

OFFICIAL EXHIBIT GUIDE



touch the future

2001 DIRECTORY

PUBLISHED BY



CONFERENCES
EXPOSITION

MAY 16-18
MAY 17-19

LOS ANGELES CONVENTION CENTER
LOS ANGELES, CALIFORNIA



E³ 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. E³ 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 E³ Attendee:

On behalf of the Interactive Digital Software Association (IDSA), welcome to E³ 2001, the world's most spectacular showcase for interactive entertainment. Each year E³ 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 E³ 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 E³ 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 Levecque, 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:

MCV MEDIA

Conference & Show Daily sponsor:

imagine
MEDIA WITH PASSION



UNLEASH THE PLAYER IN YOU

south hall
booth 624



ubisoft.com



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 E³ 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 E³.

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.

E³ 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 E³ 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

E³ Show Offices
Room W509
Room S307

E³ 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

E³ features a daily publication written, edited, and produced on-site at the Los Angeles Convention Center. Imagine Media is the official publisher of the E³ 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.

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

Show Merchandise Store

E³ 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 E³ 2001.

Wheelchairs

Wheelchairs are available to E³ 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.

May 17-19, 2001

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.

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)

Mayfair 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

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

Shuttle schedule subject to change.
Please consult on-site schedules to confirm.

Business is changing.

Isn't it time to do things smarter...



A s s e m b l y

...and be more profitable...

F u l f i l l m e n t

E D I & O r d e r M a n a g e m e n t

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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

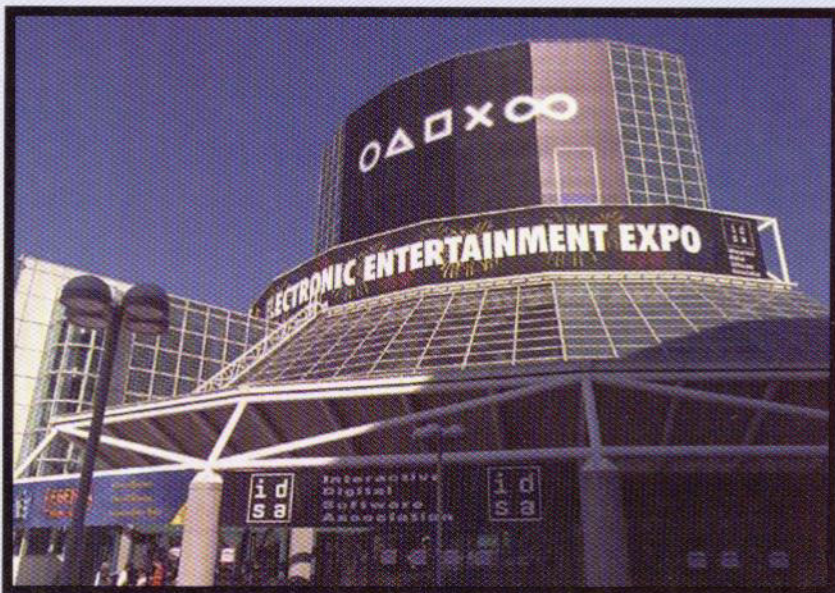
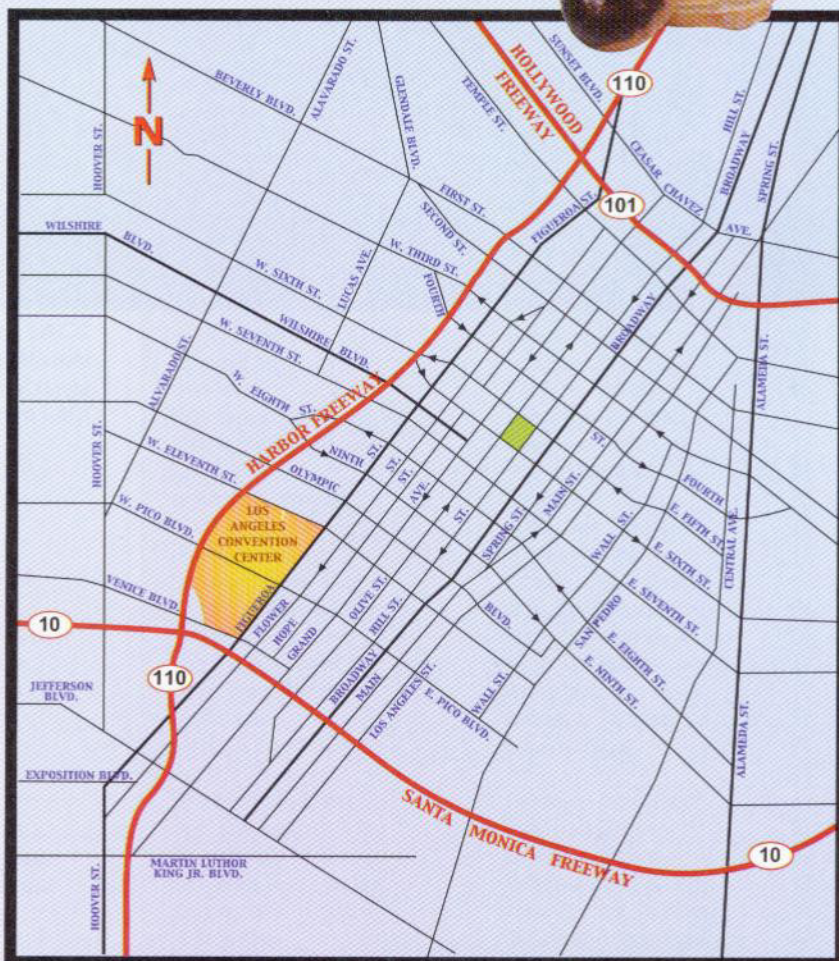
Arby's	735 S. Figueroa St.
Burger King	1126 Santee St.
Jack In The Box	1615 S. Broadway
Mc Donald's	811 W. 7th St.
Wendy's	3019 S. Hoover St.
KFC	708 S. Broadway
Taco Bell	2718 S. Figueroa St.
Koo Koo Roo	255 S. Grand Ave.
El Pollo Loco	831 S. Broadway
China Express	1548 W. Pico Blvd.
Panda Express	735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

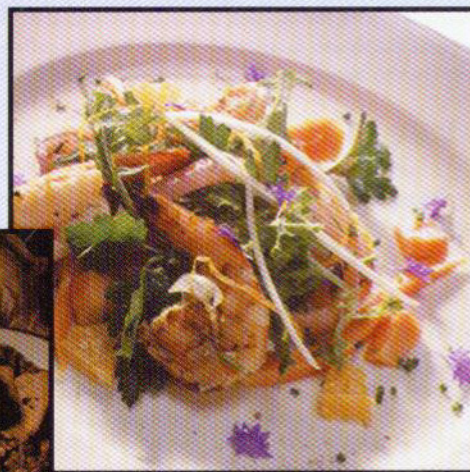
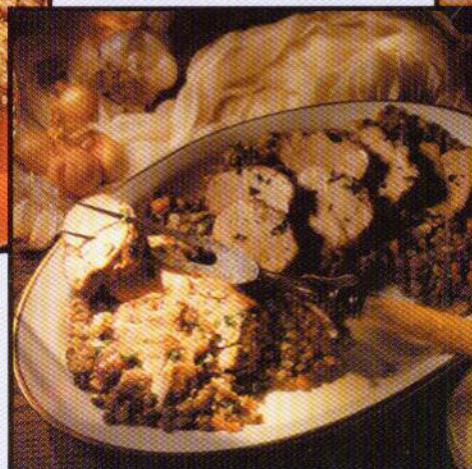
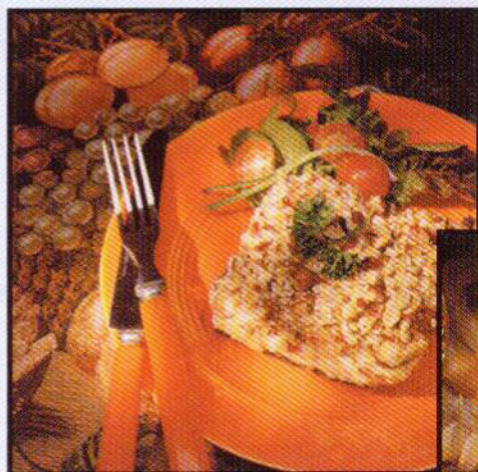
La Parilla	1300 Wilshire Blvd.	(213) 353-4980
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Pizza

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 Cafe

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 Californina 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

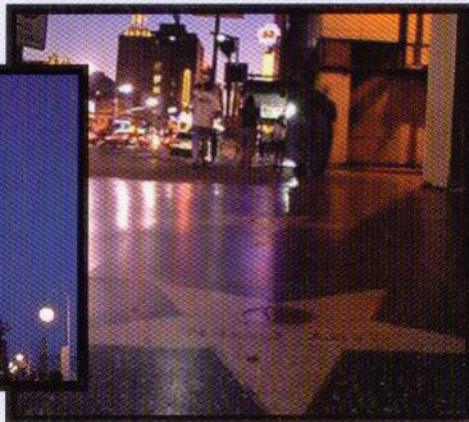
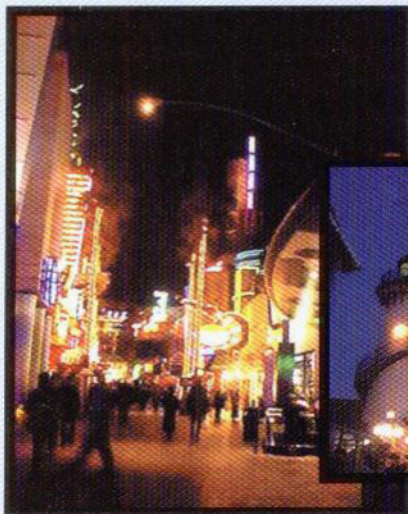
9039 Sunset Blvd.
(310) 274-5800
West Hollywood

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 bamboosed 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 and 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.

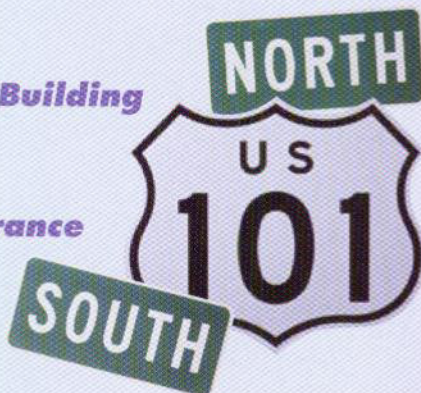
Los Angeles

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

Mullholland 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



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E3 Expo 2001

May 17-19, 2001,
Los Angeles Convention Centre,
California.
Nokia stand: South Hall, #1300.

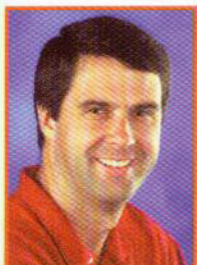
NOKIA
CONNECTING PEOPLE



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 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 A&B
**Overflow: Theater/
West Hall Room 411**



Peter T. Main

Executive Vice President,
Sales and Marketing
Nintendo of America Inc.

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.



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.



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
Speaker Roundtable Luncheon • Network with Peers		
2:00 p.m. – 6:00 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
10:00 a.m. – 11:30 a.m.	1.1 New Opportunities for Storytelling	2.1 Consoles Make the Jump Online
12:30 p.m. – 2:00 p.m.	1.2 Game Graphics Come Alive	2.2 New Business Strategies Behind Online Gaming
2:30 p.m. – 4:00 p.m.	1.3 How to Break into Gaming	2.3 Online Face-off: Who's Got the Better Plan?

Friday, May 18

9:00 a.m. – 10:30 a.m.	1.4 Cost-effective Strategies for High-Quality Game Development	2.4 Creating Online Games on a Budget
11:00 a.m. – 1:00 p.m.	1.5 Games That Break the Rules	2.5 Building Online Communities —and Community



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: Jesse Allread, *DX3 Consulting*
Panelists: Tom Ciprian, *Play-by-Play Sports Interactive, Inc.*

Jason Robar, *Infospace*
Gil Winters, *Digital Collectibles*
Diane Heppting, *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 re-create 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*
Halldor Fannar, *Lightspeed Games*
Kimberly Quick, *Cognitoy*
Jeff Hillbert, *Game Developer Agent*

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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 Continuation 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](http://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 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 Fierte 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.

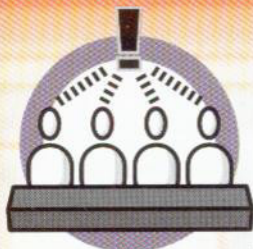
**TABLE TOPIC: Meet Michele, the real-life Crystal of Four
Worlds, level 20 mage from Asheron's Call.
Speak to a rare breed: a 40 year-old female
hard-core gamer whose day job is that of a
seasoned market research analyst.**

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 Surfas, GameSpy/Mplayer
Scott Herrington, Turbine Entertainment
Skip McIlvaine, Sega.com
Jason Bell, Infogrames

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

2.3 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

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

2.5 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

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, *Immesion 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 Inspiracy*
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 E³ 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 E³. 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, *Infogrames* — 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

Session 1.2

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.

Jessee Allread

President, DX3 Consulting

Workshop 2

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.

Tom Armbruster

Animation Marketing Manager, Vicon, Inc.

Session 1.2

Kevin Bachus

Director of 3rd Party Relations, Microsoft Games Group

Workshop 6

Stephen Baker

Director Hardware, Services & Analysis; PC Data

Session 3.3

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.

Workshop 5

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

Session 4.5

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.

Session 2.4

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 articulated at Toronto corporate law firm Davies, Ward & Beck.

Jason Bell

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

Session 4.4, 2.1

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

Session 2.3

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). Cliff has been a featured speaker at several E³ and Game Developers Conference trade shows.

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 Time 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*

Session 5.5

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.

Stevie Case

Game Designer

Session 5.1

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.

Louis Castle

General Manager and Co-founder, Westwood Studios

Workshop 4

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.

Tom Ciprian

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

Workshop 2

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.

Robert Coffey

Associate Editor, *Computer Gaming World*

Session 5.1

Raised by a pack of feral pigs, Robert Coffey somehow weaseled 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.

Claude Comair

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

Session 1.3

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

Session 5.4

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

Workshop 2

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*

Session 4.5

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

Workshop 5

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

Session 1.2

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

Workshop 1

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 Proxim Software, evangelizing their game networking middleware, and Silicon Graphics, where he worked with 3-D and Web technologies.

Veit Dengler
Engagement Manager, McKinsey & Company

Session 3.1

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

Session 1.2

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.

Session 5.5

Pam Dixon
Syndicated Radio Show Host and Author,
The Dixon Report

Workshop 5

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.

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*, *ForbesASAP*, *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 Inspiary

Session 3.4

Noah Falstein is the President of The Inspiary, 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 Inspiary 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@theinspiary.com.

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.

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.

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.

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.

Speaker Biographies

Ed Fries

General Manager, Microsoft Games Group

Session 4.3

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.

Rob Fulop

President, Perchance, Inc.

Session 1.5

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.

Greg Goldstein

V.P. Licensing, Activision, Inc.

Session 5.5

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 Inkworx, 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 Inkworx, 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*.

Ken Goldstein

Executive V.P. and Managing Director, Disney Online

Session 3.2

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.

Jeff Green

Executive Editor, Computer Gaming World

Session 1.5

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-ons include sunsets, walks on the beach, and sniffing glue. His turn-offs include mean people and flight sims.

Ilene Haase

Director, Interactive Entertainment,
The NPD Group, Inc.

Session 1.4

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.

Justin Hall

Game Culture Correspondent, Links.net

Session 5.4

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 and occasionally in *Rolling Stone* magazine.

Demis Hassabis

Chairman and CEO, Elixir Studios Ltd.

Workshop 1

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.

Chris Hecker

Technical Director, definition six, inc.

Session 3.4

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*.

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 *Asheron's Call* and is currently Turbine's Executive Producer.



Mark Herrmann
General Manager, Lycos Gamesville

Session 2.2

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

Session 2.5

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

Workshop 6

Mark Jacobs
President, Mythic Entertainment

Workshop 4

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.

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

Workshop 3

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

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 Microprose 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*.

Conference Program

Speaker Biographies

Lorne Lanning

Session 4.5

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

Session 4.5

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

Session 1.1, 4.5

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

Session 2.2

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

Session 2.2

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

Session 2.4

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.

Henry Lowood

Session 5.4

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.

Camela Martin

Session 1.3

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.

Skip McIlvaine

Session 2.1

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.

P.J. McNealy

Session 2.3

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.



Sid Meier

Session 4.3

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

Session 4.4

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

Session 1.4

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), *Klax* (GBC), *NFL Blitz* (GBC), *Little Nicky* (GBC), and *Yars' Revenge* (GBC).

Shigeru Miyamoto

Session 5.4

General Manager of the Entertainment Analysis and Development Department, Nintendo

Peter Molyneux

Session 4.3, Workshop 1

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.

Juan Montes

Session 3.5

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.

Tim Morten

Workshop 4

Chief Executive Officer, Savage Entertainment

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

Workshop 4

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

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

Workshop 2

Co-Founder and Producer, Gigantic Games

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

Workshop 1

Director of Writing and Design, BioWare

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 *Battleground Infinity* (later named *Iron Throne*, then *Baldur's Gate*). Currently he works as lead designer on the BioWare-developed *Star Wars RPG*.

Speaker Biographies

Schelley Olhava Senior Research Analyst, IDC

Session 2.1

Schelley 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

Session 4.4

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.

Session 2.2

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

Session 4.2

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

Session 2.3, Workshop 6

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.

Billy Pidgeon Analyst, Web technologies, Jupiter Communications

Session 3.5

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.

Mike Pogue President and CEO, Angel Capital Network

Workshop 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.

Paul Provenzano President, Academy of Interactive Arts and Sciences

Session 1.4

Kent Quirk Co-Founder, Game Architect, and Chief Technical Officer, Cognition

Workshop 1

Kent Quirk is the chief technical officer, game architect, and co-founder of Cognition, an independent game developer based in Acton, Massachusetts. He is the designer of the acclaimed computer game *MindRover*, published by Cognition. 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 Cognition

Workshop 6

Kimberley Quirk is CEO and one of the founders of Cognition, makers of *MindRover: The Europa Project*, the intelligent robot simulation game. She is currently working on business development, finances, and marketing/distribution for Cognition. 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 Tower2, 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/ASCII, 1995), *Under the Apple Tree* (Documentary/ASCII, 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

Session 4.2

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 1.1

Neil Snyder

President—Computer Audio Systems Division, Plantronics

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 Ten 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 Surfas

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

Session 2.1

Entrepreneur Mark Surfas 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

Session 5.1

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

Session 1.3

Chris Taylor President, Gas Powered Games

Session 4.2

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

Session 1.1

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

Session 3.4

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*.

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.

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.

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 Fierte and Jason Kapalka, John worked at *Flipside.com* as a producer and software engineer.

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.

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 oversaw the company's New Business Ventures group, directing research and innovation with broadband technology, and contributing to the development of corporate strategies.

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

Session 3.1

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

Workshop 4

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.

Workshop 2

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

Workshop 5

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

Session 1.5

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.

Neil Young

Vice President & Executive in Charge of Production, Electronic Arts

Session 1.5, 4.4

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.

Stephen Youngwood

V.P. Interactive Products and Book Publishing, Nickelodeon

Session 3.2

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.

Greg Zeschuk

Joint Chief Executive Officer, BioWare

Session 5.2

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.

Eric Zimmerman

Chief Executive Officer, gameLab

Session 3.4

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 *SISSYFIGHT 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.

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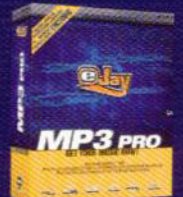
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Product Categories

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Business

CD-ROM

ASCARON Software GmbH	ANSTOSS ACTION	6501
DeLorme	Street Atlas USA	746
games.theglobe.com	Chips & Bits Game Store	2608
Sonopress	CD/DVD Replication Services	7301, 7304
The Mousepad Company Limited	Lap top cases	6523

DVD

games.theglobe.com	Chips & Bits Game Store	2608
Sonopress	CD/DVD Replication Services	7301, 7304

Handheld

games.theglobe.com	Chips & Bits Game Store	2608
Sonopress	CD/DVD Replication Services	7301, 7304

Hybrid

games.theglobe.com	Chips & Bits Game Store	2608
Sonopress	CD/DVD Replication Services	7301, 7304

Internet

games.theglobe.com	Chips & Bits Game Store	2608
VideoGame.Net / Lunar Tide Communications, Inc.	VideoGame Database	7228

MAC

games.theglobe.com	Chips & Bits Game Store	2608
Sonopress	CD/DVD Replication Services	7301, 7304

Multiple

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

Nintendo

games.theglobe.com	Chips & Bits Game Store	2608
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Sega

games.theglobe.com	Chips & Bits Game Store	2608
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Sony

games.theglobe.com	Chips & Bits Game Store	2608
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XBox

games.theglobe.com	Chips & Bits Game Store	2608
Sonopress	CD/DVD Replication Services	7301, 7304

Education

CD-ROM

ARXEL TRIBE	BIG TEDDY	6743
COKEM INTERNATIONAL LTD.	Computer Software	1176
Compact Media, Inc.	Languages Products	7602
Compact Media, Inc.	The Learning Company Products	7602
Cosmi Corporation	Swift & Starshine Educational Titles	6423, 7328
DK Digital Media (DK Interactive Learning)	I Love Phonics	746
DK Digital Media (DK Interactive Learning)	Math Explorer Deluxe	746
DK Digital Media (DK Interactive Learning)	OZ The Magical Adventure Interactive Storybook	746
DK Digital Media (DK Interactive Learning)	Reading Explorer Deluxe	746
Ellis Enterprises, Inc.	The Bible Library	6927
Encore Software, Inc.	Kaplan Test Preparation	7345, 7349, 7353, 7357
Encore Software, Inc.	National Geographic	7345, 7349, 7353, 7357
Galilea Multimedia	Genesys	6233
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
Mimon Entertainment Ltd.	Tiny Tells	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 501B, MR 503
The Learning Company	ClueFinders	MR 501B, MR 503
The Learning Company	Reader Rabbit	MR 501B, MR 503
Tivola Publishing	Tivola Publishing	6523
Topics Entertainment / CounterTop Software	1st & 2nd Grade Exelator	6643
Topics Entertainment / CounterTop Software	Instant Immersion Language Starter: Kids	6643

Company	Product	Booth
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Topics Entertainment / CounterTop Software	Instant Immersion Spanish	6643
Topics Entertainment / CounterTop Software	Listen & Learn Toddler	6643
Topics Entertainment / CounterTop Software	Preschool Exelator	6643

DVD

COKEM INTERNATIONAL LTD.	Computer Software	1176
Encore Software, Inc.	National Geographic	7345, 7349, 7353, 7357

Hybrid

COKEM INTERNATIONAL LTD.	Computer Software	1176
Compact Media, Inc.	Languages Products	7602
Compact Media, Inc.	The Learning Company Products	7602
Kutaka Interactive	Mia-Just in Time!	6033
Kutaka Interactive	Mia-Romaine's New Hat	6033
Kutaka Interactive	Mia-The Search for Grandma's Remedy	6033
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 501B, MR 503
The Learning Company	ClueFinders	MR 501B, MR 503
The Learning Company	Reader Rabbit	MR 501B, MR 503
Tivola Publishing	Tivola Publishing	6523

Internet

Compact Media, Inc.	Languages Products	7602
Compact Media, Inc.	The Learning Company Products	7602
HORTUS SOFT	Webkids	6233
HORTUS SOFT	Webland	6233
Paraworld AG	Traffic City	6501
The Learning Company	Carmen Sandiego	MR 501B, MR 503
The Learning Company	ClueFinders	MR 501B, MR 503

MAC

ARXEL TRIBE	BIG TEDDY	6743
DK Digital Media (DK Interactive Learning)	I Love Phonics	746
DK Digital Media (DK Interactive Learning)	Math Explorer Deluxe	746
DK Digital Media (DK Interactive Learning)	OZ The Magical Adventure Interactive Storybook	746
DK Digital Media (DK Interactive Learning)	Reading Explorer Deluxe	746
Galilea Multimedia	Genesys	6233
Galilea Multimedia	Tom et Lisa	6233
HORTUS SOFT	Webkids	6233
HORTUS SOFT	Webland	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
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 501B, MR 503
The Learning Company	ClueFinders	MR 501B, MR 503
The Learning Company	Reader Rabbit	MR 501B, MR 503

Multiple

COKEM INTERNATIONAL LTD.	Computer Software	1176
Sega	Webland	6233

Entertainment

CD-ROM

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
COKEM INTERNATIONAL LTD.	Computer Software	1176
ComfyNet	Bert & Ernie Computer Phone	1514
ComfyNet	Elmo's Computer Phone	1514
ComfyNet	Pink Panther Computer Book	1514
Cosmi Corporation	Swift Action Arcade Games	6423
Cosmi Corporation	SwiftWare Entertainment Titles	6423
DeLorme	Topo USA	746
Delta Development	Aliens Attack	6233
Delta Development	Battle slime	6233
Delta Development	Fourmistik	6233
Delta Development	Iron spirit	6233
Delta Development	Kassblok	6233
Delta Development	Maiku	6233
Delta Development	Playground	6233
Discreet	gmax	7406

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
DK Digital Media (DK Interactive Learning)	So You Want to be a Genius?	.746
eJay AG	Dance eJay 3	.6501
eJay AG	eJay MP3 Easy	.6501
eJay AG	eJay MP3 PRO	.6501
eJay AG	eJay MP3 Station 2.0	.6501
eJay AG	Ibiza eJay	.6501
EMME	Albert	.6233
EMME	Little polar bear and the polar bear	.6233
EMME	Mr Men	.6233
Encore Software, Inc.	Zoboomafoo	.7345, 7349, 7353, 7357
Enroute, Inc.	FirstPerson Immersive Video	.6609
Global Star Software	Mad Gab for Palm	.6033
Global Star Software	Vegas Casino Vol. 1 & 2	.6033
Integral Media	OENOLOGUS	.6233
Knowledge Adventure	Barbie Beach Party	.1100
Knowledge Adventure	Kelly Club	.1100
Knowledge Adventure	Secret Agent Barbie	.1100
MAGIX ENTERTAINMENT CORP.	Music & Video Maker Generation 6 deluxe	.6621
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	DISNEY SOFTWARE	.7605
Off-Price, Inc.	Learning Company	.7605
Off-Price, Inc.	Sound Source	.7605
PAN Interactive	Rosemond Valley	.6649, 7633
The Learning Company	Scooby-Doo	.MR 501B, MR 503
Wild Things	Accessories	.6523

DVD

COKEM INTERNATIONAL LTD.	Computer Software	.1176
Discreet	gmax	.7406
Enroute, Inc.	FirstPerson Immersive Video	.6609
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	Accessories	.6523
Wild Things		

eToy

Delta Development	Aliens Attack	.6233
Delta Development	Battle slime	.6233
Delta Development	Fourmistik	.6233
Delta Development	Iron spirit	.6233
Delta Development	Kassblok	.6233
Delta Development	Maiku	.6233
Delta Development	Playground	.6233
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	Nokia Media Terminal	.1300
Nokia		

Handheld

Cash-U	Peanut Butter	.7024
Digital Bridges	Wireless Pets	.2316
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Global Star Software	Mad Gab for Palm	.6033
Global Star Software	Vegas Casino Vol. 1 & 2	.6033
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	Mobile Entertainment	.7332, 7336
NeoMagic Corporation	Nokia Mobile Phone Games	.1300
Nokia	Rosemond Valley	.6649, 7633
PAN Interactive		

Hybrid

A 1 Software GmbH & Co. KG	Augustine	.6501
A 1 Software GmbH & Co. KG	Kiribati range	.6501
A 1 Software GmbH & Co. KG	Mini Curry 1 & 2	.6501
A 1 Software GmbH & Co. KG	Rabe 1, 2 & 3	.6501
COKEM INTERNATIONAL LTD.	Computer Software	.1176
Delta Development	Aliens Attack	.6233
Delta Development	Battle slime	.6233
Delta Development	Fourmistik	.6233
Delta Development	Iron spirit	.6233
Delta Development	Kassblok	.6233
Delta Development	Maiku	.6233
Delta Development	Playground	.6233
Encore Software, Inc.	Zoboomafoo	.7345, 7349, 7353, 7357
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Humongous Entertainment	Freddi Fish and the Case of the Creature of Coral Cove	.MR 401
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	Scooby-Doo	.MR 501B, MR 503
The Learning Company		

