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CyberActive Media Group, Inc.

Southwest Securities Predicts a Bright Gaming Future

By Bryan Intihar

It is pretty safe to say that for the majority of the interactive entertainment industry, the past year or so has not been the best financially. All sectors of the industry have been hurt from what is popularly referred to as a "console transition."

The first major console transition happened back in 1994-1995 with the industry moving from 16-bit to 32-64-bit consoles. Many leading game companies suffered financially during these times. Currently, we are in a 32-64-bit to 128-bit console transition, and some companies are in trouble like in 1994-1995. However, Southwest Securities, which describes itself as a "technology-driven financial services company," is reporting that the best days are ahead.

The main reason the firm has for this optimism is by taking a look at history. After the console transition of 1994-1995, the industry bounced back tremendously. Simply put, Southwest Securities believes that history will repeat itself.

The firm recently completed its "Fall 2000 Consumer Products Research Report" concerning the interactive entertainment industry. Throughout its pages, the analysts of Southwest Securities reported on such issues as the future of the gaming industry, industry growth comparisons and changing gaming trends. The intention of this report was to inform possible investors that this is the most opportune time to invest in gaming companies because the firm

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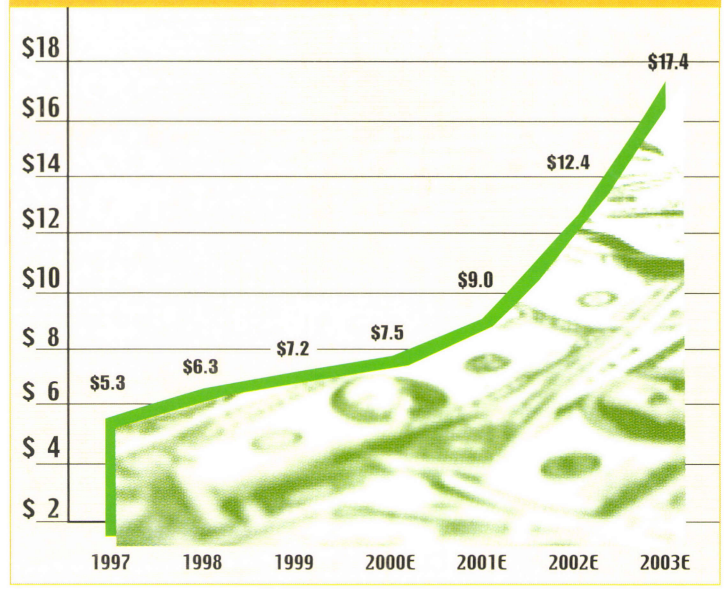
US Video & PC Game Sales ($Billions)*



* Source: The NPD Group Worldwide and SWS estimates

PlayStation 2 Game Sales Impress

By Ben Rinaldi

Now that the most anticipated hardware launch in consumer electronics history is nothing more than a fading memory, it's time to evaluate PlayStation 2's sales performance during its first week of availability. If you've been following the reports in *GameWEEK* during the past few months, then you know that trying to buy a PS2 on October 26 was about as likely as finding peace in the Middle East. Hungry gamers immediately scooped up all 500,000 units allocated to the U.S., so it's obvious that

(continued on page 3)

THQ Ready for the Holiday Season, Sets 2001 Groundwork

By Bryan Intihar

THQ Inc. has made major strides in the past few years to become one of the most successful publishers in the industry. The company is no longer considered the "Wrestling and Rugrats" publisher. Recently, THQ held an event to discuss what it has in store for this holiday season, as well as some of its projects for 2001.

No one can doubt how popular the wrestling genre has become, and THQ has made sure that it will continue to be the top publisher in this category. On the console/portable side, there will be three game released: *WWF Smackdown! 2: Know Your Role* for the Sony PlayStation and *WWF No Mercy* for the Nintendo 64 and Game Boy Color. Consumers will have no problem recognizing these titles, as each will receive a pretty hefty marketing campaign. More

(continued on page 4)

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Continued From Cover

PlayStation 2 Game Sales Impress

Which games lit up the cash registers at launch

hardware is having no problem selling. History has taught us that it's the games that sell videogame consoles so what we want to know is, which of the early launch titles are consumers purchasing to play on their shiny new console?

