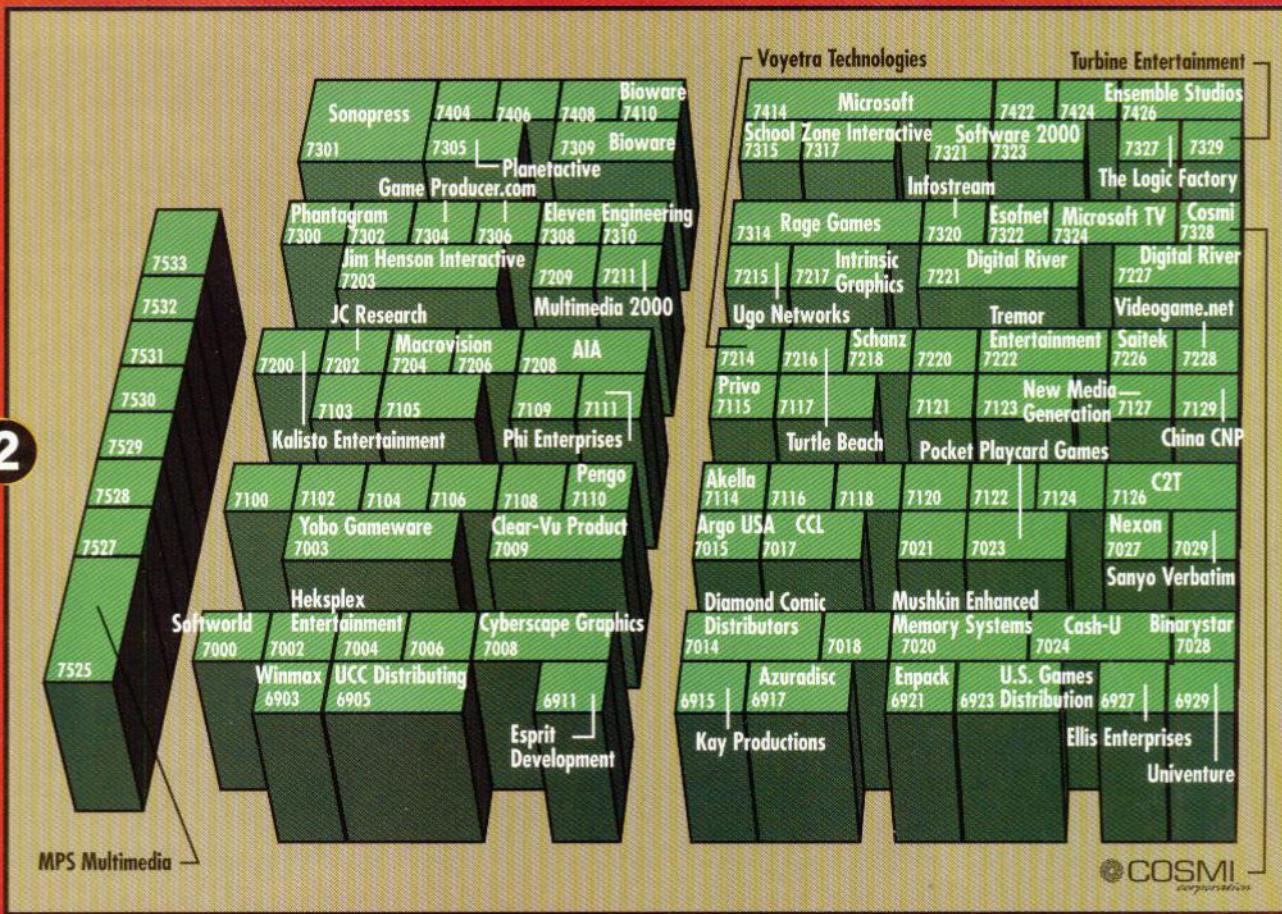
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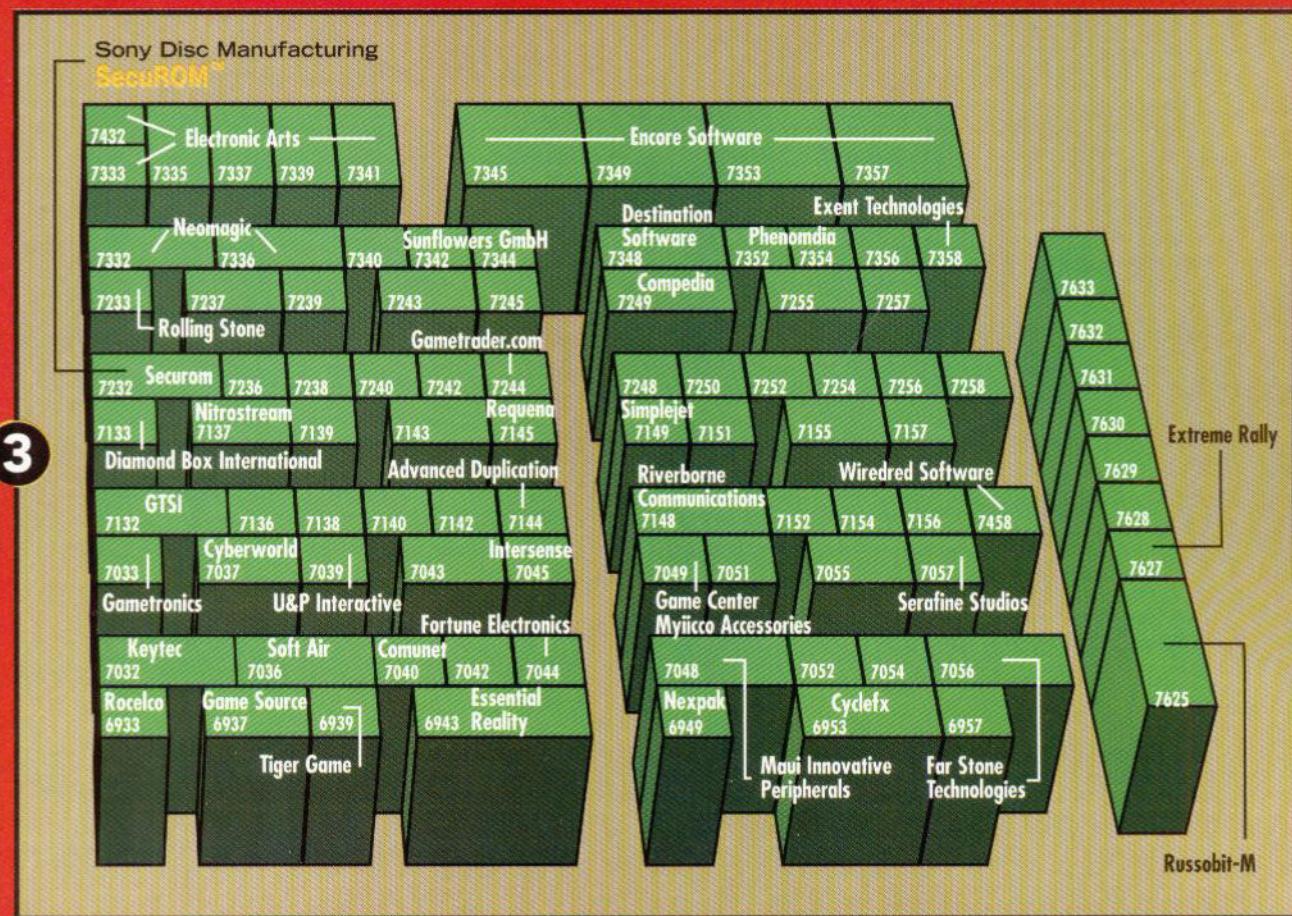
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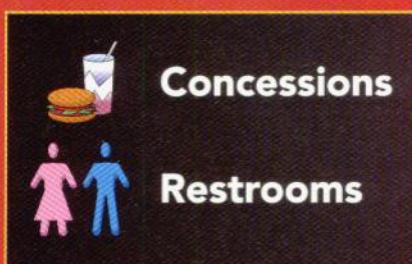
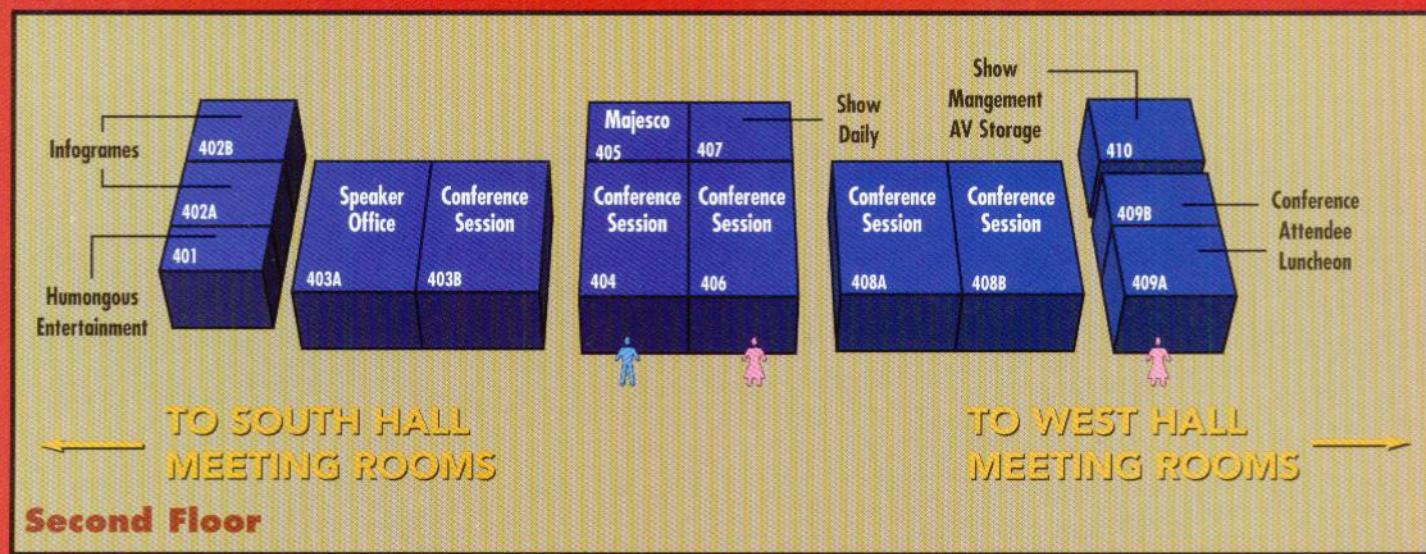