Company	Product	Booth
Internet		
An Eye for an Eye	Visidrome.com	.6233
Delta Development	Aliens Attack	.6233
Delta Development	Battle slime	.6233
Delta Development	Fourmistik	.6233
Delta Development	Iron spirit	.6233
Delta Development	Kassblok	.6233
Delta Development	Maiku	.6233
Delta Development	Playground	.6233
Discreet	gmax	.7406
eJay AG	Dance eJay 3	.6501
eJay AG	eJay MP3 Easy	.6501
eJay AG	eJay MP3 PRO	.6501
eJay AG	eJay MP3 Station 2.0	.6501
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	Nokia Media Terminal	.1300
Nokia	Rosemond Valley	.6649, 7633
PAN Interactive	Jeopardy! Online	.746
Sony Online Entertainment	Wheel of Fortune Online	.746
Sony Online Entertainment	Banjo	.6233
team cHmAn		

MAC

A 1 Software GmbH & Co. KG	Augustine	.6501-6503
A 1 Software GmbH & Co. KG	Kiribati range	.6501-6503
A 1 Software GmbH & Co. KG	Mini Curry 1 & 2	.6501-6503
A 1 Software GmbH & Co. KG	Rabe 1, 2 & 3	.6501-6503
Delta Development	Aliens Attack	.6233
Delta Development	Battle slime	.6233
Delta Development	Fourmistik	.6233
Delta Development	Iron spirit	.6233
Delta Development	Kassblok	.6233
Delta Development	Maiku	.6233
Delta Development	Playground	.6233
DK Digital Media (DK Interactive Learning)	So You Want to be a Genius?	.746
Encore Software, Inc.	Zoboomafoo	.7345, 7349, 7353, 7357
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	Scooby-Doo	.MR 501B, MR 503
The Learning Company		

Multiple

COKEM INTERNATIONAL LTD.	Computer Software	.1176
Desk Top Simulators LLC	Home System	.6749
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	Nokia Media Terminal	.1300
Nokia	Rosemond Valley	.6649, 7633
PAN Interactive	3D Capture Services	.6233
TECHNOIDIGIT		

Nintendo

COKEM INTERNATIONAL LTD.	Video Games	.1176
Encore Software, Inc.	Zoboomafoo	.7345, 7349, 7353, 7357
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Knowledge Adventure	Kelly Club	.1100
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	Arthur	.MR 501B, MR 503
The Learning Company	Accessories	.6523
Wild Things		

Sega

COKEM INTERNATIONAL LTD.	Video Games	.1176
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	Accessories	.6523
Wild Things		

Sony

COKEM INTERNATIONAL LTD.	Video Games	.1176
Encore Software, Inc.	Zoboomafoo	.7345, 7349, 7353, 7357
Enroute, Inc.	FirstPerson Immersive Video	.6609
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	Accessories	.6523
Wild Things		

XBox

GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	.7049
Ministry of Games	location based gaming zones	.6501
(labels NETZSTATT and INZZIDE)	Accessories	.6523
Wild Things		

Product Categories

Company	Product	Booth
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Games - Action

CD-ROM

4D Rulers Software, Inc.	GORE	7121
A 1 Software GmbH & Co. KG	Origami Master	6501
ACTION ZONE LLC	Hardware	7609
ACTION ZONE LLC	Software	7609
ACTIVISION	Soldier of Fortune	946
ACTIVISION	Star Trek	946
AlfaData Computer Corp.	Fighting Station	7314
ASCARON Software GmbH	Burgenland	6501
BAM! Entertainment, Inc.	Powerpuff Girls	MR 153A
Bethesda Softworks Inc.	Giant Monster News	MR 504
Bethesda Softworks Inc.	Jetstriders	MR 504
Brightstar Entertainment Ltd.	Hotwired	5030
Brightstar Entertainment Ltd.	Pointball Hero's 2	5030
Codemasters Inc.	Operation Flashpoint: Cold War Crisis	4007, 4009, 4011, 4013
COKEM INTERNATIONAL LTD.	Prisoner of War	4007, 4009, 4011, 4013
Compact Media, Inc.	Computer Software	1176
Conspiracy Entertainment	New Games	7602
Cyberscape Graphics Inc.	Knights	1312
Delta Development	Deep Raider	7008
Discreet	BDE	6233
eGames, Inc.	gmax	7406
eGames, Inc.	Fox Kids Presents eGames Pack	7510
eGames, Inc.	Fox Kids Presents eGames Pack 2	7510
eGames, Inc.	Fox Kids Presents Speedy Eggbert	7510
eGames, Inc.	Fox Kids Presents Spooky Castle	7510
eGames, Inc.	Galaxy of Games Gold Edition	7510
Encore Software, Inc.	Pinball Classics	7345, 7349, 7353, 7357
Encore Software, Inc.	Vegas Fever 3	7345, 7349, 7353, 7357
Enpack Packaging and Media	media content	6921
Enpack Packaging and Media	packaging	6921
Essential Reality, LLC	P5	6943
Etranges Libellules	Kirikou and the Sorceress,	
	published by Wanadoo Edition	6233
	The Extraordinary Adventure of a	
	Man Fallen from the Moon	6233
Etranges Libellules		
Fishtank / Ravensburger	Aquanox	6045
Interactive Media GmbH	Jah	6233
Galilea Multimedia	Vanguard	6233
Galilea Multimedia	Akimbo Kung Foo Hero	6033
Global Star Software	Storm Front	6033
Global Star Software	Ballistics	6555
GRIN Inc.	Debuting Title	6555
GRIN Inc.	Hotwired	6523
IncaGold	Jean-Louis Schlessier's All-Terrain Rally	6523
IncaGold	Pointball Heroes II	6523
IncaGold	ZAX - THE ALIEN HUNTER	546
JOWOOD PRODUCTIONS SOFTWARE AG	Jurassic Park III: Danger Zone!	1100
Knowledge Adventure	LEGO Bionicle	866
LEGO Company	LEGO Creator Harry Potter	866
LEGO Company	LEGO Island 2	866
LEGO Company	LEGO MINDSTORMS Robotics Invention System	866
LEGO Company	LEGO MINDSTORMS Ultimate Builders set	866
LEGO Company	LEGO Racers 2	866
LEGO Company	LEGO Studios	866
Lucas Learning Ltd.	Star Wars Super Bombad Racing	MR 517, MR 518
LucasArts Entertainment Company LLC	Star Wars Jedi Knight II	MR 517, MR 518
Marjacq Micro Ltd.	Rex the Runt	5030
Marjacq Micro Ltd.	Wallace & Gromit	5030
Metro3D, Inc.	Armada 2: Exodus	4003
Metro3D, Inc.	Dark Angel: Vampire Apocalypse	4003
Mimon Entertainment Ltd.	Cybercops	7619
Mimon Entertainment Ltd.	Tiny's Adventures	7619
Ministry of Games		
(labels NETZSTATT and INZZIDE)		
NEMOSOFT	European Games championships	6501
New Media Generation	SCAPE	6233
New Media Generation	Hired Team: Trial	7127
Nitrostream Inc.	New Game	7127
NovoLogic, Inc.	Toy Gladiator	MR 7320
NovoLogic, Inc.	Comanche 4	MR 304A
PAN Interactive	Necroide	MR 304A
PAN Interactive	Intergalactic Bounty Hunter	6649, 7633
Paradox Entertainment	The Hitch Hikers Guide to the Galaxy	6649, 7633
Paradox Entertainment	MC: Warzone Online	6555
Paradox Entertainment	Rapid Recoil	6555

Company	Product	Booth
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Purple Software Limited	Shogi	6523
Rage Games Limited	GunMetal	7314
Rocelco Inc.	Boxed Value Software	6933
Russobit-M	Hoverace	7625
Sierra	Throne of Darkness	1100
Simon & Schuster Interactive	Bump!	1100
Simon & Schuster Interactive	Deer Avenger 4	1100
Simon & Schuster Interactive	Farscape	1100
Simon & Schuster Interactive	Star Trek Deep Space Nine: Dominion Wars	1100
Simon & Schuster Interactive	Warrior Skye	1100
Sony Online Entertainment	PlanetSide	746
Strategy First Inc.	Zero-G Marines	824
team chmAn	Teiyo	6233
THQ, Inc.	Hot Wheels/Matchbox	4001
THQ, Inc.	Red Faction	4001
tigergame limited	converters	6939
VIS entertainment plk	EWJ 3D	2316
WANADOO	HALLOWEEN	6733
WANADOO	IRON STORM	6733
WANADOO	KIRIKOU	6733
WANADOO	NEW YORK RACE 2215	6733
Wild Things	Accessories	6523
Wizard Soft Ltd.	White Day	6615
Xicat Interactive	Carmageddon 3	MR 514
DVD		
ACTION ZONE LLC	Hardware	7609
ACTION ZONE LLC	Software	7609
COKEM INTERNATIONAL LTD.	Computer Software	1176
Electronic Arts	Command & Conquer: Renegade	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 3088, MR 309
Enpack Packaging and Media	media content	6921
Enpack Packaging and Media	packaging	6921
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eSofnet	Fidex	6633, 7322
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Marjacq Micro Ltd.	Rex the Runt	5024
Marjacq Micro Ltd.	Wallace & Gromit	5024
Ministry of Games		
(labels NETZSTATT and INZZIDE)		
W.I.T	European Games championships	6501
WANADOO	Video games	7505
WANADOO	HALLOWEEN	6733
WANADOO	IRON STORM	6733
WANADOO	KIRIKOU	6733
WANADOO	NEW YORK RACE 2215	6733
Wild Things	Accessories	6523
eToy		
Delta Development	BDE	6233
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
LEGO Company	LEGO MINDSTORMS Robotics Invention System	866
LEGO Company	LEGO MINDSTORMS Ultimate Builders set	866
LEGO Company	LEGO Studios	866
Handheld		
Capcom Entertainment	Breath of Fire	1324
Capcom Entertainment	Final Fight	1324
Capcom Entertainment	Street Fighter	1324
Conspiracy Entertainment	The Tiny Toon Adventures	1312
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Global Star Software	Storm Front	6033
LEGO Company	LEGO Bionicle	866
LEGO Company	LEGO Island 2	866
LEGO Company	LEGO Racers 2	866
NeoMagic Corporation	Mobile Entertainment	7332, 7336
NEWKIDCO	DISNEY'S DOUG	2116
NEWKIDCO	ET THE EXTRA-TERRESTRIAL	2116
NEWKIDCO	WINNIE THE POOH & TIGGER	2116
Nitrostream Inc	Toy Gladiator	MR 7320
Purple Software Limited	Shogi	6523
Q-Mark Technology Corporation	Electronic Toy	7601
Titus	Barbarians	5118
Titus	Downforce	5118
Titus	Prehistorik man	5118
Titus	Robocop	5118
Titus	Top Gun	5118
ZIO	Knight Move	2200
ZIO	Metalion	2200
ZIO	Need for Speed	2200
ZIO	SIMCity 2000	2200
ZIO	Ultima Underworld	2200
ZIO	ZIOGolf	2200

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
Hybrid		
COKeM INTERNATIONAL LTD.	Computer Software	1176
Compact Media, Inc.	New Games	7602
Delta Development	BDE	6233
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Q-Mark Technology Corporation	Electronic Toy	7601
Internet		
Compact Media, Inc.	New Games	7602
Delta Development	BDE	6233
Discreet	gmax	7406
Enpack Packaging and Media	media content	6921
Enpack Packaging and Media	packaging	6921
eSofnet	Mist Of Darkness	6633, 7322
eSofnet	N-Age	6633, 7322
Ministry of Games (labels NETZSTATT and INZZIDE)	European Games championships	6501
NEMOSOFT	REAL LIFE SYSTEM	6233
Nitrostream Inc	Toy Gladiator	MR 7320
Paradox Entertainment	MC: Warzone Online	6555
Paradox Entertainment	Rapid Recoil	6555
Planetactive	Mightygames	7305
Q-Mark Technology Corporation	Electronic Toy	7601
Sony Online Entertainment	PlanetSide	746
WildTangent	Betty Bad	MR 5118
MAC		
Delta Development	BDE	6233
Enpack Packaging and Media	media content	6921
Enpack Packaging and Media	packaging	6921
Essential Reality, LLC	P5	6943
Knowledge Adventure	Jurassic Park III: Danger Zone!	1100
PAN Interactive	The Hitch Hikers Guide to the Galaxy	6649, 7633
Q-Mark Technology Corporation	Electronic Toy	7601
Multiple		
ACTIVISION	Marvel: X-Men, Spider-Man	946
ACTIVISION	Return to Castle Wolfenstein	946
ACTIVISION	Supercar Street Challenge	946
Bethesda Softworks Inc.	Giant Monster News	MR 504
Bethesda Softworks Inc.	Jetstriders	MR 504
Capcom Entertainment	Mega Man	424
COKeM INTERNATIONAL LTD.	Computer Software	1176
Discreet	gmax	7406
Eidos Interactive	Thunderstrike	1024
Electronic Arts	Harry Potter and the Sorcerer's Stone	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 3088, MR 309
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
Enpack Packaging and Media	packaging	6921
Essential Reality, LLC	P5	6943
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Ministry of Games (labels NETZSTATT and INZZIDE)	European Games championships	6501
NEMOSOFT	REAL LIFE SYSTEM	6233
NEWKIDCO	DRAGON TALES	2116
NEWKIDCO	ET THE EXTRA-TERRESTRIAL	2116
NEWKIDCO	WINNIE THE POOH & TIGGER	2116
Russobit-M	Hoverace	7625
team chMAn	Taiyo	6233
Nintendo		
ACTION ZONE LLC	Hardware	7609
ACTION ZONE LLC	Software	7609
AlfaData Computer Corp.	Fighting Station	7314
BAM! Entertainment, Inc.	Dexters Laboratory	MR 153A
BAM! Entertainment, Inc.	Powerpuff Girls	MR 153A
Capcom Entertainment	Breath of Fire	1324
Capcom Entertainment	Final Fight	1324
Capcom Entertainment	Street Fighter	1324
COKeM INTERNATIONAL LTD.	Video Games	1176
Conspiracy Entertainment	The Tiny Toon Adventures	1312
Essential Reality, LLC	P5	6943
Etranges Libellules	The Extraordinary Adventure of a Man Fallen from the Moon	6233
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	BUDGET TITLES	7033
Kemco/Kotobuki System Co., Ltd.	Crazy Chase	2808
Kemco/Kotobuki System Co., Ltd.	PHALANX	2808
Kemco/Kotobuki System Co., Ltd.	Top Gear GT Championship	2808
LucasArts Entertainment Company LLC	Star Wars Rogue Squadron II	MR 517, MR 518
MAJESCO SALES, INC.	EARTHWORM JIM	MR 405
MAJESCO SALES, INC.	F-14 TOMCAT	MR 405
MAJESCO SALES, INC.	IRIDION 3D	MR 405

Company	Product	Booth
MAJESCO SALES, INC.	M&M's Advance	MR 405
MAJESCO SALES, INC.	PITFALL: The Mayan Adventure	MR 405
MAJESCO SALES, INC.	STAR TREK VOYAGER ELITE FORCE	MR 405
Marjacq Micro Ltd	Rex the Runt	5030
Marjacq Micro Ltd	Wallace & Gromit	5030
Microids	Xtrem Roller	4017
Natsume Inc.	Return of the Ninja	1312
NEWKIDCO	ET THE EXTRA-TERRESTRIAL	2116
NEWKIDCO	TOM AND JERRY	2116
NEWKIDCO	WINNIE THE POOH & TIGGER	2116
Q-Mark Technology Corporation	Electronic Toy	7601
TDK Mediactive	Lady Sia	966
TDK Mediactive	No Rules	966
TDK Mediactive	Shrek	966
TDK Mediactive	Wendy	966
THQ	Hot Wheels/Matchbox	4001
Titus	Barbarians	5118
Titus	Downforce	5118
Titus	Prehistorik man	5118
Titus	Robocop	5118
Titus	Top Gun	5118
Universal Interactive Studios	Spyro 5	1100
VIS entertainment plc	EWJ 3D	2316
VIS entertainment plc	Tom & Jerry Fists of Furry	2316
W.I.T	Video games	7505
WANADOO	KIRIKOU	6733
WANADOO	NEW YORK RACE 2215	6733
Wild Things	Accessories	6523
Yobo Gameware Co.	Import Games	7003
Sega		
ACTION ZONE LLC	Hardware	7609
ACTION ZONE LLC	Software	7609
COKeM INTERNATIONAL LTD.	Video Games	1176
Essential Reality, LLC	P5	6943
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	BUDGET TITLES	7033
Q-Mark Technology Corporation	Electronic Toy	7601
tigergame limited	convertors	6939
W.I.T	Video games	7505
Wild Things	Accessories	6523
Xicat Interactive	Charge 'N Blast	MR 514
Yobo Gameware Co.	Import Games	7003
Sony		
Acclaim Entertainment, Inc.	Crazy Taxi	MR 505, MR 506
Acclaim Entertainment, Inc.	Shadow Man 2: Second Coming	MR 505, MR 506
ACTION ZONE LLC	Hardware	7609
ACTION ZONE LLC	Software	7609
Agelec Inc.	Adventures of Cookie & Cream	4015
Agelec Inc.	Armored Core 2 Another Age	4015
AlfaData Computer Corp.	Fighting Station	7314
ARGO USA Corporation	PS1	7015
ARGO USA Corporation	PS2	7015
ASCARON Software GmbH	Burgenland	6501
BAM! Entertainment, Inc.	Powerpuff Girls	MR 153A
Bandai America, Inc.	Mobile Suit Gundam Journey to Jaburo	2216
BioWare Corp.	MDK2: Armageddon	7309
Capcom Entertainment	Devil May Cry	1324, 7410
Capcom Entertainment	Maximo	1324, 7410
Capcom Entertainment	Onimusha	1324, 7410
Capcom Entertainment	Resident Evil	1324, 7410
Codemasters Inc.	Prisoner of War	4007, 4009, 4011, 4013
COKeM INTERNATIONAL LTD.	Video Games	1176
Conspiracy Entertainment	Gadget Racers	1312
Conspiracy Entertainment	Hidden Invasion	1312
Conspiracy Entertainment	Knights	1312
Conspiracy Entertainment	Stretch Panic	1312
Conspiracy Entertainment	The Tiny Toon Adventures	1312
Crave Entertainment	H2Overdrive	1312
Electronic Arts	James Bond 007	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 3088, MR 309
Essential Reality, LLC	P5	6943
Etranges Libellules	Kirikou and the Sorceress, published by Wanadoo Edition	6233
Galilea Multimedia	Jah	6233
Galilea Multimedia	Vanguard	6233
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	BUDGET TITLES	7033
Infogrames, Inc.	Stuntman	824, MR 402A, MR 402B
KOEI Corporation	Dynasty Warriors 3	2324
LEGO Company	LEGO Island 2	866
LEGO Company	LEGO Racers 2	866

Product Categories

Company	Product	Booth
LEGO Company	LEGO Stunt Rally	866
Longbow Digital Arts	Tread Marks PS2	6033
Lucas Learning Ltd.	Star Wars Super Bombad Racing	MR 517, MR 518
LucasArts Entertainment Company LLC	Star Wars Racer II	MR 517, MR 518
LucasArts Entertainment Company LLC	Star Wars Starfighter II	MR 517, MR 518
MAJESCO SALES, INC.	SOLDIER OF FORTUNE	MR 405
MAJESCO SALES, INC.	STAR TREK VOYAGER ELITE FORCE	MR 405
Marjacq Micro Ltd.	Rex the Runt	5030
Marjacq Micro Ltd.	Wallace & Gromit	5030
Metro3D, Inc.	Armada 2: Exodus	4003
Metro3D, Inc.	Daark Angel: Vampire Apocalypse	4003
Microids	Xtrem Roller	4017
Midas Interactive Entertainment	Dynasty Warriors 2	6207
Midas Interactive Entertainment	Operation Winback	6207
Midway Games Inc.	Legion	600, MR 303A, MR 303B
Midway Games Inc.	Spy Hunter	600
Namco HomeTek Inc.	Ace Combat 4	800
Namco HomeTek Inc.	Dead to Rights	800
Namco HomeTek Inc.	Klonoa 2	800
Namco HomeTek Inc.	Time Crisis Project Titan	800
Natsume Inc.	Pilot Academy	1312
NEMOSOFT	SCAPE	6233
NEWKIDCO	ET THE EXTRA-TERRESTRIAL	2116
NEWKIDCO	TOM AND JERRY	2116
NEWKIDCO	WINNIE THE POOH & TIGGER	2116
Q-Mark Technology Corporation	Electronic Toy	7601
Red Lemon Studios Ltd	Roswell: Aliens Myths and Legends	2316
Sierra	Half-Life PS2	1100
Simon & Schuster Interactive	Warrior Skye	1100
TDK Mediactive	Obee	966
TDK Mediactive	Pryzm	966
TDK Mediactive	The Land Before Time	966
THQ, Inc.	Hot Wheels/Matchbox	4001
THQ, Inc.	Red Faction	4001
tigergame limited	convertors	6939
Titus	Barbarians	5118
Titus	Downforce	5118
Titus	Robocop	5118
Titus	Top Gun	5118
Universal Interactive Studios	Crash Bandicoot: The Wrath of Cortex	1100
Universal Interactive Studios	Jurassic Park: Survivor	1100
Universal Interactive Studios	The Mummy Returns	1100
W.I.T.	Video games	7505
WANADOO	HALLOWEEN	6733
WANADOO	IRON STORM	6733
WANADOO	KIRIKOU	6733
WANADOO	NEW YORK RACE 2215	6733
Wild Things	Accessories	6523
Working Designs	Gungriffon Blaze	2408
Working Designs	Silpheed	2408
Yobo Gameware Co.	Import Games	7003

XBox

ACTION ZONE LLC	Hardware	7609
ACTION ZONE LLC	Software	7609
AlfaData Computer Corp.	Fighting Station	7314
Conspiracy Entertainment	Enclave	1312
Conspiracy Entertainment	Knights	1312
Conspiracy Entertainment	The Tiny Toon Adventures	1312
Eidos Interactive	Mad Dash Racing	1024
Funcom	JMX	2332
Galilea Multimedia	Jah	6233
Galilea Multimedia	Vanguard	6233
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Infogrames, Inc.	Unreal Championship	824, MR 402A, MR 402B
LucasArts Entertainment Company LLC	Star Wars Obi-Wan	MR 517, MR 518
Marjacq Micro Ltd	Rex the Runt	5030
Marjacq Micro Ltd	Wallace & Gromit	5030
Microsoft	Azurik - Rise of Perathia	1146, MR 304C, MR 305
Microsoft	Halo	1146, MR 304C, MR 305
Microsoft	Oddworld: Munch's Oddysee	1146, MR 304C, MR 305
NEMOSOFT	SCAPE	6233
NEWKIDCO	ET THE EXTRA-TERRESTRIAL	2116
Rage Games Limited	GunMetal	7314
Simon & Schuster Interactive	Farscape	1100
TDK Mediactive	Shrek	966
Tecmo, Inc.	Dead or Alive 3	2800
THQ, Inc.	New Legends	4001
W.I.T.	Video games	7505
Wild Things	Accessories	6523

Company	Product	Booth
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Games-Adventure Role Playing

CD-ROM

TC	Caly Agent	6709
TC	Jazz and Faust	6709
An Eye for an Eye	Death Dealer (working title)	6233
ARXEL TRIBE	Casanova	6743
ARXEL TRIBE	Hitchcock	6743
ARXEL TRIBE	PILGRIM	6743
ARXEL TRIBE	The Legend	6743
Bethesda Softworks Inc.	Sea Dogs 2	MR 504
Bethesda Softworks Inc.	The Elder Scrolls III: Morrowind	MR 504
BioWare Corp.	Baldur's Gate 2: Shadows of Amn	7309, 7410
BioWare Corp.	Baldur's Gate 2: Throne of Bhaal	7309, 7410
BioWare Corp.	Neverwinter Nights	7309, 7410
BioWare Corp.	Star Wars - (untitled)	7309, 7410
Blizzard Entertainment	Diablo II Expansion	1100
Brightstar Entertainment Ltd.	Schizm	5030
Fishtank / Ravensburger	Arx	6045
Interactive Media GmbH	Call of Cthulu	6045
Fishtank / Ravensburger	Etherlords	6045
Interactive Media GmbH	Anarchy Online	2332
Fishtank / Ravensburger	The Longest Journey	2332
Interactive Media GmbH	Lockness	6233
Funcom	Toe Kwon Do	6855
Funcom	Survivor	824, MR 402A, MR 402B
Galilea Multimedia	Akuma	7202
GameBox EnT.	GORASUL - Legacy Of The Dragons	546
Infogrames, Inc.	Jurassic Park III: Computer Game with Tech Toy	1100
JC Research Inc.	Jurassic Park III: Dino Defender	1100
JOWOOD PRODUCTIONS SOFTWARE AG	Fighting Legends	2232
Knowledge Adventure	Dungeon Siege	1146, MR 304C, MR 305
Knowledge Adventure	Super Dino	7619
Maximum Charisma Studios, Inc.	Dark Age of Camelot	1414
Microsoft	Dark Ages	7027
Mimon Entertainment Ltd.	Elancia	7027
Mythic Entertainment	Elemental Saga	7027
Nexon USA	Nexus: The Kingdom of the Winds	7027
Nexon USA	Valhalla Chronicles	6555
Nexon USA	Farscape	2316
Nexon USA	Boxed Value Software	6933
Paradox Entertainment	Dangerous Experiment	7625
Red Lemon Studios Ltd	Fairy Fish	6815
Rocelco Inc.	OH - Ghost Baby	6815
Russobit-M	The Lamp of Lutos	6815
Saint Hermit Studios	EverQuest	746
Saint Hermit Studios	Power Rangers	4001
Saint Hermit Studios	Rugrats	4001
Sony Online Entertainment	Kao The Kangaroo	5118
THQ, Inc.	INQUISITION	6733
THQ, Inc.	LOCH NESS	6733
Titus	THE INSIDER	6733
WANADOO	Archurus	6615
WANADOO	Benesion	6615
WANADOO	Gaiania	6615
WANADOO	The Fate	6615
WANADOO	Lunar Silver Star Story Complete	2408

DVD

ARXEL TRIBE	Casanova	6743
ARXEL TRIBE	Hitchcock	6743
ARXEL TRIBE	The Legend	6743
Brightstar Entertainment Ltd.	Schizm	5030
Galilea Multimedia	Lockness	6233
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
WANADOO	INQUISITION	6733
WANADOO	LOCH NESS	6733
WANADOO	THE INSIDER	6733

eToy

GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
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Handheld

Digital Bridges	Steve Jackson's Sorcery!	2316
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	BUDGET TITLES	7033
Titus	Kao The Kangaroo	5118

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
Hybrid		
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Internet		
eSofnet	Dragon Raja	6633, 7322
Funcom	Anarchy Online	2332
Maximum Charisma Studios, Inc.	Fighting Legends	2232
Nexon USA	Dark Ages	7027
Nexon USA	Elancia	7027
Nexon USA	Elemental Saga	7027
Nexon USA	Nexus: The Kingdom of the Winds	7027
Sony Online Entertainment	EverQuest	746
WildTangent	Dark Orbit	5118
Wizard Soft Ltd.	Forgotten Saga 2 Online	6615
MAC		
ARXEL TRIBE	Casanova	6743
ARXEL TRIBE	Hitchcock	6743
ARXEL TRIBE	The Legend	6743
Galilea Multimedia	Lockness	6233
Knowledge Adventure	Jurassic Park III: Dino Defender	1100
Multiple		
Bethesda Softworks Inc.	Sea Dogs 2	504
BioWare Corp.	Neverwinter Nights	7309, 7410
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Maximum Charisma Studios, Inc.	Fighting Legends	2232
NEWKIDCO	SESAME STREET	2116
Nintendo		
Enix America Inc.	Dragon Warrior III	2208
Enix America Inc.	Dragon Warrior Monsters 2 - Cobi's Journey	2208
Enix America Inc.	Dragon Warrior Monsters 2 - Tara's Adventure	2208
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	BUDGET TITLES	7033
Kemco/Kotobuki System Co., Ltd.	Tweety and the Magic Jewel	2808
Natsume Inc.	Harvest Moon 3: Boy Meets Girl	1312
Natsume Inc.	Lufia: The Legend Returns	1312
NEWKIDCO	SESAME STREET	2116
THQ, Inc.	Power Rangers	4001
THQ, Inc.	Rugrats	4001
Titus	Kao The Kangaroo	5118
Sega		
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	BUDGET TITLES	7033
Titus	Kao The Kangaroo	5118
Sony		
Atlus U.S.A., Inc.	Wizardry	MR 507
Bandai America, Inc.	Digimon World 2	2216
Eidos Interactive	Blood Omen 2	1024
Eidos Interactive	Deus Ex	1024
Eidos Interactive	Herdy Gerdy	1024
Eidos Interactive	Soul Reaver 2	1024
Enix America Inc.	Dragon Warrior VII	2208
Galilea Multimedia	Lockness	6233
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
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
Natsume Inc.	Harvest Moon: Burning Heart	1312
NEWKIDCO	DISNEY'S GOOFY	2116
NEWKIDCO	SESAME STREET	2116
Square Soft/Square Electronic Arts L.L.C.	FINAL FANTASY X	500
THQ, Inc.	Power Rangers	4001
WANADOO	INQUISITION	6733
WANADOO	LOCH NESS	6733
WANADOO	THE INSIDER	6733
Working Designs	Arc the Lad I	2408
Working Designs	Arc the Lad II	2408
Working Designs	Arc the Lad III	2408
Working Designs	Arc the Lad Monster Tournament	2408
XBox		
Bethesda Softworks Inc.	The Elder Scrolls III: Morrowind	MR 504
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
GameBox EnT	Tae Kwon Do	6855
Tremor Entertainment Inc.	Unannounced first-party Xbox title!	7222