Early indications are positive for Sony and its third-party publishers as two PS2 games were able to crack the top ten sales charts according to NPD TRSTS data. Miraculously, *Madden NFL 2001* landed at No. 5 and *Tekken Tag Tournament* made it at No. 8 on the top ten selling videogame console list for the week ending October 21 (that's right-they made the list five days before the system came out thanks to EA's and Namco's decision to release these games a week early). This means PS2 buyers are snapping up *Madden 2001* and *Tekken Tag* at an almost one to one ratio with the hardware. To illustrate how impressive a feat this is, consider that Dreamcast games still have a hard time cracking the top 20 sales list on a regular basis, despite the console being around for more than a year.

It's no surprise that *Madden 2001* leads the pack of PS2 games, but it is somewhat of a shocker that small publishers like Agetec with *Armored Core 2* and Rockstar Games with *Smuggler's Run* and *Midnight Club* are enjoying such early success. All three of the aforementioned titles appear in the top 10 best selling PS2 list.

Despite some early stumbles it appears that PS2 is on the fast track to success. Once Sony irons out its hardware shortage problems and the console's installed base grows, look for more and more PS2 titles to monopolize the sales charts. **GW**

Top Ten Best Selling PlayStation 2 Titles

Ranked on Units Sold, October 15 through 21, 2000

RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	MADDEN NFL 2001	ELECTRONIC ARTS	OCT '00	$51
2	TEKKEN TAG TOURNAMENT	NAMCO	OCT '00	$51
3	SSX	ELECTRONIC ARTS	OCT '00	$52
4	ARMORED CORE 2	AGETEC	OCT '00	$52
5	SMUGGLER'S RUN	ROCKSTAR GAMES	OCT '00	$50
6	RIDGE RACER TYPE V	NAMCO	OCT '00	$51
7	DYNASTY WARRIORS 2	KOEI	OCT '00	$49
8	SILENT SCOPE	KONAMI	OCT '00	$51
9	MIDNIGHT CLUB	ROCKSTAR GAMES	OCT '00	$50
10	ORPHEN	ACTIVISION	OCT '00	$51

** Source: NPD TRSTS Video Games Service*
Kristin Barnett-Von Korff 516.625.2481

Continued From Cover

Southwest Securities Predicts a Bright Gaming Future

believes the interactive entertainment industry is currently in an "up-cycle." Even better news is that the predictions of Southwest Securities are higher than what others are reporting.

In discussing growth expectations, the firm's analysts believe that the gaming industry "is poised for revenue growth of 30% to 35% a year over the foreseeable future, which is 50% to 75% higher than the current expectations of 20% growth. We believe the current market expectations are conservative and do not include the growth in installed base resulting from the introduction of Xbox, Nintendo's GameCube and Game Boy Advance platforms. In addition, our model also assumes the introduction of a new handheld platform in 2003. If we are correct the higher than expected growth will catch many by surprise."

While the introduction of Xbox and other consoles may spark tremendous growth, Southwest Securities sees the past as another link to future success for the interactive entertainment industry. In 1998, the interactive entertainment industry grew approximately 25%, which is heads and tails above other industries like film (9%), records (6%) and books (6%). Southwest Securities does not see this changing anytime in the future as the gaming industry will continue to grow.

Another key component to the high expectations that the analysts of Southwest Securities have for this industry is the changing user demographics. Games are no longer just played by males between the ages of eight and 17. Gaming is "increasingly becoming mainstream." Here are some figures that the analysts provided to help prove this point:

- Today, the average age of a computer and video game player is 28.
- 60% of all Americans (ages six and older) or about 145 million people, say they play computer or videogames.
- 97% of all people who actually purchase PC, and 87% of those who purchase console games, are 18 years or older.
- 61% of those who play videogames are 18 years or older.
- 43% of Americans who play computer or videogames are female and 57% are male.
- Top reasons why frequent game players like to play games are: they are challenging (78%), they relieve stress (55%), for their entertainment value (49%), they are a social activity one can enjoy with friends (37%).

So if we go by what Southwest Securities has to say, this may be the best time to start thinking about investing in some gaming companies. More importantly however, it is a clear indication that the best days are still to come for the interactive entertainment industry. **GW**

GameWEEK
EDITORIAL

By Andy Eddy
GameWEEK West Coast Editor
andy@gameweek.com

Were You Ready? Will You Be Ready?

Undoubtedly, you've already seen-and likely firsthand-the craziness surrounding the recent PlayStation 2 launch: People lined up for hours in inclement weather; arguments, threats and fights; theft; online auctions with closing bids at upwards of three times the shelf price; and more. All this for a piece of hardware designed for game playing.