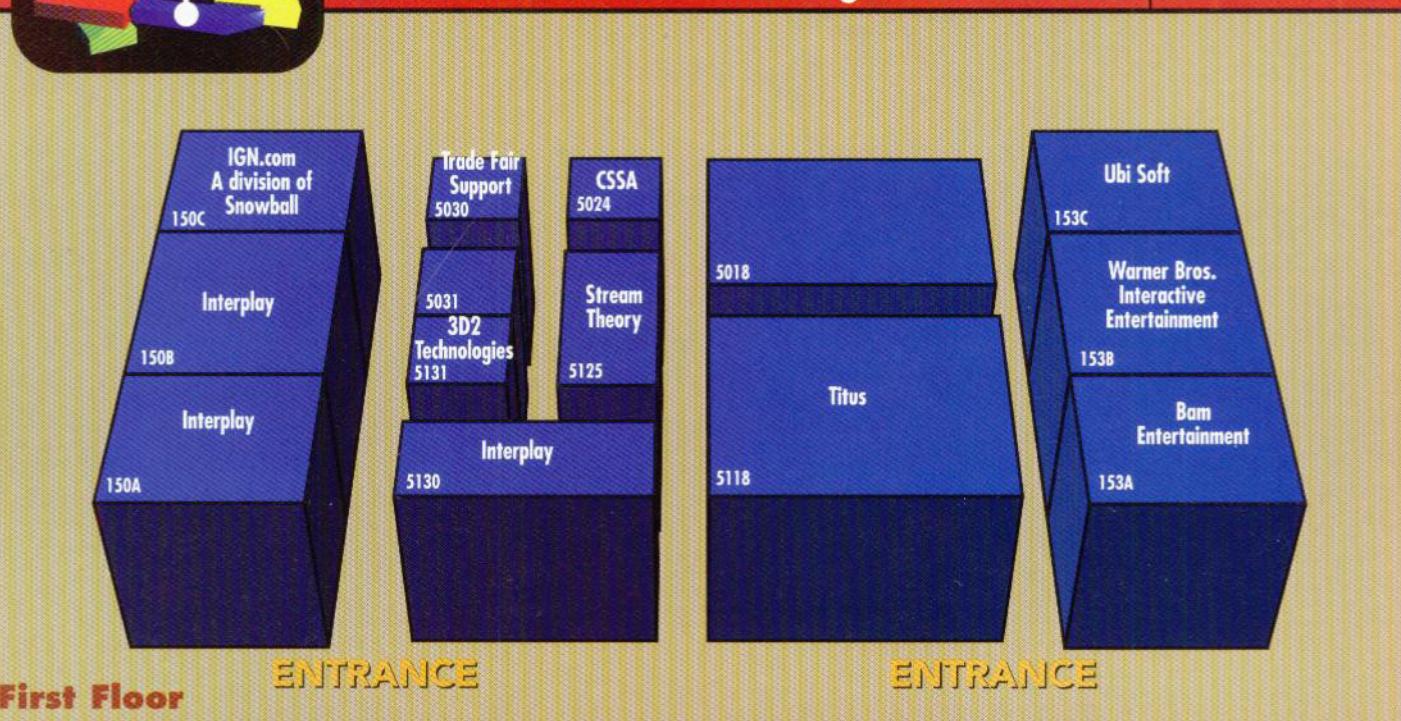
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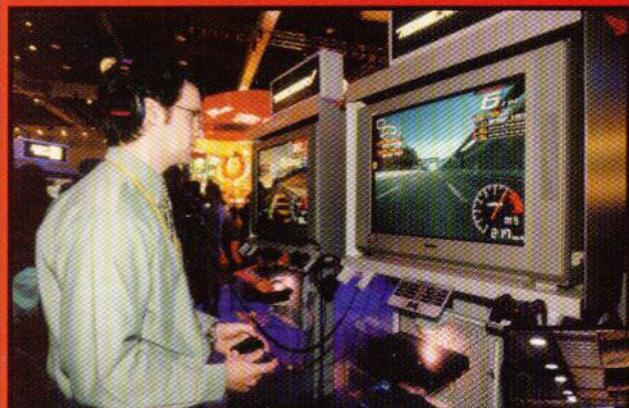
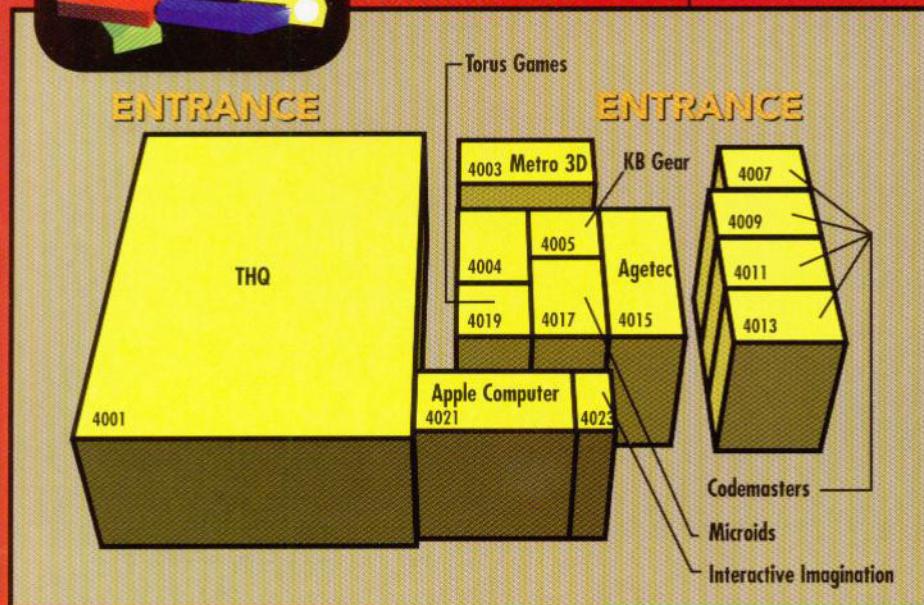
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Exhibitor Information