Company	Product	Booth
Games - Other		
CD-ROM		
CDV Software Entertainment Inc.	Divine Divinity	6433
CDV Software Entertainment Inc.	Escape from Alcatraz	6433
CDV Software Entertainment Inc.	Grom	6433
CDV Software Entertainment Inc.	Heaven & Hell	6433
CDV Software Entertainment Inc.	Project Nomads	6433
CDV Software Entertainment Inc.	Psychotoxic	6433
Clear-Vu Products	Extreme Pac	7011
Clear-Vu Products	Zenith Pac	7011
ComfyNet	Comfy Keyboard	1514
Denki	Denki Blocks!	2316
Discreet	gmax	7406
E.M.G	ESCAPE	6233
Edutainment Group	Dragon	7611
Eyagi	Fantasy For You Episode I 'The Land of Fear'	1076
Fishtank / Ravensburger	Car Tycoon	6045
Interactive Media GmbH	Working Title: "Funracer"	6045
Infogrames, Inc.	Freddi Fish 5	824, MR 402A, MR 402B
Infogrames, Inc.	Monopoly City	824, MR 402A, MR 402B
Microids	Road To India	4017
Midas Interactive Entertainment	Pocket Price Duo	6207
Mimon Entertainment Ltd.	Puzzlemania	7619
Mimon Entertainment Ltd.	Puzzlemania Kids	7619
Ministry of Games	European Games championships	6501
Net-Games AG	FSGS Free Standard Game Server	976
New Media Generation	Rangers	7127
PAN Interactive	Pippi Longstocking	6649, 7633
PAN Interactive	Rock Manager	6649, 7633
Pocket Playcard Game Ltd.	PocketPlaycardGame	7023
Rocelco Inc.	Explore The World of Software	6933
Saint Hermit Studios	The Wizard of OZ	6815
Saint Hermit Studios	With Seven	6815
Sierra	You Don't Know Jack	1100
Univenture, Inc.	Safety-sleeves®	6929
Univenture, Inc.	UniKeep™	6929
XTECNOLOGIES	GAMES PERIPHERALS	6201
DVD		
Clear-Vu Products	Extreme Pac	7011
Clear-Vu Products	Zenith Pac	7011
Discreet	gmax	7406
E.M.G	ESCAPE	6233
eSofnet	Zaphie 2	6633, 7322
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Ministry of Games	European Games championships	6501
(labels NETZSTATT and INZZIDE)	Safety-sleeves®	6929
Univenture, Inc.	UniKeep™	6929
Univenture, Inc.		
eToy		
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Univenture, Inc.	Safety-sleeves®	6929
Univenture, Inc.	UniKeep™	6929
Handheld		
Denki	Denki Blocks!	2316
Edutainment Group	Dragon	7611
g:company	Puzzle Cross	6549
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	VIDEOGAME ACCESSORIES	7033
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
Hybrid		
Discreet	gmax	7406
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Univenture, Inc.	Safety-sleeves®	6929
Univenture, Inc.	UniKeep™	6929
Internet		
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 (labels NETZIATT and INZZIDE)	European Games championships	6501
Net-Games AG	FSGS Free Standard Game Server	976
Nexon USA	QuizQuiz	7027
Paraworld AG	Kidz Race	6501
Paraworld AG	Moonlighting with Werner	6501
TOON 8	Aitchu	6233
TOON 8	escape 3	6233
TOON 8	Snow Rider Academy	6233
Univenture, Inc.	Safety-sleeves®	6929
Univenture, Inc.	UniKeep™	6929
VideoGame.Net / Lunar Tide Communications, Inc.	Game Tribes	MR 7228

MAC

Net-Games AG	FSGS Free Standard Game Server	976
Univenture, Inc.	Safety-sleeves®	6929
Univenture, Inc.	UniKeep™	6929

Multiple

Clear-Vu Products	Extreme Pac	7011
Clear-Vu Products	Zenith Pac	7011
Denki	Denki Blocks!	2316
Discreet	gmax	7406
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Ministry of Games (labels NETZIATT and INZZIDE)	European Games championships	6501
Sierra	Hoyle	1100
Univenture, Inc.	Safety-sleeves®	6929
Univenture, Inc.	UniKeep™	6929
VideoGame.Net / Lunar Tide Communications, Inc.	Game Tribes	MR 7228

Nintendo

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

Sega

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

Sony

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

XBox

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
Games - Simulation		

CD-ROM

aerosoft	Airline Pilot 1	6501
aerosoft	FlightSim Commander	6501
aerosoft	Fly! addons	6501
aerosoft	German Airports	6501
aerosoft	Take Off 2001	6501
AlfaData Computer Corp.	Motorcycle controller	7314
AlfaData Computer Corp.	Racing Wheels	7314
ASCARON Software GmbH	King of the Road	6501
BAM! Entertainment, Inc.	Driven	MR 153A
Bethesda Softworks Inc.	IHRA Drag Racing	MR 504
Desk Top Simulators LLC	F-18 Fighter Jet	6749
Desk Top Simulators LLC	Hyper Stimulator	6749
Discreet	gmax	7406
eGames, Inc.	Fox Kids Presents Creation Station	7510
GameBox Ent.	Elysium	6855
IncoGold	Model Railroad Simulator	6523
InterSense, Inc.	InterTrax 2 3D OF 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
JOWOOD PRODUCTIONS SOFTWARE AG	TRAFFIC GIANT	546
KOG	Extreme Rally	7627
Microsoft	Flight Simulator 2002	1146, MR 304C, MR 305
Microsoft	Zoo Tycoon	1146, MR 304C, MR 305
Rocelo Inc.	Blood Value Software	6933
Saint Hermit Studios	Dark Gang	6815
Saint Hermit Studios	Lengend of Glory	6815
Saint Hermit Studios	The Summoner: Mikania	6815
Software 2000	Pizza Connection 2	7321, 7323
Strategy First Inc.	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
Wilco Publishing	Wilco's 737 for Fly!	7620
Wizard Soft Ltd.	Cookey Shop	MR 6615
Xicat Interactive	X-Plane	MR 514

DVD

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

eToy

GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Yobo Gameware Co.	Animation	7003

Handheld

GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
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Hybrid

GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
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Internet

Discreet	gmax	7406
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MAC

aerosoft	Fly! addons	6501
Wilco Publishing	Wilco's 737 for Fly!	7620

Multiple

Bethesda Softworks Inc.	IHRA Drag Racing	MR 504
GAME CENTER "MYIICCO" ACCESSORIES	ACCESSORIES-GAMES	7049
Vision Technology System Co., Ltd.	XG250	6053

Nintendo

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

Sega

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.	Motorcycle controller	7314
AlfaData Computer Corp.	Racing Wheels	7314
Bethesda Softworks Inc.	IHRA Drag Racing	MR 504
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
JOWOOD PRODUCTIONS SOFTWARE AG	TRAFFIC GIANT	546
KOEI Corporation	Kessen 2	2324
Midas Interactive Entertainment	Penny Racers	6207
Rage Games Limited	GT Racing: Africa	7314
Yobo Gameware Co.	Animation	7003

XBox		
AlfaData Computer Corp.	Motorcycle controller	7314
AlfaData Computer Corp.	Racing Wheels	7314
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Yobo Gameware Co.	Animation	7003

Games - Sports

CD-ROM		
AlfaData Computer Corp.	Golf	7314
AlfaData Computer Corp.	Skateboard	7314
AlfaData Computer Corp.	Snowboard	7314
AniVision, Inc.	Indy Net Race Live	6215
AniVision, Inc.	Professional Football	6215
AniVision, Inc.	Professional Hockey	6215
AniVision, Inc.	Professional Motorsports	6215
AniVision, Inc.	SEC AniVision Football	6215
ASCARON Software GmbH	ANSTOSS 3	6501
Brightstar Entertainment Ltd.	All Terrain Rally	5030
Brightstar Entertainment Ltd.	Beach Sports Bodysurfing	5030
Brightstar Entertainment Ltd.	Beach Volleyball	5030
Brightstar Entertainment Ltd.	Scooter Challenge	5030
Daydream Software AB	Clusterball	6555
Daydream Software AB	Ski-Doo X-Team Racing	6555
Discreet	gmax	7406
eGames, Inc.	Bowling Mania	7510
GameBox EnT.	Dream Hunting	6855
IncaGold	Beach Volleyball	6523
IncaGold	Micro Scooter Challenge II	6523
IncaGold	Mike Stewart's Pro Bodyboarding	6523
JOWOOD PRODUCTIONS SOFTWARE AG	RALLY TROPHY	546
Knowledge Adventure	Barbie Team Gymnastics	1100
Microids	Tennis	4017
Microids	Warm Up	4017
Midas Interactive Entertainment	Gianluca Vialli's European Manager	6207
NEMOSOFT	CARS AND GIRLS	6233
Rage Games Limited	David Beckham Soccer	7314
Simon & Schuster Interactive	Ski - Doo X-Team Racing	1100
Software 2000	Bundesliga Manager X	7321, 7323
Steel Monkeys Limited	Master Rallye	2316
U & P Interactive Limited	SuperGame	7039
WANADOO	4 WHEEL RACING	6733

DVD		
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Rage Games Limited	eRacer	7314
WANADOO	4 WHEEL RACING	6733

eToy		
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GameBox EnT.	Dream Hunting	6855

Handheld		
Atlas U.S.A., Inc.	Dodge Ball Advance	MR 507
Digital Bridges	LMA Quiz	2316
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	BUDGET SPORT TITLES	7033
Software 2000	Bundesliga Manager X	7321, 7323
ZIO	ZIOGolf 2	2200

Hybrid		
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Humongous Entertainment	Backyard Basketball	MR 401
Humongous Entertainment	Backyard Football 2002	MR 401

Internet		
Daydream Software AB	Clusterball	6555
Daydream Software AB	Ski-Doo X-Team Racing	6555
Discreet	gmax	7406
Paraworld AG	Dunlop Iron Drivers Cup	6501
Paraworld AG	Dunlop Winterace	6501
Paraworld AG	Formular RTL Cup	6501
Paraworld AG	Michael Schumacher Online World	6501
THQ, Inc.	World Wrestling Federation	4001

Company	Product	Booth
Multiple		
Acclaim Entertainment, Inc.	Dave Mirra Freestyle BMX 2	MR 505, MR 506
Acclaim Entertainment, Inc.	ECW Devastation	MR 505, MR 506
Acclaim Entertainment, Inc.	Jeremy McGrath Supercross World	MR 505, MR 506
Acclaim Entertainment, Inc.	NFL Quarterback Club 2002	MR 505, MR 506
ACTIVISION	Mat Hoffman's Pro BMX	946
ACTIVISION	Shaun Palmer's Pro Boarder	946
ACTIVISION	Tony Hawk's Pro Skater	946
Eidos Interactive	Salt Lake 2002	1024
Electronic Arts	F1 2001 Season Edition	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 308B, MR 309
Electronic Arts	Madden NFL 2002	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 308B, MR 309
Electronic Arts	NHL 2002	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 308B, MR 309
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Gamedia Electronic Ltd./Huskee Interactive Corp.	Huskee	6849
Vision Technology System Co., Ltd.	CyberRaid	6053
Vision Technology System Co., Ltd.	MayFly	6053

Nintendo		
Acclaim Entertainment, Inc.	ECW Devastation	MR 505, MR 506
AlfaData Computer Corp.	Golf	7314
AlfaData Computer Corp.	Skateboard	7314
AlfaData Computer Corp.	Snowboard	7314
BAM! Entertainment, Inc.	Sports Illustrated 4K Baseball	MR 153A
COKEM INTERNATIONAL LTD.	Video Games	1176
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	BUDGET SPORT TITLES	7033
Midway Games Inc.	NHL Hitz	600
Midway Games Inc.	Ultimate Surfing	1312
Rage Games Limited	David Beckham Soccer	7314
Software 2000	Bundesliga Manager X	7321, 7323
THQ	CMX 2002	4001
THQ	World Wrestling Federation	4001

Sony		
Acclaim Entertainment, Inc.	Video Games	1176
Acclaim Entertainment, Inc.	Razor Freestyle Scooter	1312
Acclaim Entertainment, Inc.	Ultimate Fighting Championship	1312
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	BUDGET SPORT TITLES	7033
Midway Games Inc.	Reel Fishing Wild	1312
Midway Games Inc.	All-Star Baseball 2002	MR 505, MR 506
Midway Games Inc.	Dave Mirra Freestyle BMX 2	MR 505, MR 506
Midway Games Inc.	ECW Devastation	MR 505, MR 506
Midway Games Inc.	Jeremy McGrath Supercross World	MR 505, MR 506
Midway Games Inc.	NFL Quarterback Club 2002	MR 505, MR 506
Midway Games Inc.	Golf	7314
Midway Games Inc.	Skateboard	7314
Midway Games Inc.	Snowboard	7314
Midway Games Inc.	Digimon World Grand Prix	2216
Midway Games Inc.	Video Games	1176
Midway Games Inc.	ACCESSORIES-GAMES	7049
Midway Games Inc.	Dream Hunting	6855
Midway Games Inc.	BUDGET SPORT TITLES	7033
Midway Games Inc.	Test Drive	824, MR 402A, MR 402B
Midway Games Inc.	World of Outlaws Sprint Cars	824, MR 402A, MR 402B
Midway Games Inc.	Arctic Thunder	600
Midway Games Inc.	CART Fury	600
Midway Games Inc.	NHL Hitz	600
Midway Games Inc.	CARS AND GIRLS	6233
Midway Games Inc.	David Beckham Soccer	7314
Midway Games Inc.	Trophy Bass PS2	1100
Midway Games Inc.	Bundesliga Manager X	7321, 7323
Midway Games Inc.	Master Rallye	2316
Midway Games Inc.	CMX 2002	4001
Midway Games Inc.	World Wrestling Federation	4001
Midway Games Inc.	G-Surfers	1100

XBox		
Crave Entertainment	Ultimate Fighting Championship	1312
AlfaData Computer Corp.	Golf	7314
AlfaData Computer Corp.	Skateboard	7314
AlfaData Computer Corp.	Snowboard	7314
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GameBox EnT.	Dream Hunting	6855
Infogrames, Inc.	Test Drive	824
Infogrames, Inc.	World of Outlaws Sprint Cars	824
Infogrames, Inc.	Arctic Thunder	600
Infogrames, Inc.	CART Fury	600
Infogrames, Inc.	NHL Hitz	600
Infogrames, Inc.	CARS AND GIRLS	6233
Infogrames, Inc.	David Beckham Soccer	7314
Infogrames, Inc.	Trophy Bass PS2	1100
Infogrames, Inc.	Bundesliga Manager X	7321, 7323
Infogrames, Inc.	Master Rallye	2316
Infogrames, Inc.	CMX 2002	4001
Infogrames, Inc.	World Wrestling Federation	4001
Infogrames, Inc.	G-Surfers	1100

XBox		
Crave Entertainment	Ultimate Fighting Championship	1312
AlfaData Computer Corp.	Golf	7314
AlfaData Computer Corp.	Skateboard	7314
AlfaData Computer Corp.	Snowboard	7314
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GameBox EnT.	Dream Hunting	6855
Infogrames, Inc.	Test Drive	824
JOWOOD PRODUCTIONS SOFTWARE AG	RALLY TROPHY	546
Microsoft	NFL Fever 2002	1146, MR 304C, MR 305
Midway Games Inc.	Arctic Thunder	600
Midway Games Inc.	NHL Hitz	600

Product Categories

Company	Product	Booth
Rage Games Limited	David Beckham Soccer	7314
Rage Games Limited	eRacer	7314
Simon & Schuster Interactive	Outlaw Golf	1100
THQ, Inc.	CMX 2002	4001
THQ, Inc.	World Wrestling Federation	4001

Games - Strategy

CD-ROM

TC	Perimeter	6709
ANTIK GAMES S.A.	GREAT INVASIONS	6233
ANTIK GAMES S.A.	PAX ROMANA	6233
ASCARON Software GmbH	Patrician II	6501-6508
Blizzard Entertainment	Warcraft III	1100
Brightstar Entertainment Ltd.	Tombstone 1882	5030
CDV Software Entertainment Inc.	Cossacks	6433
CDV Software Entertainment Inc.	Sudden Strike Forever	6433
Crave Entertainment	Battle Realms	1312
Crave Entertainment	Freedom Force	1312
eGames, Inc.	MahJongg Master 3	7510
Eidos Interactive	Trade Empires	1024
Elixir Studios	Republic: The Revolution	5030
Ensemble Studios	RTS III	7426
Fishtank / Ravensburger	Outer RIM- Battle Planets	6045
Interactive Media GmbH	SWINE	6045
Fishtank / Ravensburger	Mahjongg	6033
Interactive Media GmbH	Oil Tycoon	6033
Global Star Software	Software Tycoon	6033
Global Star Software	Robin Hood	6523
Global Star Software	Masters of Orion 3	824, MR 402A, MR 402B
IncaGold	Star Wars Battleground	MR 517, MR 518
Infogrames, Inc.	Empire of The Ants	4017
LucasArts Entertainment Company LLC	Far Gate	4017
Microids	Sigma	1146, MR 304C, MR 305
Microids	European Games championships	6501
Microsoft	Dynasty	6247
Ministry of Games	Gadget Tycoon	6247
(labels NETZSTATT and INZZIDE)	Neospace	6247
MONTE CRISTO	Political Tycoon	6247
MONTE CRISTO	StarPeace	6247
MONTE CRISTO	Shattered Galaxy	7027
Nexon USA	Star Trek DS9 Dominion Wars	6649, 7633
PAN Interactive	World War	6649, 7633
PAN Interactive	Europa Universalis	6555
Paradox Entertainment	Backgammon	6523
Purple Software Limited	Checkers	6523
Purple Software Limited	Chess	6523
Purple Software Limited	Chinese Chess	6523
Purple Software Limited	Go	6523
Purple Software Limited	Gomoku	6523
Purple Software Limited	Reversi	6523
Russobit-M	America, War between North and South	7625
Russobit-M	Cossacs 2	7625
Sierra	Empire Earth	1100
Sierra	Homeworld 2	1100
Sierra	Warrior Kings	1100
Simon & Schuster Interactive	Real War	1100
Sismoplay	DuelField	6233
Sony Online Entertainment	Sovereign	746
Strategy First Inc.	Disciples II : Dark Prophecy	824
Strategy First Inc.	Nexagon: The Pit	824
Strategy First Inc.	ORB	824
Strategy First Inc.	Rails Across America	824
SUNFLOWERS GmbH	ANNO 1503	6843, 7342, 7344
Titus	Worms World Party	5118
U & P Interactive Limited	Enterprise	7039
U & P Interactive Limited	Enterprise Online	7039
Versus Books	Strategy Guides	2232
Wizard Soft Ltd	Jurassic Primitive War 2	6615

DVD

GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Ministry of Games	European Games championships	6501
(labels NETZSTATT and INZZIDE)		

eToy

GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
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Company	Product	Booth
Handheld		
GAMETRONICS	VIDEOGAME TITLES	7033
Digital Bridges	Massively Multiplayer Space Game	2316
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Global Star Software	Mahjongg	6033
Purple Software Limited	Backgammon	6523
Purple Software Limited	Checkers	6523
Purple Software Limited	Chess	6523
Purple Software Limited	Chinese Chess	6523
Purple Software Limited	Go	6523
Purple Software Limited	Gomoku	6523
Purple Software Limited	Reversi	6523
Titus	Planet monsters	5118

Hybrid

THQ, Inc.	Tetris	4001
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049

Internet

Ministry of Games	European Games championships	6501
(labels NETZSTATT and INZZIDE)	Shattered Galaxy	7027
Nexon USA	Beyond3000	6501
Paraworld AG	DuelField	6233
Sismoplay	Sovereign	746
Sony Online Entertainment		

MAC

PAN Interactive	Star Trek DS9 Dominion Wars	6649, 7633
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Multiple

GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
Ministry of Games	European Games championships	6501
(labels NETZSTATT and INZZIDE)	America, War between North and South	7625
Russobit-M	Cossacs 2	7625
Russobit-M		

Nintendo

GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	VIDEOGAME TITLES	7033
MAJESCO SALES, INC.	FORTRESS	MR 405
THQ, Inc.	Tetris	4001
Titus	Planet monsters	5118
Versus Books	Strategy Guides	2232

Sega

GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	VIDEOGAME TITLES	7033
Titus	Worms World Party	5118
Versus Books	Strategy Guides	2232

Sony

Atlus U.S.A., Inc.	Hoshigami	MR 507
Bandai America, Inc.	Mobile Suit Gundam Zeonic Front	2216
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
GAMETRONICS	VIDEOGAME TITLES	7033
Midas Interactive Entertainment	Robot Warlords	6207
Tecmo, Inc.	Monster Rancher 3	2800
THQ, Inc.	Tetris	4001
Versus Books	Strategy Guides	2232

XBox

Versus Books	Strategy Guides	2232
GAME CENTER "MYIICO" ACCESSORIES	ACCESSORIES-GAMES	7049
THQ, Inc.	Tetris	4001

Hardware

CD-ROM

aerosoft	ACPcompact	6501
Azuradisc Inc.	Azuradisc Repair Machines	6917
Eleven Engineering Inc	SPIKE	7308, 7310
KB Gear Interactive	Jam-Dual Pix Web Cam/VGA Cam	4005
KB Gear Interactive	Jam-Internet Ready Camcordercam	4005
KB Gear Interactive	Jam-MegaPixel Digital Camera	4005
KB Gear Interactive	Little Tikes Sing N' Sound Computer Microphone	4005
Mushkin Enhanced Memory Systems	Mushkin DDR	7020
Nvidia Corporation	GeForce Family of Products	MR 301A, MR 301B
Nvidia Corporation	GeForce3	MR 301A, MR 301B
SRS Labs, Inc.	CS-1 Decoder	6543
TECHNODIGIT	3D Clone Generator	6233
Turtle Beach	AUDIOTRON	7216
Wild Things	Accessories	6523

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
DVD		
Azuradisc Inc.	Azuradisc Repair Machines	.6917
Eleven Engineering Inc	SPIKE	.7308, 7310
Mushkin Enhanced Memory Systems	Mushkin DDR	.7020
Nvidia Corporation	GeForce Family of Products	.MR 301A, MR 301B
Nvidia Corporation	GeForce3	.MR 301A, MR 301B
Sony Corporation	5.1 ch Digital Audio System	.6809
SRS Labs, Inc.	CS-1 Decoder	.6543
TECHNODIGIT	3Q Clone Generator	.6233
Wild Things	Accessories	.6523
eToy		
SRS Labs, Inc.	CS-1 Decoder	.6543
Handheld		
SRS Labs, Inc.	CS-1 Decoder	.6543
Hybrid		
SRS Labs, Inc.	CS-1 Decoder	.6543
Internet		
Nvidia Corporation	GeForce Family of Products	.MR 301A, MR 301B
Nvidia Corporation	GeForce3	.MR 301A, MR 301B
SRS Labs, Inc.	CS-1 Decoder	.6543
Turtle Beach	AUDIOTRON	.7216
Turtle Beach	SONIC LINK	.7216
MAC		
Azuradisc Inc.	Azuradisc Repair Machines	.6917
Eleven Engineering Inc	SPIKE	.7308, 7310
Mushkin Enhanced Memory Systems	Mushkin DDR	.7020
Nvidia Corporation	GeForce Family of Products	.MR 301A, MR 301B
Nvidia Corporation	GeForce3	.MR 301A, MR 301B
SRS Labs, Inc.	CS-1 Decoder	.6543
Multiple		
Azuradisc Inc.	Azuradisc Repair Machines	.6917
Eleven Engineering Inc	SPIKE	.7308, 7310
KEYTEC, INC.	Custom Touch Screens	.7032
KEYTEC, INC.	Magic Touch Add-on Touch Screen	.7032
KEYTEC, INC.	Magic Touch Built In Kits	.7032
KEYTEC, INC.	Magic Touch Integrated Touch Monitor	.7032
Nvidia Corporation	GeForce Family of Products	.MR 301A, MR 301B
Nvidia Corporation	GeForce3	.MR 301A, MR 301B
SRS Labs, Inc.	CS-1 Decoder	.6543
W.I.T	Consumer Electronics	.7505
Nintendo		
Eleven Engineering Inc	SPIKE	.7308, 7310
GAMETRONICS	SYSTEM CONSOLES	.7033
Key West Marketing dba Game America	Game Cube	.7616
Key West Marketing dba Game America	Gameboy Advanced	.7616
Key West Marketing dba Game America	N64 System	.7616
Nintendo of America Inc.	Nintendo GAMECUBE	.2816
SRS Labs, Inc.	CS-1 Decoder	.6543
Wild Things	Accessories	.6523
Sega		
GAMETRONICS	SYSTEM CONSOLES	.7033
Azuradisc Inc.	Azuradisc Repair Machines	.6917
SRS Labs, Inc.	CS-1 Decoder	.6543
Wild Things	Accessories	.6523
Sony		
Key West Marketing dba Game America	PS2	.7616
Azuradisc Inc.	Azuradisc Repair Machines	.6917
CycleFX/Hollywood Engineering	GameRider	.6953
Eleven Engineering Inc	SPIKE	.7308, 7310
GAMETRONICS	SYSTEM CONSOLES	.7033
SRS Labs, Inc.	CS-1 Decoder	.6543
Wild Things	Accessories	.6523
XBox		
Key West Marketing dba Game America	X-Box System	.7616
Azuradisc Inc.	Azuradisc Repair Machines	.6917
Eleven Engineering Inc	SPIKE	.7308, 7310
Nvidia Corporation	GeForce3	.MR 301A, MR 301B
Wild Things	Accessories	.6523

Company	Product	Booth
DVD		
games.theglobe.com	Computer Games Magazine	.2608
games.theglobe.com	Computer Games Online	.2608
games.theglobe.com	Games Domain Offline	.2608
games.theglobe.com	GamesDomain.com	.2608
games.theglobe.com	HappyPuppy.com	.2608
games.theglobe.com	KidsDomain.com	.2608
Handheld		
games.theglobe.com	Computer Games Magazine	.2608
games.theglobe.com	Computer Games Online	.2608
games.theglobe.com	Games Domain Offline	.2608
games.theglobe.com	GamesDomain.com	.2608
games.theglobe.com	HappyPuppy.com	.2608
games.theglobe.com	KidsDomain.com	.2608
Hybrid		
games.theglobe.com	Computer Games Magazine	.2608
games.theglobe.com	Computer Games Online	.2608
games.theglobe.com	GamesDomain.com	.2608
games.theglobe.com	HappyPuppy.com	.2608
games.theglobe.com	KidsDomain.com	.2608
Internet		
games.theglobe.com	Computer Games Magazine	.2608
games.theglobe.com	Computer Games Online	.2608
games.theglobe.com	Games Domain Offline	.2608
games.theglobe.com	GamesDomain.com	.2608
games.theglobe.com	HappyPuppy.com	.2608
games.theglobe.com	KidsDomain.com	.2608
VideoGame.Net / Lunar Tide Communications, Inc.	VideoGame (www.videogame.net)	.MR 7228
MAC		
games.theglobe.com	Computer Games Magazine	.2608
games.theglobe.com	Computer Games Online	.2608
games.theglobe.com	Games Domain Offline	.2608
games.theglobe.com	GamesDomain.com	.2608
games.theglobe.com	HappyPuppy.com	.2608
games.theglobe.com	KidsDomain.com	.2608
Multiple		
games.theglobe.com	Computer Games Magazine	.2608
games.theglobe.com	Computer Games Online	.2608
games.theglobe.com	Games Domain Offline	.2608
games.theglobe.com	GamesDomain.com	.2608
games.theglobe.com	HappyPuppy.com	.2608
games.theglobe.com	KidsDomain.com	.2608
VideoGame.Net / Lunar Tide Communications, Inc.	VideoGame (www.videogame.net)	.MR 7228
Nintendo		
games.theglobe.com	ConsoleDomain.com	.2608
games.theglobe.com	Games Domain Offline	.2608
games.theglobe.com	HappyPuppy.com	.2608
games.theglobe.com	KidsDomain.com	.2608
Media Create Co., Ltd.	Console Game Research Data	.7501
Sega		
games.theglobe.com	ConsoleDomain.com	.2608
games.theglobe.com	Games Domain Offline	.2608
games.theglobe.com	HappyPuppy.com	.2608
games.theglobe.com	KidsDomain.com	.2608
Media Create Co., Ltd.	Console Game Research Data	.7501
Sony		
games.theglobe.com	ConsoleDomain.com	.2608
games.theglobe.com	Games Domain Offline	.2608
games.theglobe.com	HappyPuppy.com	.2608
games.theglobe.com	KidsDomain.com	.2608
Media Create Co., Ltd.	Console Game Research Data	.7501
XBox		
games.theglobe.com	Computer Games Magazine	.2608
games.theglobe.com	Computer Games Online	.2608
games.theglobe.com	ConsoleDomain.com	.2608
games.theglobe.com	Games Domain Offline	.2608
games.theglobe.com	GamesDomain.com	.2608
games.theglobe.com	HappyPuppy.com	.2608
games.theglobe.com	KidsDomain.com	.2608
Media Create Co., Ltd.	Console Game Research Data	.7501