Of course, we know better than to think it's just a game system, and to what extent people will go for something they consider exclusive. The first wave of buyers for a hot consumer-electronics item such as PlayStation 2 always borders on fanatical, but it emphasizes how seriously they take their entertainment products. And a powerful "next-generation" game system-especially these days when they're enjoyed by all members of the family-is that much more in demand.

Were you ready?

It's said that hindsight is 20/20, and in actuality you probably realized-after the fact-that things could have been done better. Certainly, there are limitations on how you were able to handle the PS2 rush, especially in light of lower allocations. Sony's bombshell created a weak-link situation, where no matter how finely tuned your plans were going into the October 26 launch, the number of units hitting the market was something that was totally out of your hands.

In the coming weeks, no one's sure how much better the flow of PS2s will be, with Sony promising 100,000 new units per week being introduced into the channel through the holiday season. While that seems like a big positive, if Sony's stated figures are accurate-it claims to be selling PS2 in 20,000 storefronts-that only averages out to five additional systems per store per week. Not a big relief valve.

With that said, it looks like the constant phone calls, the frustrated (hopeful) consumers and empty shelves will continue for a while. However, it's also important to look down the road and prepare for similar situations in the next year with the planned introductions of Game Boy Advance, GameCube and Xbox. Start thinking out what can be done differently to make those launches smoother than this one.

Will you be ready? **GW**

Continued from the Cover

THQ Ready for the Holiday Season, Sets 2001 Groundwork

importantly, all of the wrestling games are on schedule to be released in time for the holiday season (For those interested in *WWF No Mercy*, check out the feature review in the Retail Buyer's Guide.)

It seems that every game publisher wants to be part of the PlayStation 2 launch, and THQ is no exception. With the release of *Summoner*, this will be the first time that THQ has had a software product ready for a hardware launch. Developed by Volition, the crew has made one of the only true role-playing games available for the PS2 launch. This also shows THQ's emphasis on creating more original content. Even though the company has had great success with many of its licenses, THQ's focus in the future is to continue with those popular brands but also generate new concepts for games. *Summoner* is also in development for the PC and Mac, with a release date set some time in 2001. Unlike the PS2 version, PC and Mac owners will be able to play *Summoner* over the Internet.

WWF Smackdown! 2: Know Your Role *for PlayStation*

With a growing need for original content, THQ and Volition have created yet another title for the PlayStation 2 called *Red Faction*. As one of the only second-generation PS2 games announced, Red Faction is a first-person shooter that introduces new technology called the "Geo-Mod" engine. According to the company, the "Geo-Mod" engine is a "real-time, arbitrary geometry modification capability that drastically enhances realism and diversity of gameplay." What this means for players is that they are given a lot more flexibility with the gaming environment. They can blast holes through walls, floors and ceilings, and whatever is in that environment-enemies, workers-will react to the changes. For example, players can use the rocket launcher to create a hole in the wall, and then watch the enemies react to it, as they can either duck for cover, run away, or retaliate with an attack. Like Mike Kulas of Volition said, this "brings something new to the first-person genre." Just as *Summoner, Red Faction* will be released for the PC and Mac. The release date for the PS2 version is March of 2001, while PC/Mac owners will have to wait until the winter of 2001.

Some might say that on the console side THQ is focusing on development for the PS2. Yet, this is not entirely true as the company announced at the event its first Xbox title, *New Legends*. Even though the footage of the game that was shown at the event was still quite early, it gave a clear indication the potential of Xbox software. *New Legends* is a one-player action game that is set in China, where gamers assume the role of Sun Soo who is trying to put a stop to the advances of Xao Gon. Players have as part of their arsenal a plethora of martial arts moves and a variety of defensive, ranged and melee weapons. New Legends is being developed by Infinite Machine, who previously were employees of LucasArts and worked on projects like *Star Wars: Jedi Knights*. The game is scheduled for a release that coincides with the Xbox launch in the fall of 2001.

THQ will continue to grow its children's lineup with the *Rugrats*, *Power Rangers* and *Scooby-Doo* brands. It has also acquired the rights to publish all *Tetris* titles through 2004. If THQ can keep creating strong sequels for its established brands and develop more original content like *Summoner, Red Faction* and *New Legends*, then the next year or so could be a very profitable one. **GW**

THQ's Red Faction will be released on PC, Mac (winter 2001) and PS2 March 2001).