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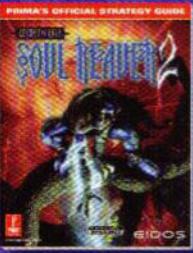
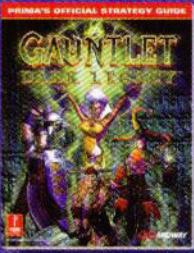
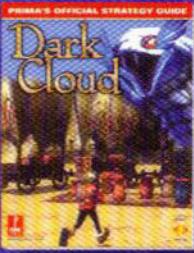
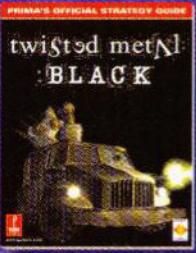
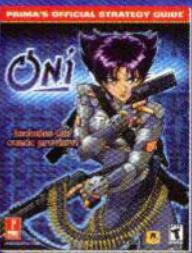
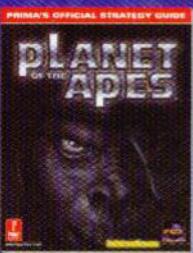
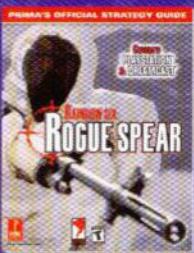
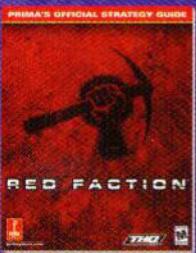
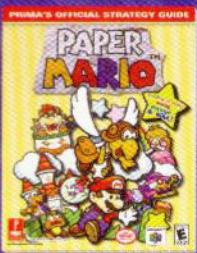
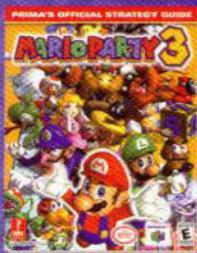
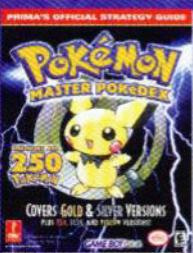
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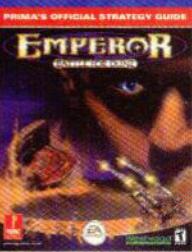
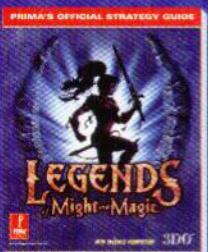
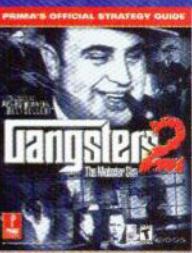
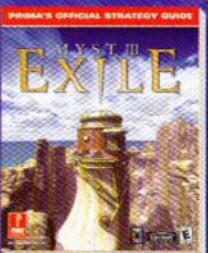
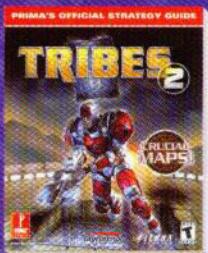
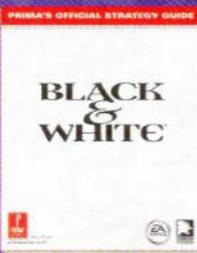
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