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	GamesDomain.com	2608
games.theglobe.com	HappyPuppy.com	2608
games.theglobe.com	KidsDomain.com	2608

Product Categories

Company	Product	Booth
Movies		
DVD		
Pioneer Entertainment(USA) Inc.	Akira	6443
Pioneer Entertainment(USA) Inc.	Pokemon	6443
Pioneer Entertainment(USA) Inc.	Sailormoon	6443
Pioneer Entertainment(USA) Inc.	Tenchi	6443
Victory Multimedia	Losing Control	6415
Victory Multimedia	Zack & Reba	6415
W.I.T	DVD's	7505

Multiple	
W.I.T	DVD's 7505

Music		
CD-ROM		
eJay AG	eJay Sound Collection #5	6501
eJay AG	eJay Studio	6501
g:company	AG-MIX	6549
MAGIX ENTERTAINMENT CORP.	mp3 maker 2.0 gold	6621
MAGIX ENTERTAINMENT CORP.	Music Studio Generation 6 deLuxe	6621
Voyetra	AUDIO STATION W/ REMOTE	7214
Voyetra	DIGITAL MUSIC STARTER KIT	7214
Voyetra	HIP HOP EJAY	7214
Voyetra	MIDI CABLE PACK	7214
Voyetra	MUSIC WRITE: SONGWRITER	7214
Voyetra	TEACH ME GUITAR	7214
Voyetra	TEACH ME PIANO	7214
Voyetra	TECHNO EJAY	7214

Internet		
eJay AG	eJay NetRadio	6501

Nintendo	
Rage Games Limited	Packet Music 7314

Other Software		
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COKeM INTERNATIONAL LTD.	Computer Software	1176
Criterion Software Inc.	RenderVision	1166
Criterion Software Inc.	RenderWare Audio	1166
Criterion Software Inc.	RenderWare dynamic PVS	1166
Criterion Software Inc.	RenderWare Graphics	1166
Criterion Software Inc.	RenderWare Physics	1166
Criterion Software Inc.	RenderWare Platform	1166
DeLorme	Earthmate GPS Receiver	746
DeLorme	Solus Pro	746
E.M.G	SCAPER	6233
Ellis Enterprises, Inc.	Ellis Christian ClipArt	6927
Exent Technologies Inc	EXEtender™	6449
Immersion Corporation	Immersion Studio	6727
Immersion Corporation	TouchSense Technology	6727
New Media Generation	Shine 3D engine	7127
SIMI Reality Motion Systems GmbH	SIMI™MotionCapture 3D	7623
Sony Disc Manufacturing/SecuROM™	SecuROM	7232
SRS Labs, Inc.	CS-1 (Circle Surround Interactive)	6543

DVD		
COKeM INTERNATIONAL LTD.	Computer Software	1176
Criterion Software Inc.	RenderVision	1166
Criterion Software Inc.	RenderWare Audio	1166
Criterion Software Inc.	RenderWare dynamic PVS	1166
Criterion Software Inc.	RenderWare Graphics	1166
Criterion Software Inc.	RenderWare Physics	1166
Criterion Software Inc.	RenderWare Platform	1166
E.M.G	SCAPER	6233
Immersion Corporation	Immersion Studio	6727
Immersion Corporation	TouchSense Technology	6727
Sony Disc Manufacturing/SecuROM™	SecuROM	7232
SRS Labs, Inc.	CS-1 (Circle Surround Interactive)	6543

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Cash-U	Pistachio	7024
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SRS Labs, Inc.	CS-1 (Circle Surround Interactive)	6543

Company	Product	Booth
Hybrid		
COKeM INTERNATIONAL LTD.	Computer Software	1176
Criterion Software Inc.	RenderVision	1166
Criterion Software Inc.	RenderWare Audio	1166
Criterion Software Inc.	RenderWare dynamic PVS	1166
Criterion Software Inc.	RenderWare Graphics	1166
Criterion Software Inc.	RenderWare Physics	1166
Criterion Software Inc.	RenderWare Platform	1166
SRS Labs, Inc.	CS-1 (Circle Surround Interactive)	6543

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Criterion Software Inc.	RenderVision	1166
Criterion Software Inc.	RenderWare Audio	1166
Criterion Software Inc.	RenderWare dynamic PVS	1166
Criterion Software Inc.	RenderWare Graphics	1166
Criterion Software Inc.	RenderWare Physics	1166
Criterion Software Inc.	RenderWare Platform	1166
Gamefederation	GSP Platform	6555
SIMI Reality Motion Systems GmbH	SIMI [®] MotionCapture 3D	7623
SRS Labs, Inc.	CS-1 (Circle Surround Interactive)	6543

MAC		
Criterion Software Inc.	RenderVision	1166
Criterion Software Inc.	RenderWare Audio	1166
Criterion Software Inc.	RenderWare dynamic PVS	1166
Criterion Software Inc.	RenderWare Graphics	1166
Criterion Software Inc.	RenderWare Physics	1166
Criterion Software Inc.	RenderWare Platform	1166
Ellis Enterprises, Inc.	Ellis Christian ClipArt	6927
SRS Labs, Inc.	CS-1 (Circle Surround Interactive)	6543

Multiple		
COKeM INTERNATIONAL LTD.	Computer Software	1176
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LithTech, Inc.	LithTech Development System	501C
SIMI Reality Motion Systems GmbH	SIMI™MotionCapture 3D	7623
SRS Labs, Inc.	CS-1 (Circle Surround Interactive)	6543
TECHNODIGIT	3D Reshaper	6233

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GAMETRONICS	BUDGET & FRONTLINE 7033
Criterion Software Inc.	RenderVision 1166
Criterion Software Inc.	RenderWare Audio 1166
Criterion Software Inc.	RenderWare dynamic PVS 1166
Criterion Software Inc.	RenderWare Graphics 1166
Criterion Software Inc.	RenderWare Physics 1166
Criterion Software Inc.	RenderWare Platform 1166
SRS Labs, Inc.	CS-1 (Circle Surround Interactive) 6543

Sega	
GAMETRONICS	BUDGET & FRONTLINE 7033
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Criterion Software Inc.	RenderWare Audio 1166
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Criterion Software Inc.	RenderWare Graphics 1166
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Criterion Software Inc.	RenderWare Platform 1166
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Sony	
GAMETRONICS	BUDGET & FRONTLINE 7033
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Criterion Software Inc.	RenderWare Graphics 1166
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SRS Labs, Inc.	CS-1 (Circle Surround Interactive) 6543

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GAMETRONICS	BUDGET & FRONTLINE 7033
Criterion Software Inc.	RenderVision 1166
Criterion Software Inc.	RenderWare Audio 1166
Criterion Software Inc.	RenderWare dynamic PVS 1166
Criterion Software Inc.	RenderWare Graphics 1166
Criterion Software Inc.	RenderWare Physics 1166
Criterion Software Inc.	RenderWare Platform 1166

Booth and Meeting Room Key

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Concourse (1st Floor) : 150-153	South (2nd Floor) : 300-390	Concourse (2nd Floor) : 400-490	West (2nd Floor) : 500-590	



Company	Product	Booth
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Peripherals

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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 Combstick	.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
Matias Corporation	Half Keyboard	.7509
Saitek Industries	SP550 USB Stick and Pad Fusion	.6533, 7266
Saitek Industries	X45 Digital Joystick and Throttle	.6533, 7266
The Mousepad Company Limited	CDR's	.6523
The Mousepad Company Limited	Computer mice	.6523
The Mousepad Company Limited	Diskettes	.6523
tigergame limited	joypads	.6939
tigergame limited	link cables	.6939
Turtle Beach	MONTEGO II	.7216
Turtle Beach	MONTEGO II QUADZILLA	.7216
Turtle Beach	MONTEGO II VOICE	.7216
Turtle Beach	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
Matias Corporation	Half Keyboard	.7509
Pelican Accessories	Code Breaker	.2308
The Mousepad Company Limited	CD Wallets	.6523
tigergame limited	joypads	.6939
tigergame limited	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
tigergame limited	joypads	.6939
tigergame limited	link cables	.6939
tigergame limited	power replay	.6939
tigergame 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	Product	Booth
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CH Products	Throttles	.MR 519
CH Products	USB Combstick	.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

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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

A.L.S. Industries, Inc.	Carrying Case and Storage Organizers	.2908
Actilink Technologies	ActiForce Battle Pack	.6509
Actilink Technologies	ActiPro	.6509
Actilink Technologies	ActiShack	.6509
Actilink Technologies	Commando Pack	.6509
Actilink Technologies	Memory Card	.6509
Actilink Technologies	MemoShack	.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
Gamedia Electronic Ltd./		
Huskee Interactive Corp.	Nextec	.6849
Honey Bee Electronic International Ltd.	Controllers	.7522
Honey Bee Electronic International Ltd.	Game Gun	.7522
Honey Bee Electronic International Ltd.	Memory Cards	.7522
InterAct Accessories	GameShark	.1446
NUBY Interactive	ACT LABS	.2108
NUBY Interactive	Cobra Light	.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
tigergame limited	joypads	.6939
tigergame limited	link cables	.6939
tigergame limited	memory cards	.6939
tigergame limited	rumble packs	.6939
Wild Things	Accessories	.6523
WinMax Technology	Carry-All-Kit	.6903
Yobo Gameware Co.	Game Accessories	.7003

Sega

A.L.S. Industries, Inc.	Carrying Case and Storage Organizers	.2908
Actilink Technologies	ActiShack	.6509
Actilink Technologies	ActiShack	.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./		
Huskee Interactive Corp.	Nextec	.6849
Honey Bee Electronic International Ltd.	Controllers	.7522
InterAct Accessories	GameShark	.1446
Mad Catz, Inc.	MC2 Racing Wheel	.1424
Mad Catz, Inc.	Panther Line	.1424
NUBY Interactive	Docs WireLess	.2108
NUBY Interactive	NUBY	.2108
Pelican Accessories	Code Breaker	.2308
Pelican Accessories	MP3 DC	.2308
Radica	Gamester	.6011

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
tigergame limited	joypads	.6939
tigergame limited	link cables	.6939
tigergame limited	memory cards	.6939
tigergame limited	power replay	.6939
tigergame limited	replacement shells	.6939
tigergame 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

Sony

A.L.S. Industries, Inc.	Carrying Case and Storage Organizers	.2908
Actilink Technologies	ActiForce	.6509
Actilink Technologies	ActiForce Battle Pack	.6509
Actilink Technologies	Memory Card	.6509
Belkin Components	Nostramo PlayStation GamePad (P45)	.6715
Binarystar Enterprise Inc.	Video Game Accessoires	.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/	Nextec	.6849
Huskee Interactive Corp.	Controllers	.7522
Honey Bee Electronic International Ltd.	Game Gun	.7522
Honey Bee Electronic International Ltd.	Memory Cards	.7522
Honey Bee Electronic International Ltd.	Blue Thunder Racing Wheel	.1446
InterAct Accessories	GameShark	.1446
InterAct Accessories	Mobile Monitor LCD Screen	.1446
InterAct Accessories	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	Dacs 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
tigergame limited	joypads	.6939
tigergame limited	link cables	.6939
tigergame limited	memory cards	.6939
tigergame limited	power replay	.6939
tigergame limited	remote controls	.6939
tigergame limited	replacement shells	.6939
Wild Things	Accessories	.6523
WinMax Technology	Diablos	.6903
WinMax Technology	Dominator I / II	.6903
Yobo Gameware Co.	Game Accessories	.7003

XBox

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	.7522
Honey Bee Electronic International Ltd.	Game Gun	.7522
Honey Bee Electronic International Ltd.	Memory Cards	.7522
Pelican Accessories	Code Breaker	.2308
Wild Things	Accessories	.6523
Yobo Gameware Co.	Game Accessories	.7003

Company	Product	Booth
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Reference

CD-ROM

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

MAC

JC Research Inc.	Merriam Webster Dictionary	.7202
JC Research Inc.	Virtual Art Museum	.7202

Nintendo

BradyGames	BradyGames Strategy Guides	.2300
Prima Games	Prima Games Strategy Guides	.2900

Sega

BradyGames	BradyGames Strategy Guides	.2300
Prima Games	Prima Games Strategy Guides	.2900

Sony

BradyGames	BradyGames Strategy Guides	.2300
Prima Games	Prima Games Strategy Guides	.2900

Special Interest

CD-ROM

EMME	TOP LABEL	.6233
Cosmi Corporation	Swift & Starshine Personal Productivity Titles	.6423
Discreet	gmax	.7406
Mimon 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

DVD

Discreet	gmax	.7406
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Handheld

Qualcomm, Inc.	BREW	.746
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Hybrid

Mini-Mations	Miniature figures	.7604
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Internet

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

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C2	C2 Sports	.7126
Discreet	gmax	.7406
Dolby Laboratories	Dolby Multichannel Audio	.2100
Game-Skins.com	Gameskins Tees	.7527

Sony

CycleFX/Hollywood Engineering	GameRider	.6953
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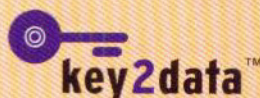
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Brand Names

Product	Company	Booth
#s		
"Extreme Pac" locking DVD case	Scanavo Ltd.	7504
100 Great Games for the Palm O/S Vol 1 and 2	Global Star Software	6033
100 Great Games for Windows Me	Global Star Software	6033
1000 Years - Endless War-	eSofnet	6633, 7322
14" East	Interplay Entertainment	5130, MR 150A, 1508
1st & 2nd Grade Exelerator	Topics Entertainment / CounterTop Software	6643
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3DO	COKEM INTERNATIONAL LTD.	1176
3ds max	Discreet	7406
3Q Clone Generator	TECHNODIGIT	6233
4 WHEEL RACING	WANADOO	6733
767 Pilot in Command	Wilco Publishing	7620

A	A 1 Software	A 1 Software GmbH & Co. KG	6501
AAA Map'n'Go	DeLorme		746
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Acclaim	Acclaim Entertainment, Inc.	MR 505, 506	
Acclaim Max Sports	Acclaim Entertainment, Inc.	MR 505, 506	
Acclaim Sports	Acclaim Entertainment, Inc.	MR 505, 506	
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ACPcompact	aerosoft		6501
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Actilink Technologies	Actilink Technologies		6509
Actitec	Actilink Technologies		6509
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Actipro	Actilink Technologies		6509
Actiquake	Actilink Technologies		6509
Actishock	Actilink Technologies		6509
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Age of Empires The Rise of Rome	Ensemble Studios		7426
Age of Kings	Ensemble Studios		7426
Age of Kings The Conquerors	Ensemble Studios		7426
Airfix Dogfighter	EON Digital Entertainment		746
Airfix Dogfighter	Paradox Entertainment		6555
Airline Pilot	aerosoft		6501
Airline Tycoon	MONTE CRISTO		6247
AIRPLAY	Eleven Engineering Inc.		7308, 7310
AIRPLAY	NUBY Interactive		2108
Airport 2000	Wilco Publishing		7620
Akimbo Kung Foo Hero (PC)	Global Star Software		6033
Aliens Attack	Delta Development		6233
Aliens: Colonial Marines	Fox Interactive		400
All Terrain Rally	Brightstar Entertainment Ltd		5030
Alphabet	Tivola Publishing		6523
Alphabet K-1	School Zone Interactive		7315, 7317
Alte	Altec Lansing Technologies, Inc.		6401
Amateur League Golf	Xplorys Limited		7516
American Greetings	The Learning Company	MR 501B, 503	
American McGee's Alice In Wonderland	Diamond Comic Distributors, Inc.		7014
American Sign Language Dictionary	Multimedia 2000		7211
American Sign Language for Kids	Multimedia 2000		7211
Anarchy Online	Funcom		2332
and More!	Strategic Marketing Partners		746
Angel	The Mousepad Company Limited		6523
Animaniacs	Conspiracy Entertainment		1312
ANNO 1503	SUNFLOWERS GmbH	6843, 7342, 7344	
ANSTOSS 3	ASCARON Software GmbH		6501
ANSTOSS ACTION	ASCARON Software GmbH		6501
Arc the Lad	Working Designs		2408
Arctic Thunder	Midway Games Inc.	600, MR 303A, 303B	
Arcturus	Wizard Soft Ltd		6615
ARGO	ARGO USA Corporation		7015
Armored Core Series	Agelec Inc.		4015
Armored Fist Franchise	Novalogic, Inc.	MR 304A	
Art	EMME		6233
audio cleaning lab	MAGIX ENTERTAINMENT CORP.		6621
AUDIO STATION W. REMOTE	Voyetra		7214
AUDIOTRON	Turtle Beach		7216
AXIS Animation	VIS entertainment plc		2316
Azuradisc Disc Cleaning Supplies	Azuradisc Inc.		6917
Azuradisc Disc Resurfacing Technologies	Azuradisc Inc.		6917

B	BACK TO GAMES	POINTSOFT	7520
Backgammon	Purple Software Limited		6523
Baldur's Gate 2: Shadows of Amn	BioWare Corp.		7309, 7310
Baldur's Gate 2: Throne of Bhaal	BioWare Corp.		7309, 7310
Ballistics	GRIN Inc.		6555

Product	Company	Booth
Banjo	team cHmAn	6233
Barbarians	Titus	5118
Barbie Beach Party	Knowledge Adventure	1100
Barbie Explorer	Knowledge Adventure	1100
Barbie Team Gymnastics	Knowledge Adventure	1100
Bass Avenger	Xplorys Limited	7516
Battle Realms	Crave Entertainment	1312
Battle slime	Delta Development	6233
BDE	Delta Development	6233
Beach Sports Bodysurfing	Brightstar Entertainment Ltd	5030
Beach Volleyball	Brightstar Entertainment Ltd	5030
Beach Volleyball	IncaGold	6523
Bear in the Big Blue House: Imagine That!	Jim Henson Interactive	7203
Bear in the Big Blue House: Sense of Adventure	Jim Henson Interactive	7203
Beat Dance	Nexon USA	7027
Beatles	The Mousepad Company Limited	6523
Beginning Sounds	School Zone Interactive	7315, 7317
Belkin	Belkin Components	6715
Beneson	Wizard Soft Ltd	6615
Bert & Ernie Computer phone	ComfyNet	1514
Betty Bad	WildTangent	MR 5118
Beyond3000	Paraworld AG	6501
Big Teddy	ARXEL TRIBE	6743
Binarystar (BEI or BSE)	Binarystar Enterprise Inc.	7028
Black Isle Studios	Interplay Entertainment	5130, MR 150A, 1508
Blizzard Entertainment	Vivendi Universal Games	1100
Blob Light	Nyko Technologies	3008
Blood Aria	eSofnet	6633, 7322
Blood Omen	Eidos Interactive	1024
Blue's Clues	Humongous Entertainment	MR 401
Bob the Builder	Steel Monkeys Limited	2316
Bounty Hunter	Crave Entertainment	1312
Boxed Value Software	Rocelo Inc.	6933
BradyGames	BradyGames	2300
Breath of Fire	Capcom Entertainment	1324
BREW	Qualcomm, Inc.	746
Bubblegum Crisis	Multimedia 2000	7211
Budget	EMME	6233
Buffy the Vampire Slayer	Fox Interactive	400
Buffy the Vampire Slayer	The Mousepad Company Limited	6523
Burgenland	ASCARON Software GmbH	6501
Bust A Groove	Enix America Inc.	2208

C	Cakewalk	Strategic Marketing Partners	746
Capcom	Key West Marketing dba Game America		7616
Carmageddon 3	Xicat Interactive		514
Carmen Sandiego	The Learning Company	MR 501B, 503	
CARS AND GIRLS	NEMOSOFT		6233
CART Fury	Midway Games Inc.	600, MR 303A, 303B	
Casanova	ARXEL TRIBE		6743
Casino Vol 1 and 2 for Palm and Win CE	Global Star Software		6033
Casper	TDK Mediactive		966
Championship Motocross	THQ		4001
character studio	Discreet		7406
Charge 'N Blast	Xicat Interactive	MR 514	
Checkers	Purple Software Limited		6523
Chess	Purple Software Limited		6523
Chinese Chess	Purple Software Limited		6523
Chips & Bits Game Store	games.theglobe.com		2608
Circle Surround Interactive (CS-I)	SRS Labs, Inc.		6543
CJ' Closet	Kay Productions, LLC		6915
Clay Agent	IC		6709
Clear-Vu	Clear-Vu Products		7011
Club Acclaim	Acclaim Entertainment, Inc.		1124
ClueFinders	The Learning Company	MR 501B, 503	
Cluster 10	G-cluster		6833
Clusterball	Daydream Software AB		6555
CMC - Content Management Center	Small Planet Ltd		6833
CNET.com	CNET Networks, Inc.		2224
Coaster Works	Xicat Interactive	MR 514	
COBRA	NUBY Interactive		2108
Code Breaker	Pelican Accessories		2308
CollectM - Collectable SMS game platform	Small Planet Ltd		6833
Comanche Franchise	Novalogic, Inc.	MR 304A	
combustion	Discreet		7406
Comfy Keyboard	ComfyNet		1514
Commandos	Eidos Interactive		1024
Computer Games Magazine	games.theglobe.com		2608
Computer Games Online (cgonline.com)	games.theglobe.com		2608
Computer Gaming World	Ziff Davis Media		2600

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	



Product	Company	Booth
ConsoleDomain.com	games.theglobe.com	2608
Consumer Electronics	W.I.T.	7505
Control Zone	Strategic Marketing Partners	746
Cooley Shop	Wizard Soft Ltd	6615
Cosmo Interactive Accessories	Game Technology Systems Inc (G.T.S.I.)	7132
Cossacks	CDV Software Entertainment Inc.	6433
Cossacks	Strategy First Inc.	824
Crash Bandicoot: The Wrath of Cortex	Universal Interactive Studios	1100
Crazy 3D Range	Xplorys Limited	7516
Crazy Chase	Kemco/Kotobuki System Co., Ltd.	2808
Creativity	Disney Interactive	524
Crime Cities	EON Digital Entertainment	746
Curious George	Simon & Schuster Interactive	1100
Custom Touch Screens	KEYTEC, INC.	7032
Cybercops	Mimon Entertainment Ltd.	7619
CYBERWORLD Browser	CYBERWORLD International Corporation	7037
CYBERWORLD Builder	CYBERWORLD International Corporation	7037
CYBERWORLD Personal Edition	CYBERWORLD International Corporation	7037
CYBERWORLD Personal Plus	CYBERWORLD International Corporation	7037
CYBERWORLD Professional Edition	CYBERWORLD International Corporation	7037
CYBERWORLD Studio Edition	CYBERWORLD International Corporation	7037
CycleFX ITS	CycleFX/Hollywood Engineering	6953

D	Imagine Media, Inc.	2500
Daily Radar.com	Maximum Charisma Studios, Inc.	2232
Dale Lullo	Xplorys Limited	7516
Daria's Inferno	Xplorys Limited	7516
Daria's Sick Sad Lifeplanner	Mythic Entertainment	1414
Dark Age of Camelot	Nexon USA	7027
Dark Ages	Saint Hermit Studios	6815
Dark Gang	WildTangent	MR 5118
Dark Orbit	Digital Innovations	6409
DATADOCTOR	A 1 Software GmbH & Co. KG	6501
Datsun	Rage Games Limited	7314
David Beckham Soccer	DK Digital Media (DK Interactive Learning)	746
David Macaulay The New Way Things Work	MONTE CRISTO	6247
Day Trader	Diamond Comic Distributors, Inc.	7014
Dead Or Alive 2	Tecmo, Inc.	2800
Dead or Alive 2	Namco HomeTek Inc.	800
Dead to Rights	An Eye for an Eye	6233
Death Dealer - working title	GRIN Inc.	6555
Debating Title	Tecmo, Inc.	2800
Deception	Cyberscape Graphics Inc.	7008
Deep Raider	Simon & Schuster Interactive	1100
Deer Avenger	Strategic Marketing Partners	746
Delorme	Novalogic, Inc.	MR 304A
Delta Force Franchise	Rage Games Limited	7314
Denki Blocks	Denki	2316
Denki Blocks!	KOEI Corporation	2324
Destrega	Eidos Interactive	1024
Deus Ex	BAM! Entertainment, Inc.	MR 153A
Dexters Laboratory	Blizzard Entertainment	1100
Diablo II Expansion	Bandai America, Inc.	2216
Digimon Digital Card Battle	Bandai America, Inc.	2216
Digimon World 2	Bandai America, Inc.	2216
Digimon World Grand Prix	Interplay Entertainment	5130, MR 150A, 1508
Digital Mayhem	Voyetra	7214
DIGITAL MUSIC STARTER KIT	Capcom Entertainment	1324
Dino Crisis	DK Digital Media (DK Interactive Learning)	746
Dinosaur Hunter Deluxe	Strategy First Inc.	824
Disciples Series	EMME	6233
Discovery	COKEM INTERNATIONAL LTD.	1176
DISNEY	Off-Price, Inc.	7605
Disney	CDV Software Entertainment Inc.	6433
Divine Divinity	Strategic Marketing Partners	746
DK Interactive	Off-Price, Inc.	7605
DK Multimedia	A 1 Software GmbH & Co. KG	6501
dkf multimedia	Atlus U.S.A., Inc.	MR 507
Dodge Ball Advance (GBA)	Titus	5118
Downforce	Edutainment Group	7611
Dragon	Enix America Inc.	2208
Dragon Quest	eSofnet	6633, 7322
Dragon Raja (Online Game)	NEWKIDCO	2116
DRAGON TALES	Enix America Inc.	2208
Dragon Warrior	Enix America Inc.	2208
Dragon Warrior Monsters	GameBox Ent.	6855
Dream Hunting	ACTION ZONE LLC	7609
Dreamcast	Sega of America	2240
Dreamcast	BAM! Entertainment, Inc.	MR 153A
Driven	Sismoplay	6233
DuelField		

Product	Company	Booth
Duke Nukem	Take-Two Interactive Software, Inc.	846
Dungeon Siege	Microsoft	1146, MR 304C, 305
Dunlop Iron Drivers Cup	Paraworld AG	6501
Dunlop Winterace	Paraworld AG	6501
DVDOCTOR	Digital Innovations	9200
DX-Ball 2	Longbow Digital Arts	6033
Dynasty	MONTE CRISTO	6247
Dynasty Warriors	KOEI Corporation	2324
E		
E-Games	Off-Price, Inc.	7605
E.A.	COKEM INTERNATIONAL LTD.	1176
E3 Online Show Daily	Imagine Media, Inc.	2500
EA GAMES	Electronic Arts	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 308B, 309
EA SPORTS	Electronic Arts	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 308B, 309
EA Sports	Visual Sciences Ltd.	2316
EA.COM	Electronic Arts	900, 7333, 7335, 7337, 7339, 7341, 7432, MR 308B, 309
Earthmate	DeLorme	746
Earthmate Road Warrior	DeLorme	746
EARTHWORM JIM	MAJESCO SALES, INC.	MR 405
Echelon	Bethesda Softworks Inc.	MR 504
Edmark	A 1 Software GmbH & Co. KG	6501
EIDOS	COKEM INTERNATIONAL LTD.	1176
EK.Soft	A 1 Software GmbH & Co. KG	6501
Elancia	Nexon USA	7027
Electronic Arts	Key West Marketing dba Game America	7616
Electronic Gaming Monthly	Ziff Davis Media	2600
Elemental Saga	Nexon USA	7027
Ellis Christian ClipArt	Ellis Enterprises, Inc.	6927
Elmo's Computer phone	ComfyNet	1514
Elysium	GameBox Ent.	6855
Empire Earth	Sierra	1100
Empire of the Ants	Microids	4017
Enclave	Conspiracy Entertainment	1312
ENCORE	COKEM INTERNATIONAL LTD.	1176
Enterprise	U & P Interactive Limited	7039
Enterprise Online	U & P Interactive Limited	7039
EON Digital	Strategic Marketing Partners	746
eRacer	Rage Games Limited	7314
ESCAPE	E.M.G.	6233
Escape from Alcatraz	CDV Software Entertainment Inc.	6433
Escape from Monkey Island	LucasArts Entertainment Company LLC	MR 517, 518
ET THE EXTRA-TERRESTRIAL	NEWKIDCO	2116
Europa Universalis	ANTIK GAMES S.A.	6233
Europa Universalis	Paradox Entertainment	6555
EverQuest	Sony Online Entertainment	746
EWJ 3D	VIS entertainment plc	2316
Expert Gamer	Ziff Davis Media	2600
Expert Pool	Visual Sciences Ltd.	2316
Explore The World of Software	Rocelco Inc.	6933
Explorer Series	DK Digital Media (DK Interactive Learning)	746
Extreme Pac	Clear-Vu Products	7011
Extreme Rally	KOG	7627