Pokémon Shatters Sales Records Again

By Bryan Intihar

Whoever thought that Nintendo's Pokémon series was losing popularity is dead wrong.

Back on October 15, Nintendo released *Pokémon Gold* and *Silver* for the Game Boy Color. Even though many thought that the games would sell very well, it was hard to predict the following sales figures. In the first week that both of these games were available to consumers, approximately 1.4 million copies were sold. That obliterated the old U.S. sales record that was also held by Nintendo and another Pokémon title. Last year, Nintendo sold over 600,000 units of *Pokémon Yellow* in just one week.

Even with these impressive initial sales, Nintendo expects a lot more out these two games in the near future. Peter Main, executive vice president of sales and marketing for Nintendo of America, said, "So far in 2000 the best-selling game in America for any home console is *Pokémon Stadium* for the Nintendo 64 and the best-selling game for any handheld videogame system is *Pokémon Yellow* for Game Boy Color...but *Pokémon Gold* and *Silver* will eclipse even those impressive sales totals. We project sales of ten million units total of these two games in less than six months time."

Pokémon Gold and *Silver* are not the only Pokémon-related products that consumers will want this holiday season. On the same day that the two Game Boy Color titles were released, Nintendo sent out *Pokémon Pikachu 2 GS*, which acts as a virtual pet. November 6 is the release date for *Hey You, Pikachu!* for the Nintendo 64. This is the first game for the console that uses voice recognition technology where children can chat with the most famous Pokémon character, Pikachu. The Game Boy Color will get another game on December 4 in the form of *Pokémon Puzzle Challenge*.

So what does this all tell us? Basically that the Pokémon craze is still in full effect and it could a long while before we see its popularity diminish. **GW**

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PlayStation.2

Q-Ball

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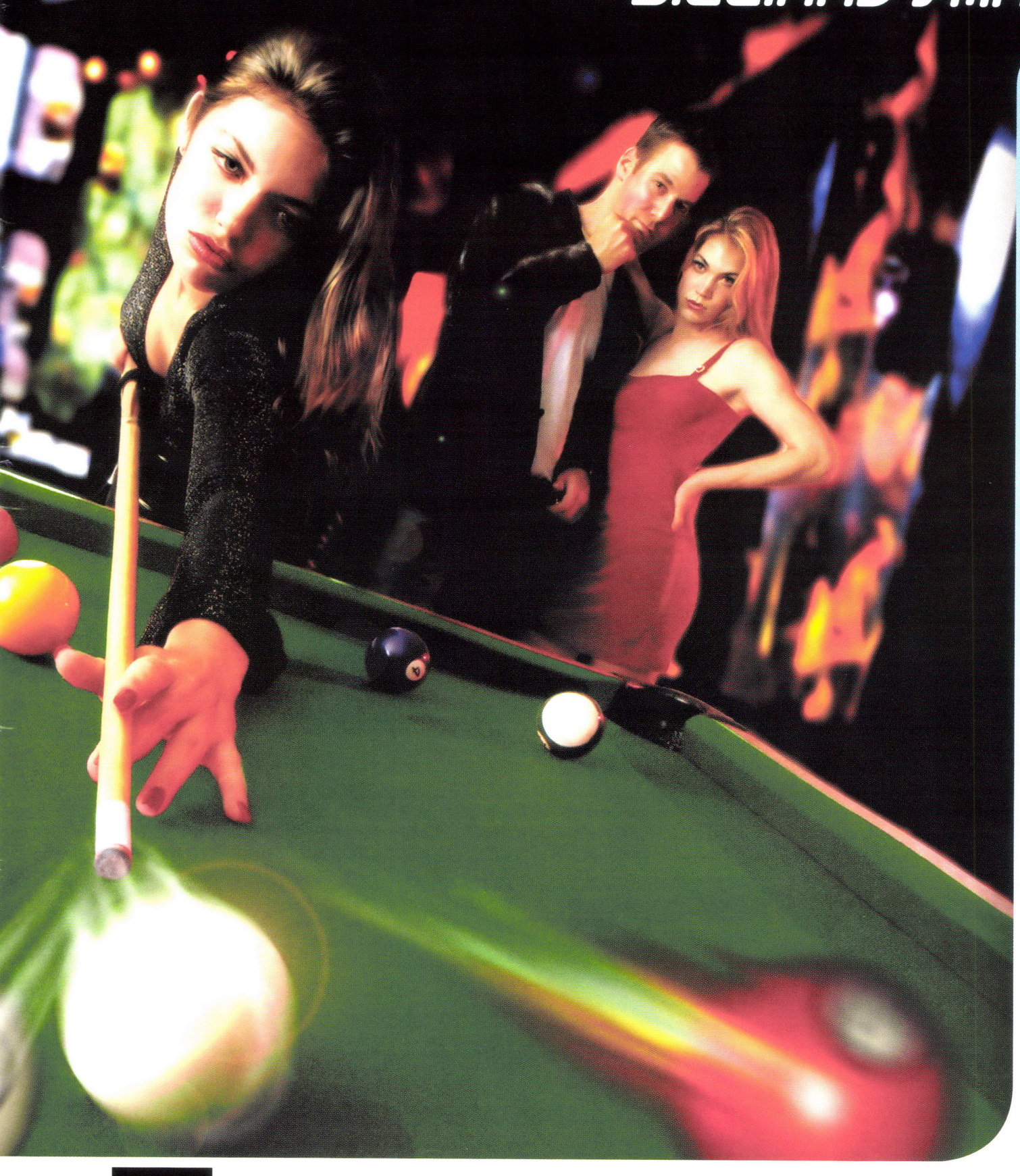