F		
F-14 TOMCAT	MAJESCO SALES, INC.	MR 405
F-22 Lightning Franchise	Novalogic, Inc.	MR 304A
F1 2000	Visual Sciences Ltd.	2316
F1 Championship Season 2000	Visual Sciences Ltd.	2316
Fairy Fish	Saint Hermit Studios	6815
Family Entertainment	Disney Interactive	524
Family Studio	Mimon Entertainment Ltd.	7619
Fantasy For You Episode I 'The Land of Fear'	Eyagi	1076
Far Gate	Microids	4017
Farscope	Red Lemon Studios Ltd	2316
Farscope	Simon & Schuster Interactive	1100
Fidex	eSofnet	6633, 7322
Fievel - An American Tail	Conspiracy Entertainment	1312
Final Fantasy	Diamond Comic Distributors, Inc.	7014
FINAL FANTASY series	Square Soft/Square Electronic Arts LLC	500
Fire Pro Wrestling	BAM! Entertainment, Inc.	MR 153A
FirstPerson Immersive Video	Enroute, Inc.	6609
Fishgame - SMS fishing game	Small Planet Ltd	6833
Fishtank	Fishtank / Ravensburger Interactive Media GmbH	6045
Flight Simulator 2002	Microsoft	1146, MR 304C, 305
FlightSim Commander	aerosoft	6501
Flipside.com	Vivendi Universal Games	1100
Fly! - addons	aerosoft	6501
Fogware Publishing	JC Research Inc.	7202

Brand Names

Product	Company	Booth
Fogware Publishing	JC Research Inc.	.7202
Forgotten Saga 2 Online	Wizard Soft Ltd	.6615
Formula RTL Cup	Paraworld AG	.6501
FORTRESS	MAJESCO SALES, INC.	.MR 405
Fourmistik	Delta Development	.6233
Fox Kids Line of Products	eGames, Inc.	.7510
Freddi Fish	Humongous Entertainment	.MR 401
Freedom Force	Crave Entertainment	.1312
Freedom Shock 2	Pelican Accessories	.2308
Front Mission	Diamond Comic Distributors, Inc.	.7014
FSGS Free Standard Game Server	Net-Games AG	.976

G

G-Surfers	Universal Interactive Studios	.1100
Gadget Racers	Conspiracy Entertainment	.1312
Gadget Tycoon	MONTE CRISTO	.6247
Gaiana	Wizard Soft Ltd	.6615
Galaxy of Games Blue, Red, Yellow, Platinum, and Gold	eGames, Inc.	.7510
Gallop Racer	Tecmo, Inc.	.2800
Galswin	Integral Media	.6233
Game Boy Advance	Nintendo of America Inc.	.2816
Game Club	JC Research Inc.	.7202, MR 516
Game Master Series	eGames, Inc.	.7510
GAME SOURCE	GAME SOURCE, INC.	.6937
Game Stuff	A.L.S. Industries, Inc.	.2908
Game Tribes™	VideoGame.Net / Lunar Tide Communications, Inc.	.7228
GAMEBOY COLOR	GAMETRONICS	.7033
GAMEDOCTOR	Digital Innovations	.6409
GamePro Gear	InterAct Accessories	.1446
GameRider	CycleFX/Hollywood Engineering	.6953
Games Domain Offline	games.theglobe.com	.2608
GamesDomain.com	games.theglobe.com	.2608
GameShark	InterAct Accessories	.1446
Gameskins Tees	Game-Skins.com	.7513
GameSpot	CNET Networks, Inc.	.2224
Gamester	Radica	.6011
GeForce Family of Products	NVIDIA Corporation	.MR 301A, MR 301B
Genesys	Galilea Multimedia	.6233
German Airports	aerosoft	.6501
Girls	Disney Interactive	.524
gmax	Discreet	.7406
gmax dev	Discreet	.7406
Go	Purple Software Limited	.6523
GOOFY	NEWKIDCO	.2116
GORASUL - Legacy Of The Dragons	JOWOOD PRODUCTIONS SOFTWARE AG	.546
Gore	4D Rulers Software, Inc.	.7121
Grand Theft Auto 3	Take-Two Interactive Software, Inc.	.846
Great Invasions	ANTI-K GAMES S.A.	.6233
Grom	CDV Software Entertainment Inc.	.6433
GT Racing Africa	Rage Games Limited	.7314
GTA(PSX)	Visual Sciences Ltd.	.2316
Gungriffon Blaze	Working Designs	.2408
GunMetal	Rage Games Limited	.7314
Guns & Ammo	Xicat Interactive	.MR 514

H

H2Overdrive	Crave Entertainment	.1312
hades	Discreet	.7406
HADOR	REQUENA IMPORT&EXPORT,LTD	.7145
Half-Life PS2	Sierra	.1100
HALLOWEEN	WANADOO	.6733
Halo	Microsoft	.1146, MR 304C, 305
Hangsim	Wilco Publishing	.7620
HappyPuppy.com	games.theglobe.com	.2608
Harvest Moon	Natsume Inc.	.1312
Havas	Off-Price, Inc.	.7605
Heaven & Hell	CDV Software Entertainment Inc.	.6433
Heavy Gear Brand	Paradox Entertainment	.6555
Herdy Gerdy	Eidos Interactive	.1024
High School Exelerator	Topics Entertainment / CounterTop Software	.6643
HIP HOP EJAY	Voyetra	.7214
Hip Hop Maker	MAGIX ENTERTAINMENT CORP.	.6621
Hired Team: Trial Gold	New Media Generation	.7127
Hitchcock	ARXEL TRIBE	.6743
Hitman	Eidos Interactive	.1024
Home Depot's Home Improvement 1-2-3	Multimedia 2000	.7211
Homeworld 2	Sierra	.1100
Honey Bee	Honey Bee Electronic International Ltd.	.7522
Hoshigami (PSX)	Atlus U.S.A., Inc.	.MR 507
Hot Wheels/Matchbox	THQ	.4001
Hot Wired	Xicat Interactive	.MR 514

Product	Company	Booth
HOTEL GIANT	JOWOOD PRODUCTIONS SOFTWARE AG	.546
Hotwired	Brightstar Entertainment Ltd	.5030
Hotwired	IncaGold	.6523
Hoyle	Sierra	.1100
Humongous Sports	Humongous Entertainment	.MR 401
huskee	Gamedia Electronic Ltd/Huskee Interactive Corp.	.6849

I

I Love Series	DK Digital Media (DK Interactive Learning)	.746
ID4 Online	Mythic Entertainment	.1414
IHRA Drag Racing	Bethesda Softworks Inc.	.MR 504
IL-2 Sturmovik	TC	.6709
Immersion Studio	Immersion Corporation	.6727
Immersion TouchSense Technology	Immersion Corporation	.6727
INDUSTRY GIANT	JOWOOD PRODUCTIONS SOFTWARE AG	.546
Indy Net Race Live	AniVision, Inc.	.6215
INQUISITION	WANADOO	.6733
Instant Home Medical Advisor	Topics Entertainment / CounterTop Software	.6643
Instant Immersion Language Starter for Kids	Topics Entertainment / CounterTop Software	.6643
InterAct	InterAct Accessories	.1446
Intergalactic Bounty Hunter	PAN Interactive	.6649, 7633
Interplay, OEM Inc.	Interplay Entertainment	.5130, MR 150A, 150B
InterTrax2 3DOF Tracker	InterSense, Inc.	.7045
Intrinsic Alchemy™	Intrinsic Graphics	.7217
IRIDION 3 D	MAJESCO SALES, INC.	.MR 405
Iron Aces	Xicat Interactive	.514
Iron spirit	Delta Development	.6233
IRON STORM	WANADOO	.6733

J

Jah	Galilea Multimedia	.6233
Jam Digital Computer Products	KB Gear Interactive	.4005
Jazz and Faust	TC	.6709
JC Research	JC Research Inc.	.7202
Jean-Louis Schlessler's All-terrain Rally	IncaGold	.6523
Jeopardy! Online	Sony Online Entertainment	.746
Jimmy Neutron	Kalisto Entertainment	.7200
Jumpgate	Planetactive	.7305
Junior Games	Disney Interactive	.524
Jurassic Park III Computer Game with Tech Toy	Knowledge Adventure	.1100
Jurassic Park III: Danger Zone!	Knowledge Adventure	.1100
Jurassic Park III: Dino Defender	Knowledge Adventure	.1100
Jurassic Park: Survivor	Universal Interactive Studios	.1100
Jurassic Primitive War 2	Wizard Soft Ltd	.6615

K

Kao the Kangaroo	Titus	.5118
Kaplan Test Prep	Encore Software, Inc.	.7345, 7349, 7353, 7357
Kassblok	Delta Development	.6233
KB Gear For Kids Computer Products	KB Gear Interactive	.4005
Kelly Club	Knowledge Adventure	.1100
Kelly Slater's Pro Surfer	ACTIVISION	.946
Kengo	Crave Entertainment	.1312
Kessen	KOEI Corporation	.2324
Kid Pix	The Learning Company	.MR 501B, 503
Kidoclic	HORTUS SOFT	.6233
Kids	EMME	.6233
KidsDomain.com	games.theglobe.com	.2608
Kidz Race	Paraworld AG	.6501
King of the Road	ASCARON Software GmbH	.6501
King's Field	Agetec Inc.	.4015
Kiribati / Thienemann	A 1 Software GmbH & Co. KG	.6501
KIRIKOU	WANADOO	.6733
KISS: Psycho Circus for Dreamcast	Tremor Entertainment Inc.	.MR 7222
Klonoa 2	Namco Hometek Inc.	.800
Knight Move for Palm OS	ZIO	.2200
Knights	Conspiracy Entertainment	.1312

L

Lady Sia	TDK Mediactive	.966
Learning	Disney Interactive	.524
Learning Company	Off-Price, Inc.	.7605
Legend of Darkness	Nexon USA	.7027
Legend of the River King	Natsume Inc.	.1312
Legend of Zelda	Diamond Comic Distributors, Inc.	.7014
Legion	Midway Games Inc.	.600, MR 303A, 303B
LEGO Bionicle	LEGO Company	.866
LEGO Creator Harry Potter	LEGO Company	.866
LEGO Island 2	LEGO Company	.866
LEGO MINDSTORMS Robotics Invention System	LEGO Company	.866
LEGO Racers 2	LEGO Company	.866
LEGO Studios	LEGO Company	.866
LEGO Stunt Rally	LEGO Company	.866

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	



Product	Company	Booth
Lengend of Glory	Saint Hermit Studios	.6815
Licensed Jurassic Park III video game accessories	Nyko Technologies	.3008
Lifestyle	EMME	.6233
Listen & Learn Toddler	Topics Entertainment / CounterTop Software	.6643
LithTech Development System	LithTech, Inc.	.501C
Little Tikes Interactive	KB Gear Interactive	.4005
LOCH NESS	WANADOO	.6733
Lockness	Galilea Multimedia	.6233
LucasArts Entertainment	Strategic Marketing Partners	.746
Lufia	Natsume Inc.	.1312
LUNAR Silver Star Story PC/Win	Working Designs	.2408
M		
M&M's	Simon & Schuster Interactive	.1100
M&M's ADVANCE	MAJESCO SALES, INC.	.MR 405
M.A.D. (Mutually Assured Destruction) PC	Global Star Software	.6033
Magic & Mayhem: The Art of Magic	Bethesda Softworks Inc.	.MR 504
Magic Touch Add-on Touch Screens	KEYTEC, INC.	.7032
Magic Touch Built In Kits	KEYTEC, INC.	.7032
Magic Touch Integrated Touch Monitors	KEYTEC, INC.	.7032
MahJongg Master 1, 2, and 3	eGames, Inc.	.7510
Maiku	Delta Development	.6233
Man of War Series	Strategy First Inc.	.824
Marvel: Spider-Man, X-Men	ACTIVISION	.946
Master Rallye	Microids	.4017
Master Rallye	Steel Monkeys Limited	.2316
Masters of the Elements	Tivola Publishing	.6523
Mat Hoffman's Pro BMX	ACTIVISION	.946
Math & Science Exelerator	Topics Entertainment / CounterTop Software	.6643
Math 1	School Zone Interactive	.7315, 7317
Math 3	School Zone Interactive	.7315, 7317
Math Advantage	Encore Software, Inc.	.7345, 7349, 7353, 7357
MATTEL	COKE INTERNATIONAL LTD.	.1176
Max And The Magician	Tivola Publishing	.6523
Max Payne	Take-Two Interactive Software, Inc.	.846
Maximum PC & Mac Addict	Imagine Media, Inc.	.2500
MC2	Mad Catz, Inc.	.1424
MCupid - Mobile matchfinder service engine	Small Planet Ltd	.6833
MDK2: Armageddon	BioWare Corp.	.7309, 7310
Mech Platoon	Kemco/Kotobuki System Co., Ltd.	.2808
Mediabius	Integral Media	.6233
Mega Man	Capcom Entertainment	.1324
Memoshock	Actilink Technologies	.6509
mental ray	Discreet	.7406
Metalion for Pocket PC	ZIO	.2200
MFriend - Mobile dating service engine	Small Planet Ltd	.6833
Mia The Search for Grandma's Remedy	Kutoka Interactive	.6033
Mia-Just in Time!	Kutoka Interactive	.6033
Mia-Romaine's New Hat	Kutoka Interactive	.6033
Michael Schumacher Online World	Paraworld AG	.6501
Micro Scooter Challenge	Brightstar Entertainment Ltd	.5030
Micro Scooter Challenge II	IncaGold	.6523
MicroSoft XBox	A.L.S. Industries, Inc.	.2908
Midas Games	Midas Interactive Entertainment	.6207
Middle School Exelerator	Topics Entertainment / CounterTop Software	.6643
MIDI CABLE PACK	Voyetra	.7214
Midnight Club	Take-Two Interactive Software, Inc.	.846
Mightygames	Planetactive	.7305
Mike Stewart's Pro Bodyboarding	IncaGold	.6523
Millie Meter's Nutrition Adventure	Tivola Publishing	.6523
Mini Golf Master	eGames, Inc.	.7510
Mission:Humanties	EON Digital Entertainment	.746
Mist Of Darkness (Online Game)	eSofnet	.6633, 7322
Mobile Suit Gundam Journey to Jaburo	Bandai America, Inc.	.2216
Mobile Suit Gundam Zeonic Front	Bandai America, Inc.	.2216
Model Railroad Simulator	IncaGold	.6523
Monster Brain	Pelican Accessories	.2308
Monster Rancher	Tecmo, Inc.	.2800
MONTEGO II	Turtle Beach	.7216
MONTEGO II VOICE	Turtle Beach	.7216
Monty Python	The Mousepad Company Limited	.6523
Moonlighting with Werner	Paraworld AG	.6501
MP3 DC	Pelican Accessories	.2308
mp3 maker 2.0 gold	MAGIX ENTERTAINMENT CORP.	.6621
MP3 software	eJay AG	.6501
MTV Music Generator 2	Codemasters Inc.	.4007, 4009, 4011, 4013
Muppet Babies Toyland Train	Jim Henson Interactive	.7203
Muppet Monster Adventure	Jim Henson Interactive	.7203
Muppet Racemania	Jim Henson Interactive	.7203
music & video maker generation 6 deLuxe	MAGIX ENTERTAINMENT CORP.	.6621
Music creation software	eJay AG	.6501

Product	Company	Booth
music studio generation 6 deLuxe	MAGIX ENTERTAINMENT CORP.	.6621
MUSIC WRITE: SONGWRITER	Voyetra	.7214
Muta	team cHmAn	.6233
Mutant Chronicles: Warzone	Paradox Entertainment	.6555
MYIICO	GAME CENTER "MYIICO" ACCESSORIES	.7049
MySimon	CNET Networks, Inc.	.2224
N		
N-Age (Online Game)	eSofnet	.6633, 7322
Namco	Key West Marketing dba Game America	.7616
Nascar	A.L.S. Industries, Inc.	.2908
National Geographic	Encore Software, Inc.	.7345, 7349, 7353, 7357
Necroide	NovaLogic, Inc.	.MR 304A
Need for Speed for Pocket PC	ZIO	.2200
Neon Genesis Evangelion	Diamond Comic Distributors, Inc.	.7014
Neospace	MONTE CRISTO	.6247
Neverwinter Nights	BioWare Corp.	.7309, 7310
New Legends	THQ	.4001
NEW YORK RACE 2215	WANADOO	.6733
Nexagon: The Pit	Strategy First Inc.	.824
Nextec	Gamedia Electronic Ltd/Huskee Interactive Corp.	.6849
NextGen	Imagine Media, Inc.	.2500
Nexus: The Kingdom of the Winds	Nexon USA	.7027
NFL Fever 2002	Microsoft	.1146, MR 304C, 305
NHL Hitz	Midway Games Inc.	.600, MR 303A, 303B
Nickelodeon	THQ	.4001
Nintendo	Nintendo of America Inc.	.2816, MR 516
Nintendo GAMECUBE	Nintendo of America Inc.	.2816, MR 516
No Escape	Funcom	.2332
No One Lives Forever	Fox Interactive	.400
No Rules	TDK Mediactive	.966
Nostramo	Belkin Components	.6715
NovaWorld	NovaLogic, Inc.	.MR 304A
NUBY	NUBY Interactive	.2108
O		
Obee	TDK Mediactive	.966
Oddworld	Microsoft	.1146, MR 304C, 305
Oenologus	Integral Media	.6233
Official E3 Show Daily	Imagine Media, Inc.	.2500
Official Xbox Magazine	Imagine Media, Inc.	.2500
Ogre Battle (PSX)	Atlus U.S.A., Inc.	.MR 507
Ogre Battle 64 (N64)	Atlus U.S.A., Inc.	.MR 507
OH~ Ghost Baby	Saint Hermit Studios	.6815
Oil Tycoon (PC)	Global Star Software	.6033
Omega 2	Nyko Technologies	.3008
Oni	Take-Two Interactive Software, Inc.	.846
Onimusha	Capcom Entertainment	.1324
Online radio services	eJay AG	.6501-6506
Open Kart	Microids	.4017
Operation Flashpoint: Cold War Crisis	Codemasters Inc.	.4007, 4009, 4011, 4013
ORB	Strategy First Inc.	.824
Oxford Softworks	Purple Software Limited	.6523
OZ The Magical Adventure	DK Digital Media (DK Interactive Learning)	.746
P		
Paddington	ARXEL TRIBE	.6743
Paintball Hero's 2	Brightstar Entertainment Ltd	.5030
Paintball Heroes II	IncaGold	.6523
Pajama Sam	Humongous Entertainment	.MR 401
Panther	Mad Catz, Inc.	.1424
Particle Fire	Longbow Digital Arts	.6033
PATRICIAN II	ASCARON Software GmbH	.6501
Pax Romana	ANTIK GAMES S.A.	.6233
PBA Tour Bowling	Bethesda Softworks Inc.	.MR 504
PC Gamer	Imagine Media, Inc.	.2500
Peanut Butter	Cash-U	.7024
Pecan	Cash-U	.7024
Pelican Accessories	Electro Source, LLC	.2308
Performance	InterAct Accessories	.1446
Perimeter	IC	.6709
Persona Series (PSX)	Atlus U.S.A., Inc.	.MR 507
PHALANX	Kemco/Kotobuki System Co., Ltd.	.2808
Physicus	Tivola Publishing	.6523
Pilgrim	ARXEL TRIBE	.6743
Pilot Academy	Natsume Inc.	.1312
Pinball Classics	Encore Software, Inc.	.7345, 7349, 7353, 7357
Pink Panther Computer Book	ComfyNet	.1514
Pippi Longstocking	PAN Interactive	.6649, 7633
Pirate Coalition™	VideoGame.Net / Lunar Tide Communications, Inc.	.7228
Pistachio	Cash-U	.7024
PITFALL: THE MAYAN ADVENTURE	MAJESCO SALES, INC.	.MR 405

Brand Names

Product	Company	Booth
Planet Monsters	Titus	5118
PlanetSide	Sony Online Entertainment	746
Play TV	Radica	6011
Playground	Delta Development	6233
playR deLuxe	MAGIX ENTERTAINMENT CORP.	6621
PLAYSTATION 2	GAMETRONICS	7033
Pocket Gamerster	Multimedia 2000	7211
Pocket Music	Rage Games Limited	7314
Pocket Price	Midas Interactive Entertainment	6207
PocketPhoto	Multimedia 2000	7211
PocketPlaycardGame	Pocket Playcard Game Ltd.	7023
Pocky & Rocky	Natsume Inc.	1312
Political Tycoon	MONTE CRISTO	6247
Power Rangers	THQ	4001
Power Stone	Capcom Entertainment	1324
Powerpuff Girls	BAM! Entertainment, Inc.	MR 153A
POWERSTATION	ARGO USA Corporation	7015
Prehistorik man	Titus	5118
Preschool Exelerator	Topics Entertainment / CounterTop Software	6643
PrintMaster	The Learning Company	MR 501B, 503
Prisoner of War	Codemasters Inc.	4007, 4009, 4011, 4013
Professional Football	AniVision, Inc.	6215
Professional Hockey	AniVision, Inc.	6215
Professional Motorsports	AniVision, Inc.	6215
Project Eden	Eidos Interactive	1024
Project Nomads	CDV Software Entertainment Inc.	6433
Proplay	Honey Bee Electronic International Ltd.	7522
Pryzm	TDK Mediactive	966
PSM: 100% Independent PlayStation 2 Magazine	Imagine Media, Inc.	2500
Psychotoxic	CDV Software Entertainment Inc.	6433
Putt-Putt	Humongous Entertainment	MR 401
Puzzle Master	eGames, Inc.	7510
Puzzlemania	Mimon Entertainment Ltd.	7619
Puzzlemania Kids	Mimon Entertainment Ltd.	7619

Q

Q-Mark	Q-Mark Technology Corporation	7601
QUADZILLA	Turtle Beach	7216
QuizQuiz	Nexon USA	7027

R

Rage	Rage Games Limited	7314
Railroad Tycoon II for Dreamcast	Tremor Entertainment Inc.	7222
Railroad Tycoon II for PlayStation	Tremor Entertainment Inc.	7222
Rainbow Six	Red Storm Entertainment, Inc.	624
RALLY TROPHY	JOWOOD PRODUCTIONS SOFTWARE AG	546
Rapid Recoil	Paradox Entertainment	6555
Ravensburger	Fishtank / Ravensburger Interactive Media GmbH	6045
Razor Freestyle Scooter	Grave Entertainment	1312
reactor	Discreet	7406
Reader Rabbit	The Learning Company	MR 501B, 503
Reading Readiness	School Zone Interactive	7315, 7317
REAL LIFE SYSTEM	NEMOSOFT	6233
Red Ace	Global Star Software	6033
Red Faction	THQ	4001
Reel Fishing	Natsume Inc.	1312
RenderVision	Criterion Software Inc.	1166
RenderWare Audio	Criterion Software Inc.	1166
RenderWare dynamic PVS	Criterion Software Inc.	1166
RenderWare Graphics	Criterion Software Inc.	1166
RenderWare Physics	Criterion Software Inc.	1166
RenderWare Platform	Criterion Software Inc.	1166
Republic: The Revolution	Elixir Studios	5030
Resident Evil	Capcom Entertainment	1324
Return of the Ninja	Natsume Inc.	1312
Return to Castle Wolfenstein	ACTIVISION	946
Reversi	Purple Software Limited	6523
Richard Scarry	Simon & Schuster Interactive	1100
Rig&Roll	TC	6709
Rival Ball	Longbow Digital Arts	6033
Road to India	Microids	4017
Robin Hood	IncaGold	6523
Robocop	Titus	5118
Rock Manager	PAN Interactive	6649, 7633
Rogue Spear	Red Storm Entertainment, Inc.	624
Romance of the Three Kingdoms	KOEI Corporation	2324
Rosemond Valley	PAN Interactive	6649, 7633
Roswell: Aliens Myths and Legends	Red Lemon Studios Ltd	2316
Run	Take-Two Interactive Software, Inc.	846

Product	Company	Booth
Sabrina, The Teenage Witch	Simon & Schuster Interactive	1100
Safecracker	Daydream Software AB	6555
Safety-sleeve®	Univenture, Inc.	6929
Saitek Kaspárov Electronic Computers	Saitek Industries	6533
Saitek PC Joysticks, pads and wheels	Saitek Industries	6533
Saitek Playstation and Playstation pads and wheels	Saitek Industries	6533
Saitek X-Box pads and wheels	Saitek Industries	6533
SANTA CRUZ	Turtle Beach	7216
Scanavo "DVD/CD case"	Scanavo Ltd.	7504
SCAPE	NEMOSOFT	6233
SCAPER	E.M.G.	6233
Scenery Austria	aerosoft	6501
Schizm	Brightstar Entertainment Ltd	5030
ScienceLab	Rocelo Inc.	6933
Scooby-Doo/Arthur	The Learning Company	MR 501B, 503
Sea Dogs	Bethesda Softworks Inc.	MR 504
SEC AniVision Football	AniVision, Inc.	6215
Secret Agent Barbie	Knowledge Adventure	1100
Sega	Sega of America	2240
Sega DC - Illbleed	AIA USA, Ltd.	7208
Sega Sports	Sega of America	2240
SEGA Swirl for Dreamcast	Tremor Entertainment Inc.	7222
SESAME STREET	NEWKIDCO	2116
Several new games	New Media Generation	7127
SHARP SHOOTER	NEMOSOFT	6233
Shattered Galaxy	Nexon USA	7027
Shaun Palmer's Pro Boarder	ACTIVISION	946
Shine 3D engine	New Media Generation	7127
Shiny Entertainment	Interplay Entertainment	5130, MR 150A, 150B
Shock 'N' Rock	Nyko Technologies	3008
Shogi	Purple Software Limited	6523
Shrek	TDK Mediactive	966
Sierra	Vivendi Universal Games	1100
Sigma	Microsoft	1146, MR 304C, 305
Silent Death	Mythic Entertainment	1414
Silpheed	Working Designs	2408
SIMCity 2000 for Pocket PC	ZIO	2200
SIMI™MotionCapture 3D	SIMI Reality Motion Systems GmbH	7623
Simon & Schuster	Off-Price, Inc.	7605
Simpsons	The Mousepad Company Limited	6523
SJ	Simple Jet Technology Co., Ltd	7149
Ski-Doo X-Team Racing	Daydream Software AB	6555
SKIPDOCTOR	Digital Innovations	6409
Smart Game	Fortune Electronics & Plastic (International) Ltd.	7044
SmartCall - Icon and ring tone platform	Small Planet Ltd	6833
SMARTTRACK	ARGO USA Corporation	7015
Smugglers Run	Take-Two Interactive Software, Inc.	846
Snowboard Kids 1 & 2 (N64)	Atlas U.S.A., Inc.	MR 507
Software 2000	Software 2000	7321-7323
Software Tycoon	Global Star Software	6033
Soldier of Fortune	ACTIVISION	946
SOLDIER OF FORTUNE	MAJESCO SALES, INC.	MR 405
Solitaire Master 1 and 2	eGames, Inc.	7510
Solus Pro	DeLorme	746
SONIC LINK	Turtle Beach	7216
Sony On-Line Entertainment	Strategic Marketing Partners	746
Sony PS2/ Armada 2: Exodus	Metro3D, Inc.	4003
Sony PS2/Dark Angel: Vampire Apocalypse	Metro3D, Inc.	4003
Soul Reaver	Eidos Interactive	1024
Sound archives	eJay AG	6501
Sound Source	Off-Price, Inc.	7605
Sovereign	Sony Online Entertainment	746
Space Duel - SMS game	Small Planet Ltd	6833
Space Raiders™	VideoGame.Net / Lunar Tide Communications, Inc.	MR 7228
Speed Freaks	Funcom	2332
Speed Rally - SMS/WAP game	Small Planet Ltd	6833
Speedway	EON Digital Entertainment	746
Spellbinder	Mythic Entertainment	1414
Spellbinder	Planetactive	7305
SPIKE	Eleven Engineering Inc.	7308, 7310
Sports	Disney Interactive	524
Sports Illustrated 4K Baseball	BAM! Entertainment, Inc.	MR 153A
Sports Illustrated 4K Football	BAM! Entertainment, Inc.	MR 153A
Sportster Racing Wheel	Pelican Accessories	2308
SPY Fox	Humongous Entertainment	MR 401
Spy Hunter	Midway Games Inc.	600, MR 303A, 303B
Spyro 5	Universal Interactive Studios	1100
SRS	SRS Labs, Inc.	6543
Stainless Technologies	VIS entertainment plc	2316

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	



Product	Company	Booth
Star Ocean	Enix America Inc.	2208
Star Trek	ACTIVISION	946
Star Trek	Simon & Schuster Interactive	1100
Star Trek	The Mousepad Company Limited	6523
Star Trek DS9 Dominion Wars	PAN Interactive	6649, 7633
STAR TREK VOYAGER	MAJESCO SALES, INC.	MR 405
Star Wars - (untitled) Role Playing Game	BioWare Corp.	7309, 7310
Star Wars Battleground	LucasArts Entertainment Company LLC	MR 517, 518
Star Wars Jedi Knight II	LucasArts Entertainment Company LLC	MR 517, 518
Star Wars Obi-Wan	LucasArts Entertainment Company LLC	MR 517, 518
Star Wars Racer II	LucasArts Entertainment Company LLC	MR 517, 518
Star Wars Rogue Squadron II	LucasArts Entertainment Company LLC	MR 517, 518
Star Wars Starfighter	LucasArts Entertainment Company LLC	MR 517, 518
Star Wars Starfighter II	LucasArts Entertainment Company LLC	MR 517, 518
Star Wars Super Bombad Racing	Lucas Learning Ltd.	MR 517, 518
Stardom	MONTE CRISTO	6247
StarPeace	MONTE CRISTO	6247
Starshine Software	Cosmi Corporation	6423, 7328
Stellar Command™	VideoGame.Net / Lunar Tide Communications, Inc.	7228
Steve Escalante	Maximum Charisma Studios, Inc.	2232
Street Atlas USA	DeLorme	746
Street Fighter	Capcom Entertainment	1324
Stretch Panic	Conspiracy Entertainment	1312
Sudden Strike	Strategy First Inc.	824
Sudden Strike Forever	CDV Software Entertainment Inc.	6433
Super Dino	Mimon Entertainment Ltd.	7619
SUPER NINTENDO	GAMETRONICS	7033
SuperGame	U & P Interactive Limited	7039
Survival Kit	Pelican Accessories	2308
Swift Software	Cosmi Corporation	6423, 7328
SwiftWare Software	Cosmi Corporation	6423, 7328
System Selector	Pelican Accessories	2308

Tachyon: The Fringe	NovaLogic, Inc.	MR 304A
Tactics Ogre (PSX)	Atlus U.S.A., Inc.	MR 507
Tae Kwon Do	GameBox Ent.	6855
Taiyo	team cHmAn	6233
Take Off 2001	aerosoft	6501
TEACH ME GUITAR	Voyetra	7214
TEACH ME PIANO	Voyetra	7214
TECHNO EJAY	Voyetra	7214
Techno Maker	MAGIX ENTERTAINMENT CORP.	6621
TechnoMage	SUNFLOWERS GmbH	6813
Tekken Tag	Diamond Comic Distributors, Inc.	7014
TEMPO	POINTSOF	7520
Tennis	Microids	4017
Tetris	THQ	4001
The Bible Library	Ellis Enterprises, Inc.	6927
The Diesel Engine	GRIN Inc.	6555
The Elder Scrolls III: Morrowind	Bethesda Softworks Inc.	MR 504
The Elder Scrolls series	Bethesda Softworks Inc.	MR 504
The Fate	Wizard Soft Ltd.	6615
The Hitch Hikers Guide to the Galaxy	PAN Interactive	6649, 7633
THE INSIDER	WANADOO	6733
The Lamp of Lutos	Saint Hermit Studios	6815
The Land Befor Time	Conspiracy Entertainment	1312
The Land Before Time	TDK Mediactive	966
THE LEARNING COMPANY	COKEM INTERNATIONAL LTD.	1176
The Legend...	ARXEL TRIBE	6743
The Little Prince	Tivola Publishing	6523
The Longest Journey	Funcom	2332
The Lost	Crave Entertainment	1312
The Mummy Returns	Universal Interactive Studios	1100
THE NATIONS	JOWOOD PRODUCTIONS SOFTWARE AG	546
The Print Shop	The Learning Company	MR 501B, 503
The secrets of Alamut	ARXEL TRIBE	6743
The Settlers IV	Blue Byte Software	2908
The Simpsons	Fox Interactive	400
THE STING	JOWOOD PRODUCTIONS SOFTWARE AG	546
The Summoner: Mikania	Saint Hermit Studios	6815
The Tiny Toon Adventures	Conspiracy Entertainment	1312
The TKG Series	Tivola Publishing	6523
The U.S. Official PlayStation Magazine	Ziff Davis Media	2600
The Wizard of OZ	Saint Hermit Studios	6815
Theme Paks	CYBERWORLD International Corporation	7037
Thinking Skills	School Zone Interactive	7315, 7317
Thousand Arms (PSX)	Atlus U.S.A., Inc.	MR 507
Throne of Darkness	Sierra	1100
Thunderbirds	The Mousepad Company Limited	6523
Tiger's Bone	Longbow Digital Arts	6033

Product	Company	Booth
Time Crisis Project Titan	Namco Hometek Inc.	800
Tiny Tells	Mimon Entertainment Ltd.	7619
Tiny's Adventures	Mimon Entertainment Ltd.	7619
TIPS & TRICKS Magazine	TIPS & TRICKS Magazine/LFP Inc.	6515
TNT Family of Products	NVIDIA Corporation	MR 301A, MR 301B
Tom & Jerry Fist of Furry	VIS entertainment plc	2316
TOM AND JERRY	NEWKIDCO	2116
Tom et Lisa	Galilea Multimedia	6233
Tomb Raider	Eidos Interactive	1024
Tomb Raider	The Mousepad Company Limited	6523
Tombstone 1882	Brightstar Entertainment Ltd	5030
Tony Hawk's Pro Skater	ACTIVISION	946
Top Gear GT Championship	Kemco/Katobuki System Co., Ltd.	2808
Top Gun	Titus	5118
Topo USA	DeLorme	746
Totality Engine	Elkair Studios	5030
Traffic City	Paraworld AG	6501
TRAFFIC GIANT	JOWOOD PRODUCTIONS SOFTWARE AG	546
Traitors Gate	Daydream Software AB	6555
Tread Marks	Longbow Digital Arts	6033
Tread Marks PS2	Longbow Digital Arts	6033
Trey Consortium™	VideoGame.Net / Lunar Tide Communications, Inc.	MR 7228
Trophy Bass PS2	Sierra	1100
Tropico	Take-Two Interactive Software, Inc.	846
TruBass	SRS Labs, Inc.	6543
Twenty and the Magic Jewel	Kemco/Katobuki System Co., Ltd.	2808
Typing Tutor	Simon & Schuster Interactive	1100

Ubisoft	Off-Price, Inc.	7605
UFO Anthology Deluxe	Multimedia 2000	7211
Ultima Underworld for Pocket PC	ZIO	2200
Ultimate Fighting Championship	Crave Entertainment	1312
Ultimate Surfing	Natsume Inc.	1312
UniKeep™	Univenture, Inc.	6929
Unison	Tecmo, Inc.	2800
Universal Interactive Studios	Vivendi Universal Games	1100
Unannounced first-party Xbox title	Tremor Entertainment Inc.	7222
UPXUS	REQUENA IMPORT&EXPORT,LTD	7145

Valhalla Chronicles	Paradox Entertainment	6555
VALUSOFT/IMS	COKEM INTERNATIONAL LTD.	1176
Vanguard	Galilea Multimedia	6233
Vegas Fever	Encore Software, Inc.	7345, 7349, 7353, 7357
Video games	W.I.T	7505
VideoGame™	VideoGame.Net / Lunar Tide Communications, Inc.	7228
VideoGame Database™	VideoGame.Net / Lunar Tide Communications, Inc.	7228
VideoGame.Net™	VideoGame.Net / Lunar Tide Communications, Inc.	7228
Viper 2	Nyko Technologies	3008
Virtual On	Diamond Comic Distributors, Inc.	7014
VIS entertainment	VIS entertainment plc	2316
VISION MAX	ARGO USA Corporation	7015

War Craft III	Blizzard Entertainment	1100
Warm up	Microids	4017
Warrior Kings	Sierra	1100
Web Driver SDK and plug-in	WildTangent	MR 5118
WebMaster	Tivola Publishing	6523
Webster's 2001 DVD Encyclopedia	Multimedia 2000	7211
Wendy the Witch	TDK Mediactive	966
westermann multimedia	A 1 Software GmbH & Co. KG	6501
Wheel of Fortune Online	Sony Online Entertainment	746
White Day	Wizard Soft Ltd.	6615
Who wants to beat up a millionaire	Xplorys Limited	7516
Who's Smart?	Mimon Entertainment Ltd.	7619
Wilco's 737 for Fly!	Wilco Publishing	7620
Wild Things	Wild Things	6523
Winback	KOEI Corporation	2324
WINNIE THE POOH & TIGGER	NEWKIDCO	2116
Wireless Pets	The Games Kitchen Ltd.	2316
Wirelessgames	Digital Bridges	2316
With Seven	Saint Hermit Studios	6815
World War	PAN Interactive	6649, 7633
World War II Online	Strategy First Inc.	824
World Wrestling Federation	THQ	4001
Worm Light	Nyko Technologies	3008
Worms World Party	Titus	5118
WOW	SRS Labs, Inc.	6543
WRITEAWAY	Digital Innovations	9200
www.fog-ware.com	JC Research Inc.	7202

Brand Names

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
X		
X-Trem Roller	Microids	4017
X-BOX	GAMETRONICS	7033
X-Plane	Xicat Interactive	MR 514
Xbox	Microsoft	1146, MR 304C, 305
XL Range	Xplorys Limited	7516
XMap Business	DeLorme	746
XTECNOLOGIES	XTECNOLOGIES	6201
Y		
YOBO	Yobo Gameware Co.	7003
You Don't Know Jack	Sierra	1100
Z		
Z-Steel Soldiers	EON Digital Entertainment	746
Zaphie 2	eSofnet	6633, 7322
ZAX - THE ALIEN HUNTER	JOWOOD PRODUCTIONS SOFTWARE AG	546
ZDNet	CNET Networks, Inc.	2224
Zenith Pac	Clear-Vu Products	7011
Zero-G Marines	Strategy First Inc.	824
ZIOGolf for Palm OS	ZIO	2200
ZIOGolf2 for Pocket PC	ZIO	2200
Zoboamafoo	Encore Software, Inc.	7345, 7349, 7353, 7357
Zoo Tycoon	Microsoft	1146, MR 304C, 305
ZOOM Light	Nyko Technologies	3008

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firstlooks

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.

3D2 Technologies Inc.

1016 Morse Ave., Suite 10
Sunnyvale, CA 94089

Booth 5131

4D Rulers Software, Inc.

112 Nth 4th
Beatrice, NE 68310

Booth 7121

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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".

**A 1 Software
GmbH & Co. KG**

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Booth 6501

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firstlooks

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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.

A.L.S. Industries, Inc.

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Booth 2908

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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.

**Academy of Interactive
Arts and Sciences**

10635 Santa Monica Blvd. #180
Los Angeles, CA 90025

Booth 2400

**ACADEMY OF
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310-441-2285

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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

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516-656-2040

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firstlooks

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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.

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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, Actiquake, 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): Sima 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.

Booth 7609

Activision

3100 Ocean Park Blvd.
Santa Monica, CA 90405

☎ 310-255-2000

☎ 310-255-2100

☎ www.activision.com

✉ webmaster@activision.com

Booth 946
firstlooks

Contact(s): Bobby Kotick, CEO and Co-Chairman; Brian Kelly, Co-Chairman; Ron Doornink, President and COO; Kathy Vrabec, 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.

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.

aerosoft

Airport Paderborn/L.
Lindberghring 12
Bueren, NRW 33142 Germany

☎ +49-2955-760310

☎ +49-2955-760333

☎ www.aerosoft.com

✉ info@aerosoft.de

Booth 6501
firstlooks

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

✉ 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

✉ badamson@aw.sgi.com

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

✉ info@numeriqc.ca

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

Company Description: Alliance numeriQC—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 numeriQC was created in December 2000 when Quebec's three multimedia associations joined forces to speak as one strong voice for the industry.

Altec Lansing Technologies, Inc.

Routes 6 & 209
Milford, PA 18337

☎ 800-ALTEC-88

☎ 570-296-6887

🌐 www.altecmm.com

✉ 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 Capece, Director Business Development; Marion Murray, Director of Advertising; Laurie 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

✉ 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.

AniVision, Inc.

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

☎ 1-800-793-8601

☎ 256-382-8003

🌐 www.anivision.com

✉ lincolns@anivision.com

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

✉ antik@antikgames.com

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

Apple Computer, Inc.

1 Infinite Loop
Cupertino, CA 95014

☎ 408-996-1010

☎ 408-996-0275

🌐 www.apple.com

✉ nkent@apple.com

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.

Booth 6233

Booth 6215

Booth 6233

Booth 6233

Booth 4021



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, SMARTRACK, POWERSTATION, VISION MAX

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

Booth 7015

firstlooks

Arxel Tribe

20, rue Saint-fiacre
Paris 75002 France

☎ +33-1-44-76-06-16

☎ +33-1-44-76-06-19

www.ixel.com

info@ixel.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

firstlooks

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

firstlooks

Atlus U.S.A., Inc.

15255 Alton Parkway, Suite 100
Irvine, CA 92618

☎ 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; AkiboShieh, International Licensing

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

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

MR 507

Azuradisc Inc.

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

☎ 888-833-4923

☎ 480-827-1104

www.azuradisc.com

info@azuradisc.com

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.

Booth 6917

firstlooks

BAM! Entertainment, Inc.

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 & 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-Bokato, 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.

MR 153A

firstlooks

Bandai America, Inc.

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

Booth 2216

Battletop.com

4th Floor Youngdong Bldg, 689-3 Yuksam-Dong
Kangnam-Ku, Seoul, 135-080 Korea

firstlooks

Booth 6755

Belkin Components

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 & 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.

Booth 6715

firstlooks

Exhibitor Profiles

firstlooks 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.

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

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 & 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.

MR 504

firstlooks

BradyGames

201 West 103rd Street
Indianapolis, IN 46290

☎ 317-581-3500

☎ 317-581-4597

www.bradygames.com

janet.eshenour@bradygames.com

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.

Booth 2300

firstlooks

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!

Booth 7028

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&II, MDK2: Armageddon, and Neverwinter Nights.

Booth 7309,7410

firstlooks

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

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, SchizmHotwiredTombstone 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.

Booth 5030

C2

4356 Baldwin Ave.
El Monte, CA 91731

☎ 626-448-8830

☎ 626-448-0484

www.c2t-corp.com

alfred@c2t-corp.com

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 7126

Blackstar

Interactive GmbH

Niedesheimer Str. 13
Worms 67547 Germany

Booth 6501

Cakewalk Music Software

5 Cambridge Center 10th Floor
Cambridge, MA 02142

Booth 400

Booth and Meeting Room Key	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			



Capcom Entertainment

475 Oakmead Parkway
Sunnyvale, CA 94085

☎ 408-774-0500

☎ 408-774-3995

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&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.

Booth 1324

firstlooks

CH Products

970 Park Center Drive
Vista, CA 92083

☎ 760-598-2518

☎ 760-598-2524

www.chproducts.com

Debby@chproducts.com

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

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

MR 519

Cash-U

6 Habonim St. New Industrial Zone
Netanya, - 36880 Israel

☎ 972-9-8920888

☎ 972-9-8920832

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.

Booth 7024

China National Publications Imp. & Exp. (Group) Corporation

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 Yujia

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

Company Description: China National Publications Imp. & 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.

Booth 7129

CCL

4th Floor, No. 28 Hsin-yo Rd.
Sec. 5, Lane 91
Taipei, Taiwan

Booth 7017

CDV Software

Entertainment Inc.

10900 Wilshire Boulevard, Suite 500
Los Angeles, CA 90024

☎ 1-905-702-7773

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 & 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.

Booth 6433

firstlooks

Cine Groupe Interactive

1010 Ste. Catherine East, 4th Floor
Montreal, Quebec, H2L 293, Canada

Booth 6033

Clear-Vu Products

29 New York Avenue
Westbury, NY 11590

☎ 800-221-4545

☎ 516-333-7695

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.

firstlooks

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

✉ 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.

Booth 2224

Codemasters Inc.

Carnegie Hall, 152 West
New York, NY 10019

☎ 001-21-258-223-522

☎ 001-21-25-828-602

🌐 www.codemasters.com

✉ 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.

**Booth 4007,4009,
4011,4013**

COKeM International Ltd.

6401 West 106th Street
Bloomington, MN 55438

☎ 952-944-5067

☎ 952-944-5069

🌐 www.cokem.com

✉ 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 1176

ComfyNet

3 HaYetsira St.
Ramat-Gan, 52136 Israel

☎ 972-3-7538797

☎ 972-3-7538798

🌐 www.comfyland.com

✉ 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

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

✉ 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

✉ 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 Chorzelski, 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

✉ 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

✉ 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

Booth 5024

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

✉ liuux66@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

Booth 7037

International Corporation

25 Watline Avenue, Suite 202
Mississauga, Ontario L4Z 2Z1 Canada

☎ 905-502-9690

☎ 905-502-9664

www.cyberworldcorp.com

✉ 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.

Booth 6219

One Tiffany Pointe, Suite 105
Bloomington, IL 60108

☎ 630-529-1029

☎ 630-529-1027

www.cybiko.com

✉ 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

Booth 6953

P.O.Box 627
Gardena, CA 90248

☎ 310-516-8600

☎ 310-516-8955

www.cyclefx.com

✉ 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

firstlooks Denotes companies with products debuting at E³

Daydream Software AB

Booth 6555

Skeppargatan 13
Umeå, 90431 Sweden

☎ +46-(0)90-706670

☎ +46-(0)90-706679

🌐 www.daydream.se

✉ 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

✉ danielm@delorme.com

Contact(s): Mary Kay Horrisberger, 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 ANGES, GARD 30133 FRANCE

☎ +33 (0)4-90-25-28-59

🌐 www.delta-development.fr

✉ manu@delta-development.fr

Contact(s): Manu, manager; Franck; Julien; Mike

Brands: Maiku, Iron spirit, Playground, Fourmistik, Kassblok, 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

✉ denki@denki.co.uk

firstlooks

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.

Desk Top Simulators LLC

Booth 6749

1400 Henderson
Fort Worth, TX 76102

☎ 817-338-0439

☎ 817-877-4148

🌐 www.desktopsim.com

✉ larrycreacy@desktopsim.com

firstlooks

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.desktopsim.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

✉ newaccounts@diamondcomics.com

firstlooks

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

☎ 0031-10-288-43-83

☎ 0031-10-288-43-86

🌐 www.diamondbox.nl

✉ info@diamondbox.nl

firstlooks

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

✉ info@digiscents.com

firstlooks

Contact(s): Jonathan Seidenfeld, Sr. Director of Business Development, Games and

Booth and Meeting Room Key

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	

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

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.

Booth 2316

firstlooks

Digital Innovations

7250 N. Cicero, Suite 100
 Lincolnwood, IL 60712

☎ 847-676-4200

☎ 847-676-4220

🌐 www.digitalinnovations.com

✉ ahrynewycz@digitalinnovations.com

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.

Booth 6409



firstlooks

Digital Leisure

33 Cedar Ridge Road
 Gormley, Ontario, L0H 1G0 Canada

Booth 6033

firstlooks

Digital River

9625 West 76th Street
 Eden Prairie, MN 55344

☎ 952-253-1234

☎ 952-253-8497

🌐 www.digitalriver.com

✉ kheidge@digitalriver.com

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 or call 952-253-1234.

Booth 7221,7227

Dimian AG

Haselnussweg 6a
 Zirndorf, Bavaria D-90513 Germany

☎ +49-911-961-62-30

☎ +49-911-961-62-32

✉ info@dimian.com

Contact(s): Dirk Roethling

Booth 6501

Discreet

111 McInnis Parkway
 San Rafael, CA 94903

☎ 415-507-6380

☎ 415-507-6375

🌐 www.discreet.com/games

✉ kevin.blaker@discreet.com

Contact(s): Kryss Grandorf, 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): Haruo Watanabe, Animation Sales Manager, Japan; Peter Moxom, Animation Sales Manager, South Asia Pacific; Keith Russell, Animation Sales Manager, EMEA; Jodi Veterrl, Animation Sales Manager, Americas, Canada

Brands: gmax, gmax dev, 3ds max, character studio, reactor, combustion, mental ray, hades

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.

Booth 7406

firstlooks

Disney Interactive

500 South Buena Vista
 Burbank, CA 91521-8174

☎ 818-553-5000

☎ 818-567-0284

🌐 www.disneyinteractive.com

✉ jacqueline.collard@disney.com

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.

Booth 524

firstlooks

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.

Booth 746

firstlooks

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.

Booth 2100

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.

Booth 6233

firstlooks

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 7611

eGames, Inc.

2000 Cabot Boulevard, Suite 110
Langhorne, PA 19047-1811

☎ 215-750-6606

☎ 215-750-3722

🌐 www.egames.com

✉ lhood@egames.com

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 7510

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

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 1024

eJay AG

Rotebuehlstr. 87
Stuttgart, Baden-Wuerttemberg 70178 Germany

☎ +49-711-620-31-000

☎ +49-711-620-31-001

🌐 www.eJay.com

✉ info@ejay.de

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 btb- and btc-customers in Europe.

eJay

firstlooks

Booth 6501



Electro Source, LLC

1840 E. 27th St
Vernon, CA 90058

☎ 323-234-9911

☎ 323-234-9922

www.esigames.com

electro4@ix.netcom.com

Contact(s): Dirk Foster, Marketing Manager; Bill Loebakka, 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.

Booth 2308

Ellis Enterprises, Inc.

4205 McAuley Blvd. #385
Oklahoma City, OK 73120

☎ 405 749-0273

☎ 405 751-5168

www.biblelibrary.com

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

Electronic Arts

209 Redwood Shores Parkway
Redwood City, CA 94062

☎ 650-628-1500

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 SPORTS™, EA GAMES™, and EA.COM™. More information about EA's products and full text of press releases can be found on the Internet at www.ea.com.

**Booth 900,
7333,7335,
7337,7339,
7341,7432
MR 308B,309**

Emme

48 BD Des Batignolles
Paris, Ile De France 75017 France

☎ 0153046000

☎ 0153046040

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

Eleven

Engineering Inc

#1911, 10155 - 102 Street
Edmonton, Alberta T5J 4G8 Canada

☎ 780-425-6511

☎ 780-425-7006

www.spike-wireless.com

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.

Booth 7308,7310

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



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 5030

Enix America Inc.

1520 Eastlake Ave E., Suite 205
Seattle, WA 98102-3717

☎ 206-861-1274

☎ 206-861-1282

www.enix.com

stein@enix.com



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.

Booth 2208

**Booth
7345,7349,
7353,7357**

Emplast

950 Lake Drive
Chanhassen, MN 55317

Booth 7502

Encore Software, Inc.

16920 S. Main Street
Gardena, CA 90248

☎ 310-768-1800

☎ 310-768-1822

www.encoresoftware.com

sales@encoresoftware.com

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.

Exhibitor Profiles

firstlooks 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 Delgado, CEO; Brett Crockett, VP; Jed Dewsnup, General Manager; George Pritchard, Sales; Chris Delgado, 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.

Booth 6921

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

firstlooks

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.

Booth 6609

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

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.

Booth 7426

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

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 "PS," will put you "in the game."

Booth 6943

firstlooks

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 2508



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-Christophe Blanc, Art Director; Carl Pedimina, Technical Director; Maxime Rollet, Programmer
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.

Booth 6233

firstlooks



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: ELSPA 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 EXEtender™ 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

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

**Booth
6449,7358**

Booth 1076

Booth 7056

Booth 6833

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

firstlooks

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.

Booth 7044

Fox Interactive

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.

Booth 400

French Pavilion/ CFME ACTIM

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.

Booth 6233

Exhibitor Profiles

firstlooks Denotes companies with products debuting at E³

Funcom

Karenslyst Alle 5
Oslo, Oslo 0278 Norway

☎ +47-22420102

☎ +47-22420302

www.funcom.com

ulf@funcom.com

Booth 2332

firstlooks

Contact(s): Tomas Schreiner, VP Marketing; Marit Lund, PR Manager
International Contact(s): Nicolay Nickelsen, Sales Manager; Roger Grafsronningen, 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.

Galilea Multimedia

41 bis rue Abbe Gregoire
Grenoble, France 38000 France

☎ +33-438-129-900

☎ +33-438-129-922

www.galilea.com

info@galilea.com

Booth 6233

Contact(s): Guy Parmentier, Managing Director; Jean-Paul Prado, Creative Director
International Contact(s): Philippe Gaude, 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.

Gama Network

600 Harrison Street
San Francisco, CA 94107

☎ 415-905-2200

☎ 415-947-6090

www.gamanetwork.com

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.

Game Center "MYIICCO" Accessories

6512 Pacific Blvd.
Huntington Park, CA 90255

☎ 323-581-5150

☎ 323-581-2408

MAG_INC_USA@HOTMAIL.COM

Booth 7049

Brands: MYIICCO

Company Description: Importer, wholesaler, and distributor of video games and accessories. We also do IOM and special orders.

Game Infinity (Korea Game World)

32 Fl., Techno Mart B/D, 546-4
Guui-Dong, Kwangjin-Ku, Seoul, 143-721 Korea

Booth 6053

Game Source, Inc.

503 S. Los Angeles Street
Los Angeles, CA 90013

☎ 213-627-6007

☎ 213-624-9863

gamesource@earthlink.net

Booth 6937

Game Technology Systems Inc. (G.T.S.I.)

741 S. Fremont Ave.
Alhambra, CA 91801

☎ 626-282-4822

☎ 626-282-4877

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.

Suite 503 Korea Telecom Venture Center 1010
Madu-Dong

Goyang, Kyunggi-Do 411-350 Korea

☎ 82-31-903-6930

☎ 82-31-908-8045

www.gamebox2000.com

bclee@gamebox2000.com

Booth 6855

Contact(s): Buha 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

Unit 1109, NO. 19, Lam Lok Street, Kowloon Bay,
Kowloon, Hong Kong Nil Hong Kong

☎ 852-27530421

☎ 852-27530434

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

Skeppsbron 26NB
Stockholm, International SE-111 30 Sweden

☎ +46-8-453-30-90

☎ +46-8-662-26-64

www.gamefederation.com

info@gamefederation.com

Booth 6555

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 Ahdoor, President; Afsaneh Ahdoor, 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

Spektra House, 2 MacMillan Road
Livingston, West Lothian EH54 7DF Scotland

+44 (0) 1506 20 30 20

+44 (0) 1506 46 02 12

www.gameskitchen.com

info@gameskitchen.com

Contact(s): David MacQueen, Creative Director
Brands: Wireless Pets

Company Description: Specialist mobile game developers.

Booth 2316

games.theglobe.com

120 Broadway, 22nd Floor
New York, NY 10271

212-894-3600

212-962-6053

games.theglobe.com

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), 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

619-548-3522

619-698-6988

www.game-skins.com

kiko@game-skins.com

Brands: Gameskins Tees

Company Description: Gameskins is a new venture that produces quality apparel designed specifically for the hardcore gamer.

Booth 7513

firstlooks

GameSpot

650 Townsend Street, Suite 475
San Francisco, CA 94103

415-551-4800

415-551-4840

www.gamespot.com

judy@l@cnnet.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.

Booth 2224

GameSpy Industries

18002 Skypark Circle
Irvine, CA 92614

Booth 2224

Game-Trade.com

12385 Crystal Creek Road
Clinton, MT 59825

Booth 7244

firstlooks

Gametronics

5526 South Soto Street
Vernon, CA 90058

323-277-3940

323-277-3944

gametronics@excite.com

Contact(s): Soleiman Hezghian; 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.

Booth 7033

Gaming Leagues

901 Poplar St.
Santa Clara, CA 95050

Booth 7622

G-cluster

Kalevankatu 48
00180 Helsinki, Helsinki 00180 Finland

+358-9-7425-0200

+358-9-7425-0221

www.g-cluster.com

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.

Booth 6833

firstlooks

g:company

3540 Wilshire Blvd.
Los Angeles, CA, 90010

Booth 6549

firstlooks

Exhibitor Profiles

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German Pavilion

Booth 6501

Muenchener Str. 330
Nuernberg, Bavaria 90471 Germany

☎ ++49-911-9981315

☎ ++49-911-869660

www.toyfair.de

info@spielwarenmesse.de

Contact(s): Carmen Ilgen/Association DMMV

Company Description: Official Presentation of the Federal Republic of Germany.