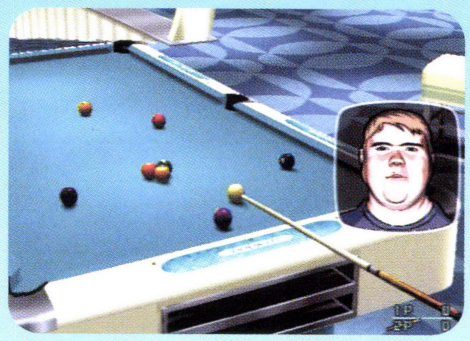

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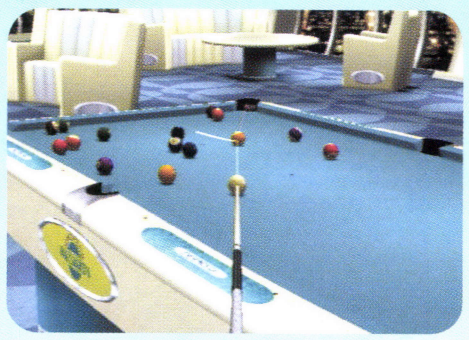

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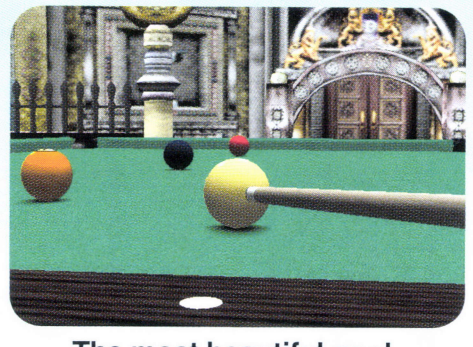

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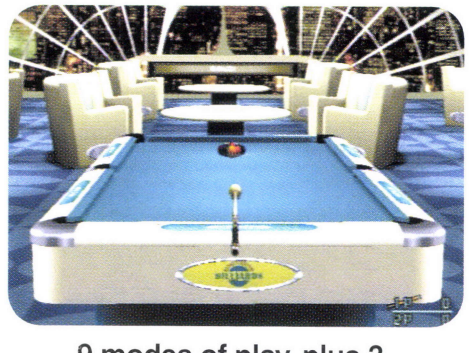

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Scuffle in the Interstellar Sand

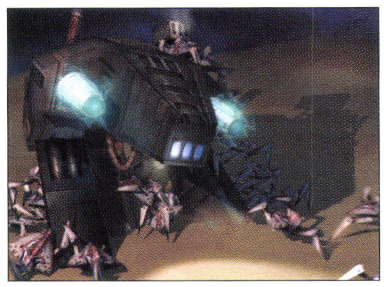
Westwood reveals highly anticipated Dune game