Gesellschaft zur Foerderung der Freizeitsoftware GmbH

Booth 6501

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.

Booth 6957

531 Howard Street
San Francisco, CA 94105

Global Star Software

Booth 6033

6225 Kenway Drive
Mississauga, ON L5T2L3 Canada

☎ 905-795-9880

☎ 905-795-9881

www.globalstarsoftware.com

info@globalstarsoftware.com

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 O/S 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 O/S titles, and 15-20 new products to their proven PC line up.



Grin Inc.

Booth 6555

Herkules v2a
Huddinge, Huddinge 141 44 Sweden

☎ +46-8-556-436-01

☎ +46-8-535-307-90

www.grin.se

Bo@grin.se

Contact(s): Ulf Andersson, Producer

Brands: Ballistics, Debating 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

Booth 6021

5505 St. Laurent Blvd., Suite 4204
Montreal, Quebec, H2T1S6 Canada

Heksplex Entertainment

Booth 7302

#402 Mascan Bldg. 838-7 Yeoksam-dong
Kangnam-gu, Seoul, 135-080 Korea

HemmingAG

Booth 7519

Werner-Heisenberg str 1
Landau/Pfalz, , 76829, Germany

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.imagemedia.com

✉ jc@imagemedia.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 Quilantang, 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

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.

Booth 6523

firstlooks

Infogrames, Inc.

417 5th Avenue
New York, NY 10066

☎ 212-726-6938

☎ 212-726-4204

🌐 www.infogrames.com

✉ www.infogrames.com

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, HTML), and in-flight entertainment systems. For more information, visit Infogrames' US Web site at www.us.infogrames.com.

**Booth 824,
MR 402A,
402B**

firstlooks

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

email: sales@integralmedia.com

Contact(s): Randall Roberts, Client Relations

International Contact(s): Nazim Guerfi, International Sales Manager; René Esline, Sales and Marketing Director

Brands: Galswin, 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 Galswin™ series, a unique collection of educational adventures available both on the American retail market as well as in various countries worldwide.

Booth 6233

firstlooks

Intel Corporation

2200 Mission College Blvd.
Santa Clara, CA 95052

MR 304B

Exhibitor Profiles

firstlooks Denotes companies with products debuting at E³

InterAct Accessories

335 Clubhouse Lane
Hunt Valley, MD 21031

☎ 410-785-5661

☎ 410-785-5725

🌐 interactaccessories.com

✉ 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 Bronstad, 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

✉ 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

✉ tinam@isense.com

Booth 7045

Contact(s): Patrick Riley, Dir of Communications; Norm Depeau, 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.

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

✉ 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

✉ 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 Research www.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

☎ 323-802-1500

☎ 323-802-1830

🌐 www.henson.com

✉ sbooth@henson.com

Booth 7203



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
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☎ +43-3614-2966-0

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🌐 www.jowood.com

✉ jowood@jowood.com

Booth 546
firstlooks

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 Hofschroer, Intl. Sales Director; Christoph Hausmann, Intl. Sales Manager; Robert Al-Yazadi, 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

☎ 650 592-9144

☎ 650 592-9146

🌐 kalistousa.net

✉ 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.

Booth 7200

Kay Productions,™ LLC

2839 W. Kennewick Ave. #359
Kennewick, WA 99336

☎ 800-619-4345

☎ 509-586-1296

🌐 www.kayproductions.com

✉ Jreathaford@Kayproductions.com

Booth 6915
firstlooks

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™.

KB Gear Interactive

10250 Valley View Rd, Suite 137
Eden Prairie, MN 55344

☎ 952-656-6000

☎ 952-656-6057

🌐 www.kbgear.com

✉ mollygaines@kbgear.com

Booth 4005
firstlooks

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

☎ 425-869-8000

☎ 425-869-8080

🌐 www.kemco-games.com

✉ info@top-gear.com

Booth 2808
firstlooks

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

☎ 714-995-6316

☎ 714-995-6315

✉ keywesti@ix.netcom.com

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.

Booth 7616

Keytec, Inc.

1293 North Plano Road
Richardson, TX 75081

☎ 972-234-8617

☎ 972-234-8542

🌐 www.magictouch.com

✉ sales@magictouch.com

Booth 7032

Contact(s): Brian Sun, Managing Director

International Contact(s): Brain 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.

Knowledge Adventure

19840 Pioneer Ave.
Torrance, CA 90503

☎ 310-793-0600

☎ 310-793-0601

🌐 www.knowledgeadventure.com

✉ Marla.Rothschild@havasint.com

Booth 1100

firstlooks

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.

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

☎ 650-692-9080

☎ 650-692-9095

🌐 www.koeigames.com

✉ 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,
Sankyuk-dong Puk-gu
Taegu, Korea 702-701 South Korea

☎ 82-53-955-5801

☎ 82-53-950-6198

🌐 www.kogsoft.com

✉ wonlee@kogsoft.com

Booth 7627

firstlooks

Contact(s): Won Lee, Manager

International Contact(s): Won Lee, Manager

Brands: Extreme Rally

Company Description: 4X4 Driving and Physics Engine

Konami of America, Inc.

1400 Bridge Parkway
Redwood City, CA 94065

☎ 650-654-5600

☎ 650-654-5690

🌐 www.konami.com

✉ mckinnon@konami.com

**Booth 1124,
MR 302**

firstlooks

Kutoka Interactive

1001 Sherbrooke Street East, Suite 400
Montreal, Quebec H2L 1L3 Canada

☎ 514-849-4800

☎ 514-849-9182

🌐 www.kutoka.com

✉ info@kutoka.com

Booth 6033

firstlooks

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

☎ 415-382-4484

🌐 www.learningco.com

✉ Karen.Thomas@learningco.com

**MR 501B,
503**

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 Galdin, 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

☎ 860-749-2291

☎ 860-763-6623

🌐 www.lego.com

✉ jeffrey.ardis@america.lego.com

Booth 866

firstlooks

Contact(s): Helen Nicholas, Brand Manager, Lego Media; Jeff Ardis, Brand Manager, Lego Mindstorms; Michael Boland, Brand Manager, Lego Studios; Leah Kalbousi, 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 MINDSTORMS™ 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

☎ 716-447-9420

☎ 716-447-0171

www.apim.com

apimusa@aol.com

Booth 6233
firstlooks

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

☎ 425-739-1569

☎ 425-827-3901

www.lithtech.com

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

☎ 510-795 8500

☎ 510-792 8901

www.logitech.com

sandra_bodmer@logitech.com

Booth 646
firstlooks

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; Garreth 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.

Longbow Digital Arts

4 Mary Jane Street
Providence Bay, Ontario P0P 1T0 Canada

☎ 705 377-4500

☎ 705-377-4331

www.longbowdigitalarts.com

longbow@longbowdigitalarts.com

Booth 6033
firstlooks

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.

Lucas Learning Ltd.

P.O. Box 10667
San Rafael, CA 94903

☎ 415-444-8800

☎ 415-444-8898

www.lucaslearning.com

heather@lucasarts.com

Contact(s): Thea Crosby-Levine, Public Relations Specialist; Mary Sadeghy, Director of Marketing
Brands: Star Wars Super Bombad Racing

MR 518

LucasArts

Entertainment Company LLC

P.O. Box 10307
San Rafael, CA 94912

☎ 415-472-3400

☎ 415-444-8240

www.lucasarts.com

amervin@lucasarts.com

MR 517,518
firstlooks

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.

Exhibitor Profiles



Denotes companies with products debuting at E³

Machrone

774 Charcot Ave
San Jose CA, 95131

Booth 7108

Macrovision Corp.

1341 Orleans Drive
Sunnyvale, CA 94089

Booth 7204

Mad Catz, Inc.

11487 Woodside Avenue
Santee, CA 92071

☎ 619-258-6920

☎ 619-258-6929

www.madcatz.com

mwagner@madcatz.com

Booth 1424



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 Cedex16008 France

☎ 33545673607

☎ 33545614614

www.magelis.org

info@charente-developpement.com

Booth 6233

Contact(s): Gérard Mercher, Managing Director Charente Developpement; Frederic 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

Booth 6621



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.

Majesco Sales, Inc.

160 Raritan Center Parkway
Edison, NJ 08837

☎ 732-225-8910

☎ 732-225-8408

www.majescosales.com

mbasile@majescosales.com

MR 405



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.

34 Devonshire Place
London, London W1G 6JW England

☎ +44 207 935 9499

☎ +44 207 935 9115

www.marjacq.com

information@marjacq.com

Booth 5030



Contact(s): Sandy Schneider, US Consultant; Nick Dawson, Technical Consultant

Company Description: Marjacq is the most renowned agency representing computer games developers.

Matias Corporation

129 Rowntree Dairy Road, Unit 20
Vaughan, Ontario L4L 6E1 Canada

☎ 905-265-8844

☎ 905-265-8744

halfkeyboard.com

vesna@halfkeyboard.com

Booth 7509



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.

300 Ohukai Road, Suite C-325
Kihei, HI 96753

☎ 808-875-0555

☎ 808-875-8775

www.cyclopx.net

info@maui-innovative.com

Booth 7048

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.



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

Booth 2232



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 RPS will hit the shelves Fall 2001.

MCV Media International Media Sponser

St. Andrew House, 46-48 St. Andrew Street
Hertford, Hertfordshire SG14 1JA England

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Contact(s): Lisa Foster, Editor, MVC; Alex Jarvis, Sales Director; Owain Bennallack, 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 & Video Games and programmers' monthly, Develop.

Media Create Co., Ltd.

Booth 7501

Kimura Bldg. 4F, 2-19-3 Soto-kanda,
Chiyoda-ku, Tokyo 101-0021 Japan

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🌐 www.m-create.com

✉ main@m-create.com



Contact(s): Atsushi Hosokawa, CEO

International Contact(s): Kimi Hoshino, MD, International Marketing & Sales

Company Description: Specialize in the field of data management, and provide Japanese Console Software Ranking data with analytical reports.

Metro3D, Inc.

Booth 4003

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 & Marketing; Kim Chang, Marketing Assistant; Roger Fang, Programmer; Eva Chiu, Director of Operations

International Contact(s): Mat Kuwitzky, Sales & Marketing

Brands: Sony PS2/Dark Angel:Vampire Apocalypse, Sony PS2/ Armada 2: Exodus

Company Description: An aggressive new contender in the console & 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.microids.com

✉ ofontenay@microids.com

Booth 4017



Contact(s): Olivier Fontenay, VP Development; Virginie Collot, VP Marketing; Michel Bams, VP Publishing

International Contact(s): Olivier Grassiano, 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

**Booth 1146,
MR 304C, 305**



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

Booth 7324

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

Booth 6207

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 & 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 & 2, PC and Xbox.

Exhibitor Profiles

firstlooks

 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**
firstlooks

Contact(s): Neil Nicastrò, 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
firstlooks

Contact(s): Alex Hazan, Partner; Roy Weg, Partner; Tal Gamliel, Creative Director
Brands: Tiny Tells, Super Dino, Cybercops, 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

Company Description: Mini-Mations is a manufacturer of both Japanese Anime and software video game miniature figures.

Booth 7604

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

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.

Booth 6501

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

Booth 6247

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.

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
firstlooks

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
firstlooks

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 Millennia.

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
firstlooks

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

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.

Namco Hometek Inc.

2055 Junction Ave.
San Jose, CA 95131

☎ 408-922-0712

☎ 408-321-0518

www.namco.com

ssujishi@namco.com

Contact(s): Hugo V. Reyes, PR Manager; Jim Atkiss, Product Manager

Brands: Klonoo 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, Iserre 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.

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.

MR 7532

Booth 1414

firstlooks

Booth 800

Booth 6233

Booth 1312

firstlooks

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

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 Development; 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

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

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.

Booth 746

Booth 6233

Booth 7332, 7336

Booth 976

Exhibitor Profiles

first looks Denotes companies with products debuting at E³

New Media Generation

Booth 7127

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

first looks

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

Booth 2116

235 Bear Hill Rd., Suite 200
Waltham, MA 02451

☎ 781-487-7170

☎ 781-487-7410

www.newkidco.com

✉ jean@newkidco.com

first looks

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 & TIGGER, GOOBY, 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

Booth 7027

1095 East Duane Avenue, Suite 100
Sunnyvale, CA 94086

☎ 408-737-9341

☎ 408-737-9351

www.nexon.com

✉ info@nexon.net

first looks

Contact(s): Scott Lee, President/CEO; Paul Philleo, PR & Marketing Coordinator

International Contact(s): Omari 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

Booth 6949

6370 Wise Avenue, N.W.
North Canton, OH 44720

☎ 330-490-2000

☎ 330-490-2011

www.nexpak.com

✉ brianmatos@nexpak.com

Contact(s): Brian Matos, Product Manager; Lisa Lake, Regional Manager

International Contact(s): Mark Roberts, Dir Intl Sales Brands

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.

**Booth 2816,
MR 516**

4820 150th Ave NE
Redmond, WA 98052

☎ 800-633-3236

☎ 425-882-3585

www.nintendo.com

✉ nintendo@noa.nintendo.com

first looks

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

MR 7320

2192 Fortune Drive
San Jose, CA 95131

☎ 408-514-6447

☎ 408-514-6480

www.toygladiator.com

✉ brendan@nitrostream.com

first looks

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

Booth 1300

6000 Connection Drive
Irving, TX 75039

☎ 972-894-5000

☎ 972-894-4589

www.nokia.com

✉ michele.valenta@nokia.com

NOKIA
CONNECTING PEOPLE

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

Booth 6233

75 rue Leon Gambetta
Lillenone 59041 France

☎ 33 - 320 63 04 15

☎ 33 - 320 57 24 29

www.locatenorthfrance.com

✉ d.vernier@locatenorthfrance.com

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.

Booth and Meeting Room Key

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	



NovaLogic, Inc.

26010 Mureau Road, Suite 200
Calabasas, CA 91302

☎ 818-880-1997

☎ 818-880-1998

www.novalogic.com

polshan@novalogic.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, Necrocode, 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.

MR 304A

firstlooks

Nyko Technologies

2311 S. Cotner Ave., Ste. D
Los Angeles, CA 90064

☎ 310-445-2550

☎ 310-445-7714

liset@nyko.com

Booth 3008

firstlooks

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.

NUBY Interactive

125 Commerce Drive
Hauppauge, NY 11788

☎ 631-435-0200

☎ 631-435-4545

info@nubyinteractive.com

Booth 2108

NUBY

firstlooks

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 Scemello, 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

MR 301A/B

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.

Olympus America Inc.

Two Corporate Center Drive
Melville, NY 11747

☎ 1-800-ocamera

☎ 631-844-5262

www.Olympus.com

Slukac@Olympus.com

Booth 6455

firstlooks

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

Tegnératan 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

firstlooks

Contact(s): Henrik Eklund, CEO; Michael Skärbo, Head of Acquisition 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 Information

Exhibitor Profiles

firstlooks 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; WarzoneEuropa 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.

Booth 6555

firstlooks

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 WernerFormula 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.

Booth 6501

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.

firstlooks

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 7110

Phantagram Ltd.

E-Biz Tower 5th Floor
23 Yangjae Dong, Seocho, Seoul, 137-130, Korea

Booth 7300

PHI Enterprises

12832 Garden Grove Blvd. Suite 6
Garden Grove, CA 92843

Booth 7111

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.

Booth 6443

Pocket Playcard Game Ltd.

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 pocket size. In total, 16 games, easy to play and collect. Marvelous collector games!

Booth 7023

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. Benoît 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

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.

Booth 7613



Prima Games

3000 Lava Ridge Ct
Roseville, CA 95661

☎ 916-787-7000

☎ 916-787-7004

www.primagames.com

licensing@primagames.com

Contact(s): Debra Kempker, President; Julie Asbury, Publishing Director; Mark Hughes, Sales Director; Amy Kozma, Sr. Licensing Manager; Andy Roller, 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


Radica

13628-A Beta Road
Dallas, TX 75244-4510

☎ 972-490-4247

☎ 972-490-7543

www.radicagames.com

ckunz@radicausa.com

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.

Booth 6011


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

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.

Booth 6523


Q-Mark Technology Corporation

#47 Floor 13-3 Pao Chung Road
Hsingtien, Taipei 231 Taiwan

☎ 0229141406

☎ 0229125773

www.qmark.com

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 3D1 USB Paid and for USB adapter box. PX2, PS2, and DC Accessories, GBA, GBC Accessories.

Booth 7601

Qualcomm, Inc.

5775 Morehouse Drive
San Diego, CA 92121

☎ 858-587-1121

☎ 858-658-2100

www.qualcomm.com

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 746


Rage Games Limited

Martins Building, Water Street
Liverpool, Merseyside L2 3SP United Kingdom

☎ +44 (0)151 237 2200

☎ +44 (0)151 237 2201

www.rage.com

phil_wright@rage.co.uk

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.

Booth 7314


RCA/Thomson Multimedia, Inc.

2000 Clements Bridge Road
Deptford, NJ 08096

☎ 856-853-2350

☎ 856-853-2593

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.

Booth 6821


Red Lemon Studios Ltd.

175 West George Street
Glasgow, Scotland G2 2LB United Kingdom

☎ +44 (0) 141 271 2000

☎ +44 (0) 141 271 2001

www.redlemon.com

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.

Booth 2316


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

✉ info@redstorm.com

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.

Booth 624

firstlooks

Requena Import & Export, Ltd.

2/F Shui On Centre 8 Harbour Road
Wancha I, Hong Kong

☎ 85228248787

☎ 85228248785

🌐 www.requenaimportexport.com

✉ 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

✉ benoit.meyronin@numera.org

Company Description: We are a non-profit, public-funded structure. We represent the Rhône-Alpes video game industry ("LYONGAME").

Booth 6233

RiverBorne Communications

119 s. Main St.
Memphis, TN 38103

☎ 901-312-9150

☎ 901-312-9151

🌐 www.riverborne.com

Contact(s): Mark Hodes; Barry Fiala; Blithe Selbey

Company Description: Changing the way software manufacturers package their product.

Booth 7148

firstlooks

Rocelco Inc.

24 Viceroy Road, Unit 1
Concord, Ontario L4K 2L9 Canada

☎ 905 738 0737

☎ 905 738 0396

🌐 www.rocelco.com

✉ sales@rocelco.com

Contact(s): Norman Yeager, President; Walter Buklin, 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

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

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

✉ info@russobit-m.ru

Contact(s): Yuriy Moskvina, General Director; Irina Mizrahi, Commercial Director; Alexander Tevis, Licensing Manager; Slava Plotnikov, Business Development Manager; Tatiana moraru, International Sales Manager; Yuriy Igumnov, Technical Department; Sergey Grigorovich, Game Developer; Oleg Salyahov, Technical Department

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-ROM-s. Among its partners are distinguished foreign companies like Auralog, CDV, Titus Group, Cryo-Interactive, IndexPlus and others.

Booth 7625



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.

Booth 6815

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

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.

Booth 7029

Scanavo Ltd.

Box 64153, 5512 - 4th., Street, N.W.
Calgary, Alberta T2K 6J1 Canada

☎ 403-250-6855

☎ 403-250-6844

✉ kes@scanavo-ltd.com

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.

Booth 7504

Schanz International Consultants

Bgm. - Oberhettinger Str. 2a
Deidesheim, Rheinland Pfalz 67146 Germany

☎ +49 6326 6010

☎ +49 6326 7241

✉ www.gerhardschanz.com/games

✉ chandras@t-online.de

Contact(s): Gerhard Schanz, Managing Director; Ranju Hirschmueller, Licensing manager; Oliver Lambrecht, Biz Dev. coordinator; Stephan Volker, PR
International Contact(s): Chandra Schanz, Director, Licensing & Biz Dev.; Ranju Hirschmueller, 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.

Booth 7218

School Zone Interactive

1819 Industrial Drive
Grand Haven, MI 49417

☎ 616-846-5030

☎ 616-846-3870

✉ www.schoolzone.com

✉ seang@schoolzone.com

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.

**Booth
7315, 7317**

Scottish Games Alliance

c/o Scottish Enterprise Tayside
45 North Lindsay Street
Dundee, Tayside DD1 1HT Scotland

☎ +44 1382 223100

☎ +44 1382 201319

✉ www.scottigames.com

✉ joyce.matthew@scotent.co.uk

Contact(s): Mark Ettle, Chairman; Derek Seath, Secretary
International Contact(s): Mark Ettle, Chairman

Company Description: The Scottish Games Alliance provides a forum for the development of the computer games development industry in Scotland.

Booth 2316

Second Skin Media Ltd.

10A Douglas Street
Dundee, Tayside, DD1SAJ, Scotland

Booth 2316

Sega of America

650 Townsend Street, Suite 650
San Francisco, CA 94103

☎ 415-701-6000

✉ www.sega.com

✉ 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.

Booth 2240

Exhibitor Profiles

firstlooks 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

☎ 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.

Booth 1100

firstlooks

Simi Reality Motion Systems GmbH

Max-Planck-Str. 11
Unterschleißheim, Bavaria 85716 Germany

☎ 0049-89-321459-0

☎ 0049-89-321459-16

www.simi.com

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.

Booth 7623

firstlooks

Simon & Schuster Interactive

1230 Avenue of the Americas
New York, NY 10020

☎ 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 Binazesi, 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.

Booth 1100

firstlooks

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 Kyslenko, Sales and Marketing; Tom Kung, CEO; Alex Katerynychuk, 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.

Booth 7149

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

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.

Booth 6233

firstlooks

Small Planet Ltd

Neitsytpolku 5
Helsinki, Uusimaa FIN-00140 Finland

☎ +358 9 5420 1100

☎ +358 9 5420 1120

www.smallplanet.fi

info@smallplanet.fi

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 Jantoni Media Group and Sonera Corporation, with whom Small Planet has a solid track record from numerous product launches.

Booth 6833

firstlooks

Soft Air USA

The Embarcadero, Pier 23
San Francisco, CA 94111

☎ 925-575-1511

☎ 925-855-1645

educhange@worldnet.att.net

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.

Booth 7036

firstlooks



Soft Enterprises

Hinter der Komödie 13-17
Kassel, NA 34117 Germany

+49 561 76639 0

+49 561 76639 10

www.soft-enterprises.com

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

+49-4521-8004-0

+49-4521-8004-88

www.software2000.de

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

828-658-6183

828-658-6100

www.sonopress.com

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

650-655-8000

650-655-8001

lori_chase@playstation.sony.com

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.

firstlooks

Sony Corporation

2-15-3 Konan

Minato ku, Tokyo 108-6201 Japan

+81-3-5769-5247

+81-3-5769-5094

info_snd@auau.sony.co.jp

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.

firstlooks

Sony Disc

Manufacturing/SecuROM™

123 International Way

Springfield, OR 97477

Sony Disc Manufacturing

415-609-7706

650-324-3839

www.securom.com

johannes_stegfellner@sonydad.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.

SecuROM™

Sony Online Entertainment

8928 Terman Court
San Diego, CA 92121

858-577-3100

858-577-3308

www.station.com

lleyba@verant.com

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 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.

firstlooks

Booth 746

Booth 7321, 7323

firstlooks

Booth 7000

Booth 7301, 7404

Booth 7232

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

Booth 6501

+49-911-9981315

+49-911-869660

www.toyfair.de

a.pfeiffer@spielwarenmesse.de

Contact(s): Ingeborg Fleckenstein, Management board

Company Description: Fair Organizer

Spin Magazine

205 Lexington Ave., 3rd Floor
New York, NY 10016

Booth 7615

212-231-7400

212-231-7300

www.spin.com

rdonatie@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

Square Soft/ Square Electronic Arts L.L.C.

6060 Center Drive, Suite 100
Los Angeles, CA 90045

Booth 500

firstlooks

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.

SRS Labs, Inc.

2909 Daimler Street
Santa Ana, CA 92705

Booth 6543

firstlooks

949-442-1070

949-852-1099

www.srslabs.com

sales@srslabs.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:SRSL) 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.

Steel Monkeys Limited

Tara House, 46 Bath Street
Glasgow, Lanarkshire G2 1HG UK

Booth 2316

+44 (0) 141-572-72-72

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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

Booth 746

972-985-2131

972-985-2140

www.smp-inc.com

janegodek@smpsals.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

Booth 824

514-844-3040

514-844-4337

www.strategyfirst.com

market@strategyfirst.com

firstlooks

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

Booth 5125

650-604-2937

650-604-2470

www.streamtheory.com

info@streamtheory.com

firstlooks

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 and Meeting Room Key

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

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goergner@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.

Booth 846

firstlooks

TDK Mediactive

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818-871-1972

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info@tdk-m.com

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, Obey, 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.

Booth 966

firstlooks

team cHmAn

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www.chman.com

team@chman.com

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.

Booth 6233

firstlooks

Team Sound

4669 Murphy Canyon Road

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Booth 7158

Technodigit

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Villeurbanne, France 69100 France

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+33-472-690-435

www.technodigit.com

l.mellah@technodigit.com

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.

Booth 6233

firstlooks

Tecmo, Inc

21235 Hawthorne Blvd. Ste 205

Torrance, CA 90503

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.

Booth 2800

Telefilm Canada

360 St. Jacques Street, Suite 700

Montreal, Quebec H2Y 4A9 Canada

514-283-6363

514-283-2648

www.telefilm.gc.ca

corrivl@telefilm.gc.ca

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 for a detailed list very shortly.

Booth 6033

Telefilm Canada

firstlooks

THQ, Inc.

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Calabasas Hills, CA 91301

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☎ 818-871-7400

www.thq.com

thq@thq.com

Booth 4001



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

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☎ 86-755-7866192

www.tigergame.com; www.gamesources.com

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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.

Booth 6939

Tips & Tricks

Magazine/LFP Inc.

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Beverly Hills, CA 90211

☎ 323-651-5400

☎ 323-651-0651

www.tipstricks.com

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Booth 6515



Contact(s): Brian Dunn, Marketing Manager; Mari Kohn, National Advertising Director; David Lutzke, 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.

Titus

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☎ 818-709-6537

www.titusgames.com

infos@titus.fr

Booth 5118



Contact(s): Eric Caen, President; Herve Caen, CEO; Tom Wong, CFO; Nicolas Beraudo, VP Sales; Frederic Qualid, 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 Waeselynych, 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

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☎ 212-431-4420

☎ 212-431-4537

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Booth 6523



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 TKG 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.

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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

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Renton, WA 98055

☎ 425-656-3621

☎ 425-656-8013

topics-ent.com

jimf@topics-ent.com

Booth 6643



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.

Booth and Meeting Room Key

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	



Torus Games Pty Ltd.

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Contact(s): Bill McIntosh, Managing Director; Stephen Leonard, General Manager; Joe Tabor, Business Development Manager; Brian Uniake, Producer; Kevin McIntosh, Producer

Company Description: Torus is a game 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.

Booth 4019

U&P Interactive Limited

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Shatin, NIL Hong Kong

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☎ 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.

first looks

Booth 7039

Trade Fair Support

Tradefair House Enterprise Road, West Court
Maidstone, Kent, ME 15 6JD, UK

Booth 5030

Tremor

Entertainment Inc.

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Burbank, CA 91504

☎ 818-729-0020

☎ 818-729-0025

✉ karen@tremor.net

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.

Booth 7222

first looks

Turbine

Entertainment Software

60 Glacier Drive
Westwood, MA 02090

☎ 781-407-4000

☎ 781-329-5463

✉ office@turbinegames.com

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.

Booth 7329

first looks

Turtle Beach

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Yonkers, NY 10701

☎ 914-966-0600

☎ 914-966-1069

✉ Dom@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: 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.

Booth 7216

U.C.C. Distributing Inc.

6102 Avenida Encinas #E-F
Carlsbad, CA 92009

☎ 760-431-4794

☎ 760-431-0579

🌐 www.uccdistrib.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

Booth 6905

U.S. Games

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.

Booth 6923

Ubi Soft Entertainment

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, Eastern Regional Sales Manager; Austin Gavin, Western Regional Sales Manager

Booth 624, MR 153



first looks

Ugo.com/

UnderGround Online

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Booth 7215

Univenture, Inc.

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☎ 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.

Booth 6929



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.

Booth 1100



Verband der Unterhaltungssoftware Deutschland e.V.

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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.

Booth 6501

Versus Books

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🌐 www.versusbooks.com

✉ pleigh@versusbooks.com

Contact(s): Len Ciciretto, 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 2232

Vibe Magazine

215 Lexington Avenue, 6th Floor
New York, NY 10016

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Contact(s): Jennifer Jay, Marketing Associate; Sean Ellis, Pacific Southwest Sales Manager

Booth 7614

Victory Multimedia

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☎ 310-416-9839

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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 6415

VideoGame.Net/

Lunar Tide Communications, Inc.

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☎ 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 7228



VIS Entertainment plc

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☎ 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.