By Suzanne Ashe

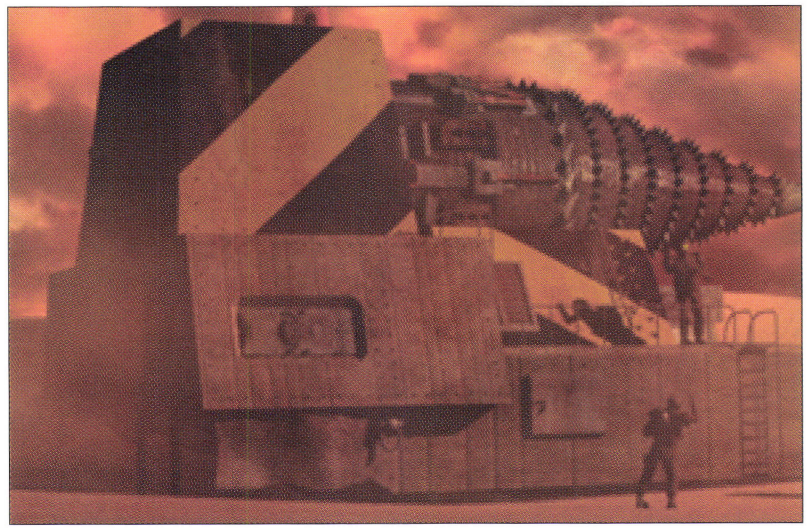
Westwood Studios announced last week the latest edition to their acclaimed *Dune* series. Emperor: Battle for Dune, due to ship next year, breaks new ground in real-time strategy by going fully 3D.

In the same vein as *Dune*, the game that kicked off the RTS genre, players choose from one of three houses. Each house has a unique combat style. The Atreides; a spiritual well-organized society, has ruled Caladan for 10 generations, the Harkonnens, who hail from an industrial wasteland of a planet called Giedi Prime; are sloppy and brutish, the Ordos (a band of aliens who did not appear in Frank Herbert's book series) are run by a secretive cartel of the rich and powerful who specialize in trade and smuggling, they have no identifiable leader.

Players can form alliances with any two of five sub-houses. Each sub-house has it's own fighting style, strengths and weaknesses. The ambitious Ix, for example, will exploit any situation to make a profit. The Tleilaxu are a band of religious zealots who preach against the use of machines. The Guild make a reappearance. They have a current monopoly on the technology that allows instantaneous travel across vast reaches of space. In other words, they "fold" space by using Navigators-humans mutated by years of "spice gas," consumption.



The new* Dune *will also be an RTS.



They can ferry players to other planets in massive cylindrical-shaped ships called Heighliners.

Players select single-player mode (against the computer) or link up with each other in cooperative mode. Emperor will be supported through Westwood Online, the company's free Internet gaming service. In theory, the service provides a "quick match" feature, which will assess your level and pair you up with a player of comparable skill.

"Players like unpredictability. They like playing someone and not knowing what is going to happen next," said Chris Longpre, producer of Emperor. With non-linear play that allows infinite possibilities on the battlefield, Longpre said, the game defies writing a strategy guide.

Players also have the ability to create a customized army, tailored to specific tactics and strategies. The brief demo shown to journalists last week revealed a sophisticated new engine that will challenge fans of the previous games. The biggest improvement is the movable camera, which allows you to get closer to the action and feel more in control of your troops. The graphics looked well thought-out. Many of the locations looked as if they were pulled directly from the movie.

Although the game is about a year away from completion, journalists got a quick glimpse of video snippets that push the storyline along. According to dramatic assets director Joe Kucan (who's bald head and scowl you may recall as "Kane" from the *Command & Conquer* series), the same quality and care you would find in a Hollywood production went into shooting this film.

Filming, which wrapped up two weeks ago, included such talents as Michael Dorn, Lt. Commander Worf from TV and motion pictures *Star Trek the Next Generation*, Vincent Schiavelli from *Blade Runner*, and Musetta Vander reprises her role as Lady Elara from *Dune 2000*.