Booth 2316



Vision Technology System Co., Ltd.

3612 Technomart 546-4 Guui-dong Kwangjin-gu
Seoul, Korea 143-200 South Korea

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☎ 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.

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Dundee, Tayside DD2 1XF Scotland

☎ UK 44-1382-422100

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🌐 www.vissci.com

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Brands: EA Sports, F1 2000, F1 Championship Season 2000, Expert Pool, GTA(PSX)

Booth 2316

Vivendi Universal Games

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🌐 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

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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 Llores, 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

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firstlooks

Contact(s): Emmanuel Oliver, CEO; Bernard Tani, President; Vincent Berlioz; Jean-Claude Xirau; Edouard Lussan, Editorial Director; David Hartley, Production Director; Inès Pauly, Marketing Director

International Contact(s): Olivier Pierre, Sales Director; Christelle Chandavoine, Territory Manager; Marie-Christine Vaz, Territory Manager; Irène 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.

Booth 6733

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
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Booth 7607

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Drogenbos, Brussels 1620 Belgium

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firstlooks

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.

Booth 7620

Exhibitor Profiles

first looks Denotes companies with products debuting at E³

Wild Things

51 Mill Road, Lisvans
Cardiff, South Glamorgan CF14 0XJ UK

☎ +44 (0)29-20755774

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Booth 6523



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.

WildTangent

18578 NE 67th Court, Bldg. 5
Redmond, WA 98052

☎ 425-497-4500

☎ 425-497-4501

🌐 www.wildtangent.com

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MR 511B

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.

WinMax Technology

48511 Warm Springs Blvd. #205
Fremont, CA 94539

☎ 510-657-6188

☎ 510-657-6189

🌐 www.topmaxgames.com

✉ sales@winmax-usa.com

Booth 6903

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.

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

Booth 6615



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 Online Benesion, 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!

Working Designs

P.O. Box 494340
Redding, CA 96049

☎ 530-243-3417

☎ 530-244-3416

🌐 www.workingdesigns.com

✉ nhuggins@workingdesigns.com

Booth 2408

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

Xicat Interactive

800 East Broward Blvd., Suite 700
Fort Lauderdale, FL 33301

☎ 954-522-3900

☎ 954-522-6656

🌐 www.xicat.com

✉ info@xicat.com

MR 514



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!

XL Studio

75 Rue de Gerland
Lyon, France 69007 France

☎ +33 (0) 472716949

☎ +33 (0) 437289187

🌐 www.xlstudio.com

✉ contact@xlstudio.com

Booth 6233

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.

Xplorys Limited

Xplorys House, Lenacre Street
Ashford, Kent TN26 1JD United Kingdom

☎ 0031-72-5675577

☎ 0031-72-5610503

🌐 www.xplorys.com

✉ diana@xplorys.com

Booth 7516

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

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Xtecnologies

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Kowloon, Hong Kong 0000 Hong Kong

☎ 852-27217720

☎ 852-27217288

🌐 www.xtecnologies.com

✉ info@xtecnologies

Contact(s): Fedele Daidone, Managing Director; Corrado Cavazzi, Intl. Sales Manager; Lucia Rimondini, Product Manager; Gabriele Livaldi, Technical Dept.; Ms. Jaqueline 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

firstlooks

Ziff Davis Media

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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

Yobo Gameware Co.

3546 Meeker Ave. #B
El Monte, CA 91731

☎ 626-279-9688

☎ 626-279-7688

✉ 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

Zio

18625 Sutter Blvd, S-200
Morgan Hill, CA 95037

☎ 408-778-6500

☎ 408-778-2737

🌐 www.ziosoft.com

✉ 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.

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Z-Best Audio & Video

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Booth 7518

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Square Co., Ltd./Square Electronic Arts L.L.C.

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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

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

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

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)

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Diablo II

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Game of the Year

Diablo II

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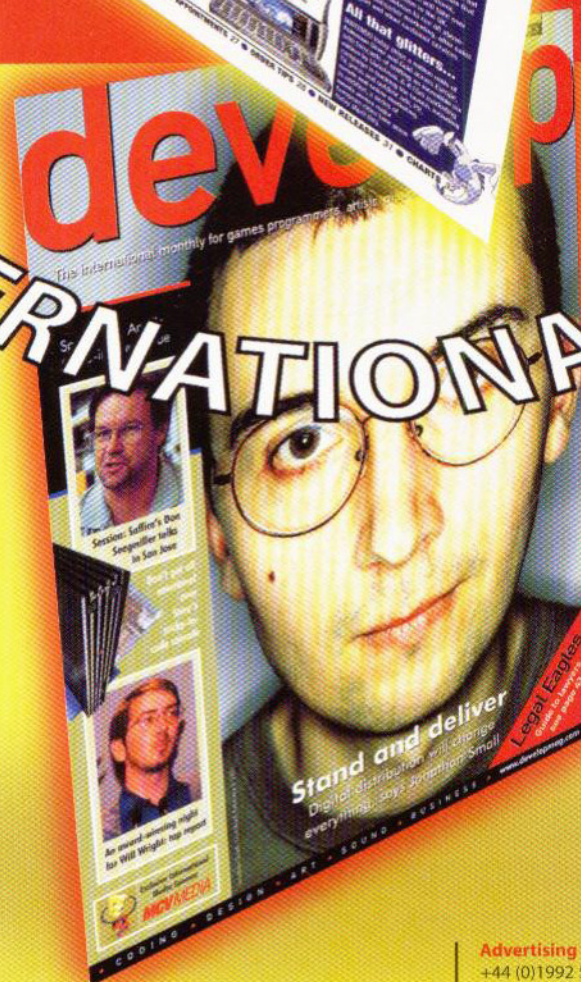
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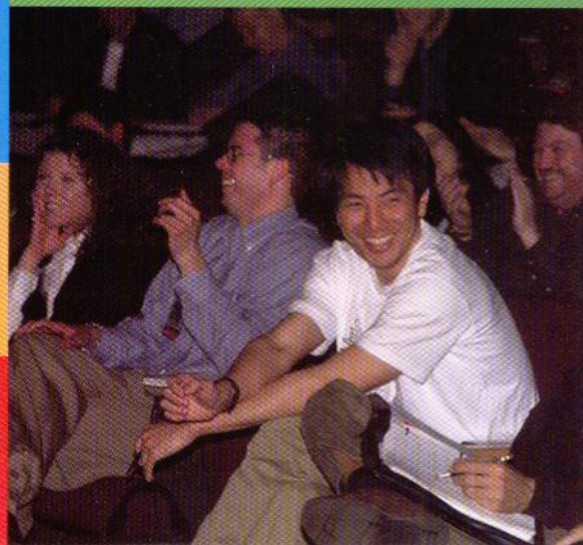
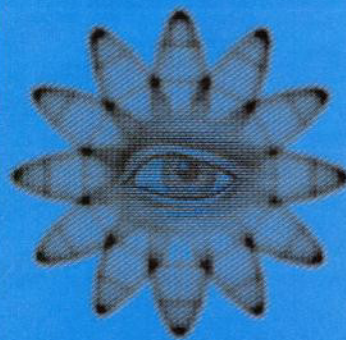
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Resources for Game Development

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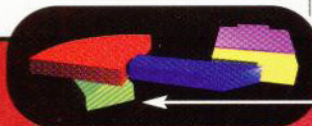
GameDevelopers
Conference

Visit our booth during E3 located
in the Kentia Foyer.

Convention Center Maps



LOS ANGELES CONVENTION CENTER
Los Angeles, California



Please note: Kentia Hall is located below South Hall

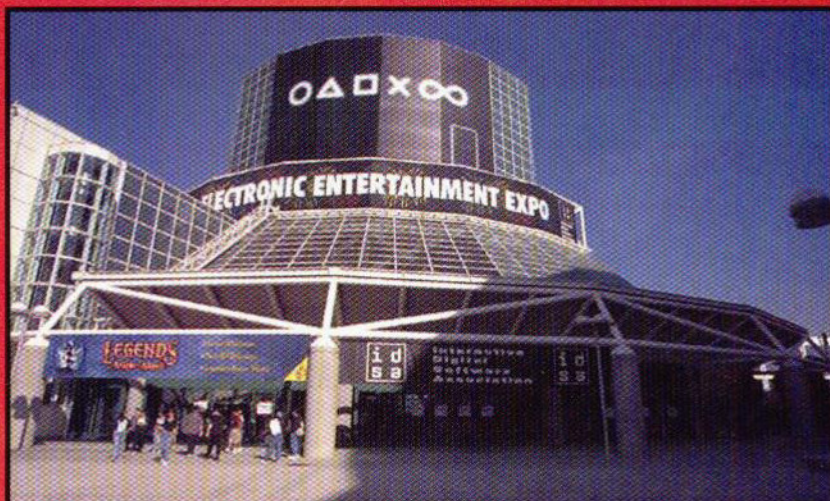
BOOTH KEY

South Hall	300 - 1900
West Hall	2000-3900
Petree Hall	4000-4900
Concourse Hall	5000-5900
Kentia Hall	6000-7900

MEETING ROOM KEY

Concourse (1st Floor)	150-153
South (2nd Floor)	300-390
Concourse (2nd Floor)	400-490
West (2nd Floor)	500-590

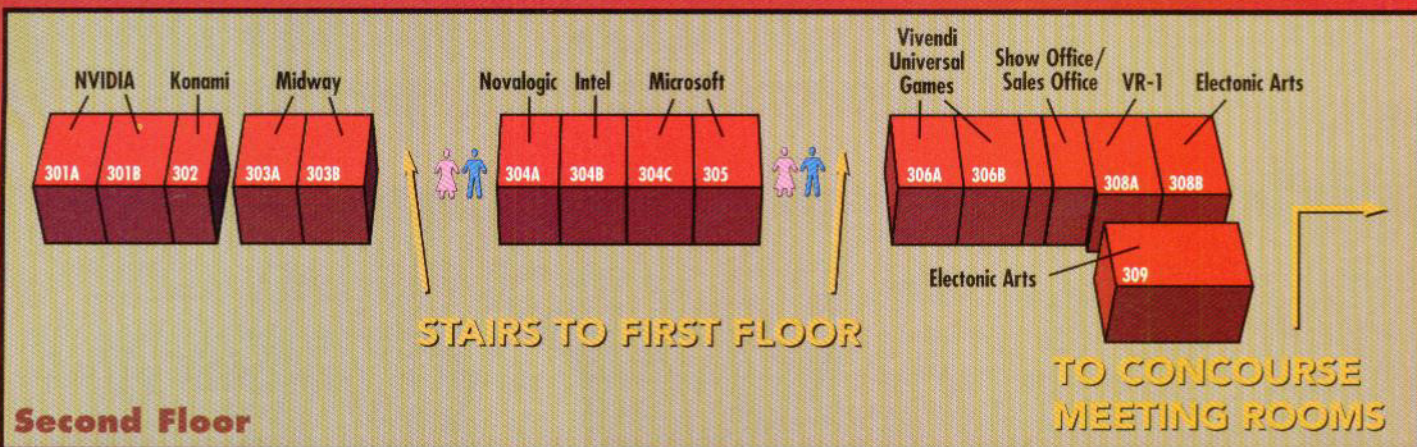
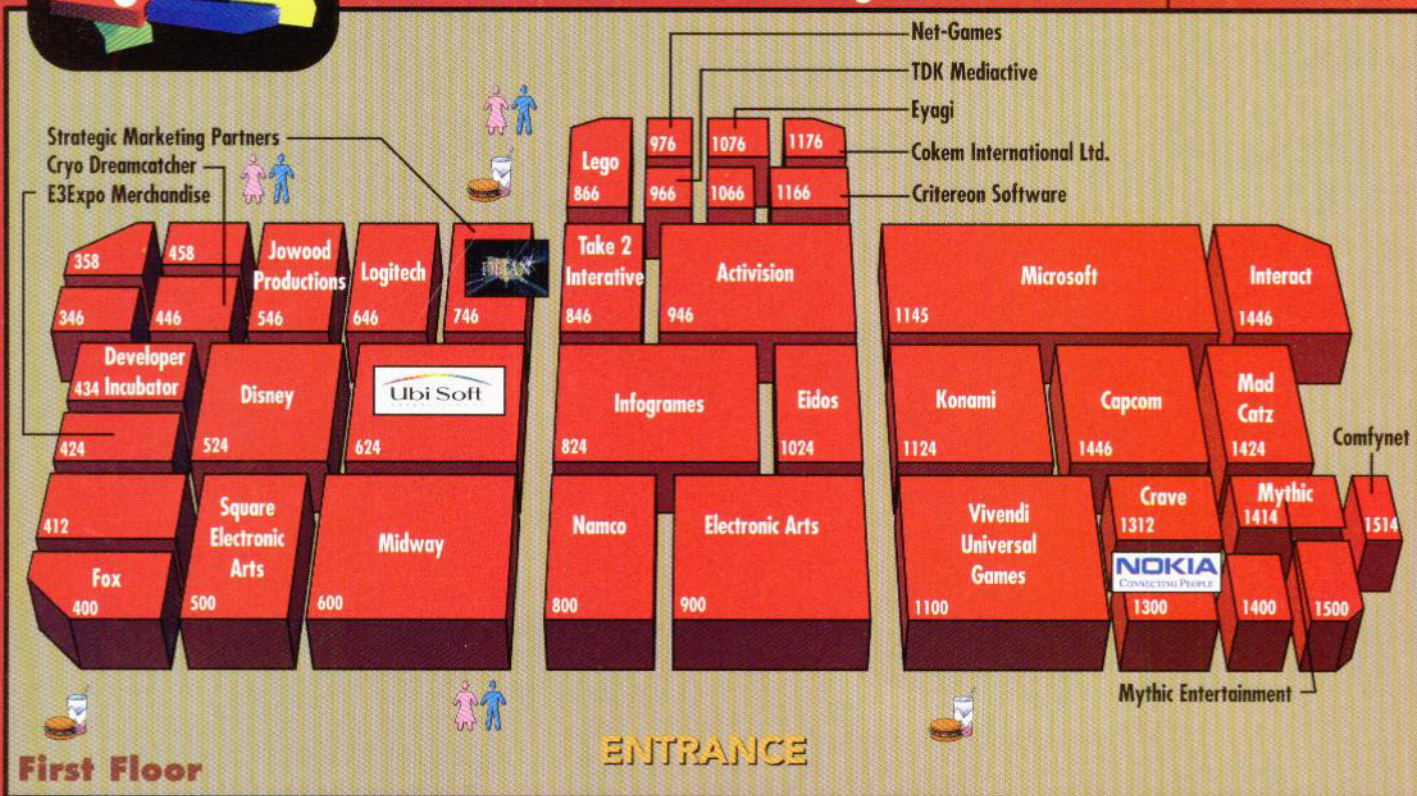
To find an exhibitor's booth, first locate the exhibitor's profile and booth number in this guide (Profiles are listed alpahbetically starting on page 70). Use the Booth or Meeting Room Key to determine which hall the exhibitor is in. Then simply use these maps to find your way to the hall and booth.



South Hall

Booths 300-1900

Meeting Rooms 300-390

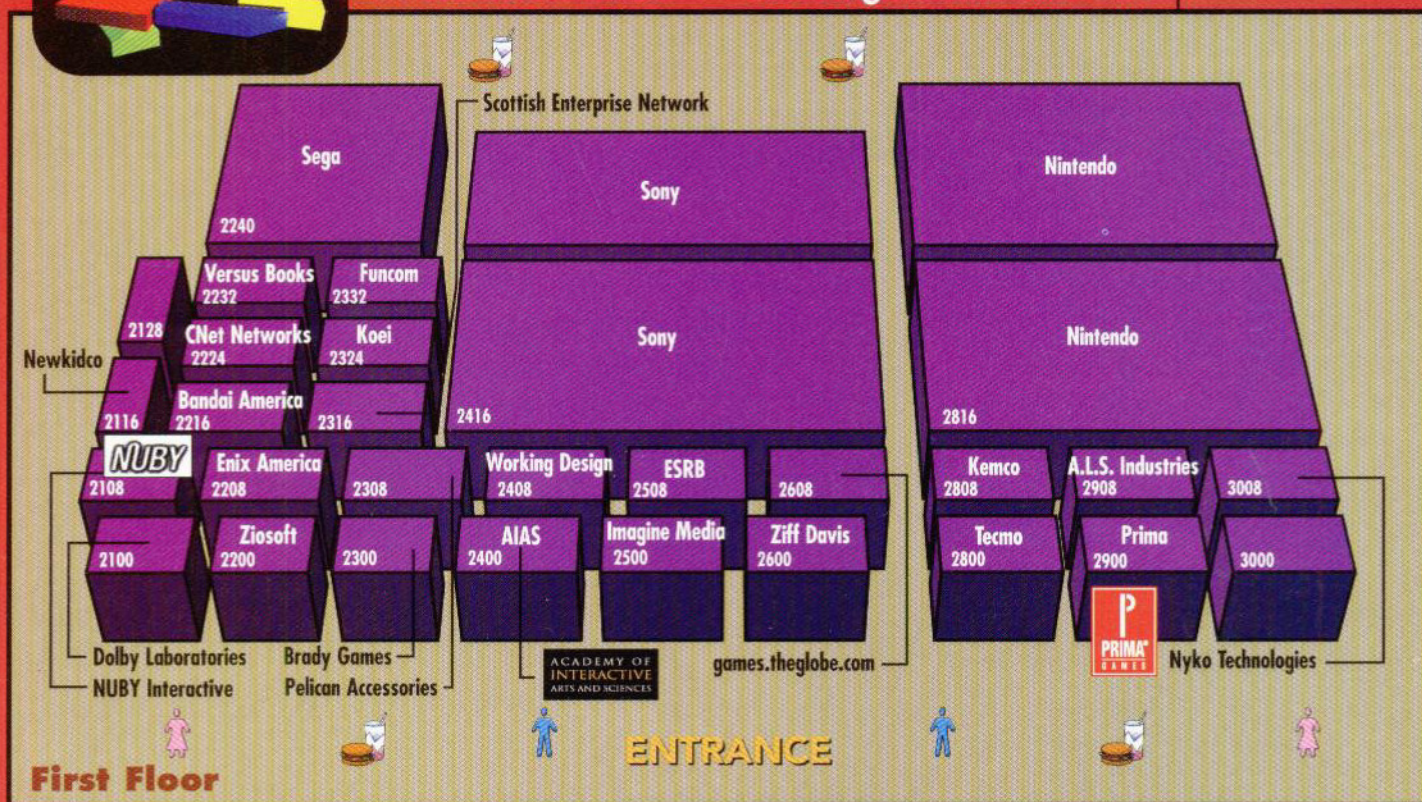




West Hall

Booths 2000-3900

Meeting Rooms 500-590

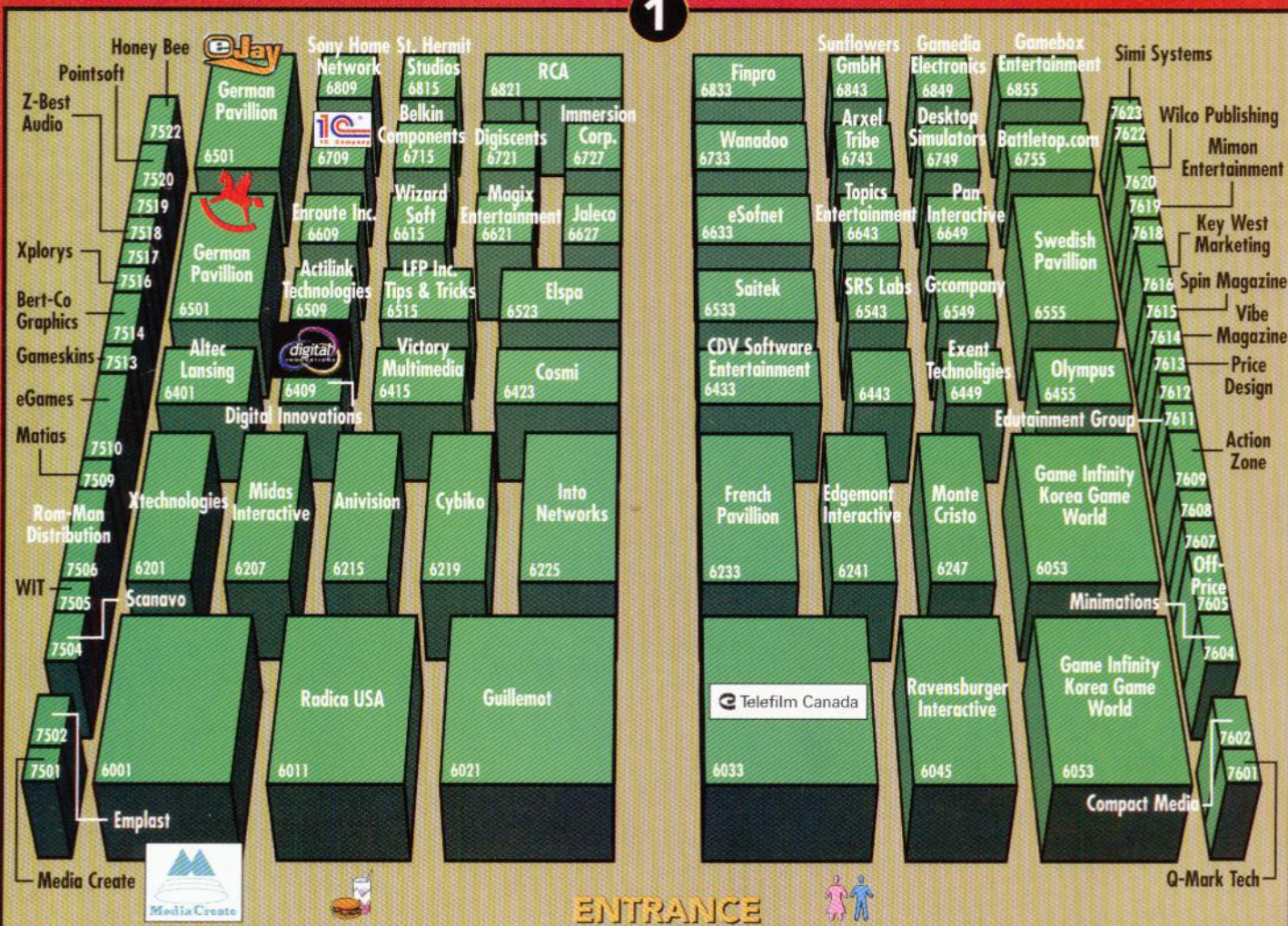


Exhibitor Information

A 3D perspective view of a 10x10 grid of blocks, numbered 1 through 10, showing the layout of the blocks in the grid. The blocks are arranged in a 10x10 grid, with the numbers 1 through 10 indicating the position of each block. The blocks are arranged in a 10x10 grid, with the numbers 1 through 10 indicating the position of each block.



1



ENTRANCE



2

Exhibitors and Booth Numbers:

- Top Left:** Sonopress (7404, 7406, 7408, 7410), Bioware (7301, 7305, 7309), Planetactive (7300, 7302, 7304, 7306, 7308, 7310), Game Producer.com (7203, 7209, 7211), Phantagram (7200, 7202, 7204, 7206, 7208), AIA (7103, 7105, 7109, 7111), JC Research (7100, 7102, 7104, 7106, 7108, 7110), Pengo (7003, 7009), Yobo Gameware (7000, 7002, 7004, 7006, 7008), Clear-Vu Product (6911), Heksplex (7000, 7002, 7004, 7006, 7008), Cyberscape Graphics (6903, 6905), Esprit Development (6911), Softworld (7533, 7532, 7531, 7530, 7529, 7528, 7527, 7525), MPS Multimedia.
- Top Right:** Voyetra Technologies, Turbine Entertainment, Ensemble Studios (7414, 7422, 7424, 7426), School Zone Interactive (7315, 7317), Software 2000 (7321, 7323), The Logic Factory (7327, 7329), Infostream, Microsoft TV (7314, 7320, 7322, 7324), Cosmi (7328), Rage Games (7215, 7217), Intrinsic Graphics (7221), Digital River (7227), Ugo Networks, Tremor, Videogame.net (7214, 7216, 7218, 7220, 7222), Saitek (7226, 7228), Privo (7115, 7117), New Media Generation (7121, 7123, 7127, 7129), Turtle Beach, Pocket Playcard Games, China CNP (7114, 7116, 7118, 7120, 7122, 7124, 7126), C2T (7015, 7017, 7021, 7023), Nexon (7027, 7029), Sanyo Verbatim (7014, 7018, 7020, 7024), Diamond Comic Distributors (6915, 6917), Mushkin Enhanced Memory Systems (6921, 6923), Cash-U (6927, 6929), Binarystar (7014, 7018, 7020, 7024), Azuradisc, Enpack, U.S. Games Distribution, Ellis Enterprises, Univenture (6915, 6917, 6921, 6923, 6927, 6929), Kay Productions.

3

Sony Disc Manufacturing SecuROM™

Exhibitors and Booth Numbers:

- Top Left:** Electronic Arts (7432, 7433, 7435, 7437, 7439, 7441), Neomagic (7332, 7336, 7340, 7342, 7344), Sunflowers GmbH (7233, 7237, 7239, 7243, 7245), Rolling Stone (7232, 7236, 7238, 7240, 7242, 7244), Gametrader.com (7133, 7137, 7139, 7143, 7145), Requena (7132, 7136, 7138, 7140, 7142, 7144), GTSI (7033, 7037, 7039, 7043, 7045), Intersense, Gametronics, U&P Interactive, Fortune Electronics, Keytec (7032, 7036, 7040, 7042, 7044), Comenet, Roxelco (6933, 6937, 6939), Game Source, Tiger Game, Essential Reality (6943), Sony Disc Manufacturing.
- Top Right:** Encore Software (7345, 7349, 7353, 7357), Destination Software (7348, 7352, 7354, 7356, 7358), Phenomdia, Exent Technologies (7249, 7255, 7257), Compedia, Simplejet (7248, 7250, 7252, 7254, 7256, 7258), Riverborne Communications (7148, 7152, 7154, 7156, 7158), Wiredred Software (7049, 7051, 7055, 7057), Game Center, MyiCo Accessories, Serafine Studios (7048, 7052, 7054, 7056), Nexpak (6949), Cyclefx (6953, 6957), Maui Innovative Peripherals, Far Stone Technologies (6949, 6953, 6957), Extreme Rally (7633, 7632, 7631, 7630, 7629, 7628, 7627, 7625), Russobit-M.

Exhibitor Information

Concourse Hall



Booths 5000-5900

Meeting Rooms 150-153



First Floor

ENTRANCE

ENTRANCE



TO SOUTH HALL
MEETING ROOMS

TO WEST HALL
MEETING ROOMS

Second Floor



Concessions

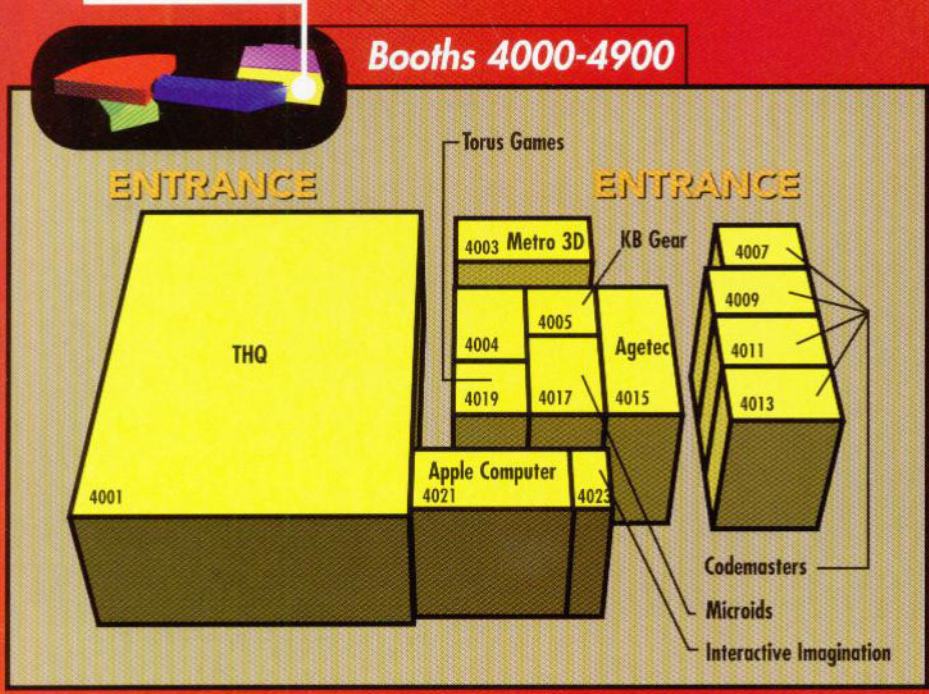


Restrooms



Petree Hall

Booths 4000-4900



Exhibitor Information

PRIMA GAMES

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