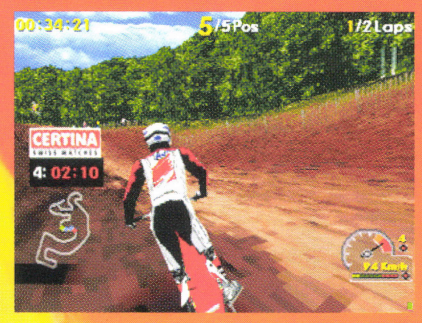
Kucan shot most of the 24-hours of videotape in Westwood's in-house studio. He did take advantage of the Nevada desert by shooting some scenes in the real sand, much to the chagrin of the actors. A demo of the game is bundled with *C&C Red Alert 2*, which hit store shelves this week. **GW**

newsbits

Test Drive for PS2—Infogrames, Inc. announced that it is developing *Test Drive Off-Road-Wide Open* for the PlayStation 2. The latest addition to the *Test Drive* series will feature 16 licensed off-roading vehicles and more than 30 wide open tracks. *Test Drive Off-Road-Wide Open* is being developed by Angel Studios and is expected to be available in the summer of 2001. With the technical advancements allowed by the PlayStation 2, this new addition to the *Test Drive Off-Road* family will go beyond what any off-road game has accomplished before," said Chris Downend, director of product development for racing titles at Infogrames, Inc. "Players will have room to roam in the "go anywhere" environment. Racing freely through expansive real-world locations that are graphically magnificent and true-to-life in some of the world's most desirable off-road vehicles will make this one of the first must-have racing games for PlayStation 2."

PS2 Memory Cards on the Way—Some may find a PlayStation 2 memory card harder to come by than the actual unit. With Mad Catz's recent announcement, that should somewhat change. The company has signed a licensing agreement with Sony Computer Entertainment America to license memory cards for the PS2. This is the first time that SCEA has given its approval for a third-party product with either the PS One or PlayStation 2. The Mad Catz memory cards are currently available in stores around the country.

moto racer™ WORLD TOUR



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IN STORES NOVEMBER 2000

PlayStation

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INFOGRAMES™

EBWorld.com Unveils Mac-only Game Store

Q&A With EBWorld.com's Director of Business Development, Nathan Solomon

By Mike Dixon

We recently spoke with Nathan Solomon, Director of Business Development at EBWorld.com, about their Mac-only online store plans. Earlier this year, EBWorld.com reduced the visibility of the Macintosh games section on the main site to make room for their "Collectibles" section. After a small revamp that added a second row of "tabs" which once again includes a "Macintosh" tab, sales have just not recovered due to the lack of Mac game exposure. Solomon plans to change that in a big way.

GameWEEK: *Why invest in a Mac-only store?*
Solomon: We see an untapped audience of Mac users, and especially iMac owners, who are not currently gamers, but who are using these machines in a home environment where gameplay would add to the leisure value of the machine. It's fairly obvious that Mac users are under-represented in the overall gaming audience, including that of EBWorld.com, so we've set out to create a beachhead in the Mac community. EBWorld.com is partnering with key members in the Mac community to create a new online store dedicated to Mac gaming.

GW: *Has Apple been helpful or responsive to this Mac store plan?*
Solomon: At the core of EBWorld.com's value in this endeavor is our flexibility in working with partner publishers and manufacturers. In the case of the new Mac store, our EB buyer's relationship with Apple was pivotal in driving this initiative forward. A great strength of EBWorld.com lies in the expertise and relationships of EB's buyers and, in general, we're able to quickly turn substantive online development in support of them. For EB as a whole, the product drives our actions, and we're already seeing a trend toward substantially increased sales of Mac titles.

GW: *Will there be some focus on content rather than just sales at this new site?*
Solomon: The new site will hold Mac-specific product descriptions and reviews from MacGamer.com [formerly MacGamer's Ledge] and content aimed at initiating a new gaming audience. We will work to introduce these users to compatible software and hardware, as well as breaking out introductory information on genres of gaming. If we only appeal to Mac users who already play games, we will have failed, because that group is just too small. Our hunch is that the new gaming audience will continue to grow, and that we can be influential in expanding the Mac gaming community.

GW: *So what specifically must EB World.com do to make sure this becomes successful?*
Solomon: In order to achieve our goals, we need to approach sales of Mac titles differently; one definite advantage is that iMac owners are well qualified as potential purchasers. While PCs exist in work and home environments in a variety of configurations, the iMac is quite similar to a console in that we know its specs and we know that it's almost invariably sitting in someone's home. Moreover, all Macs, including iMacs, ship with all the hardware necessary for a rich gaming experience.

Nathan Solomon

Watch for the new EBWorld.com Mac game store coming soon at macgamers.com, a domain name that is currently owned by Macgamer.com, but will be switched to EBWorld's Mac game store when the store goes live. As of press time, the store was in the final stages of database population, which indicates opening might occur any day now. **GW**

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U.K. Law Firm Creates New Resource for Game Industry

By Bryan Intihar

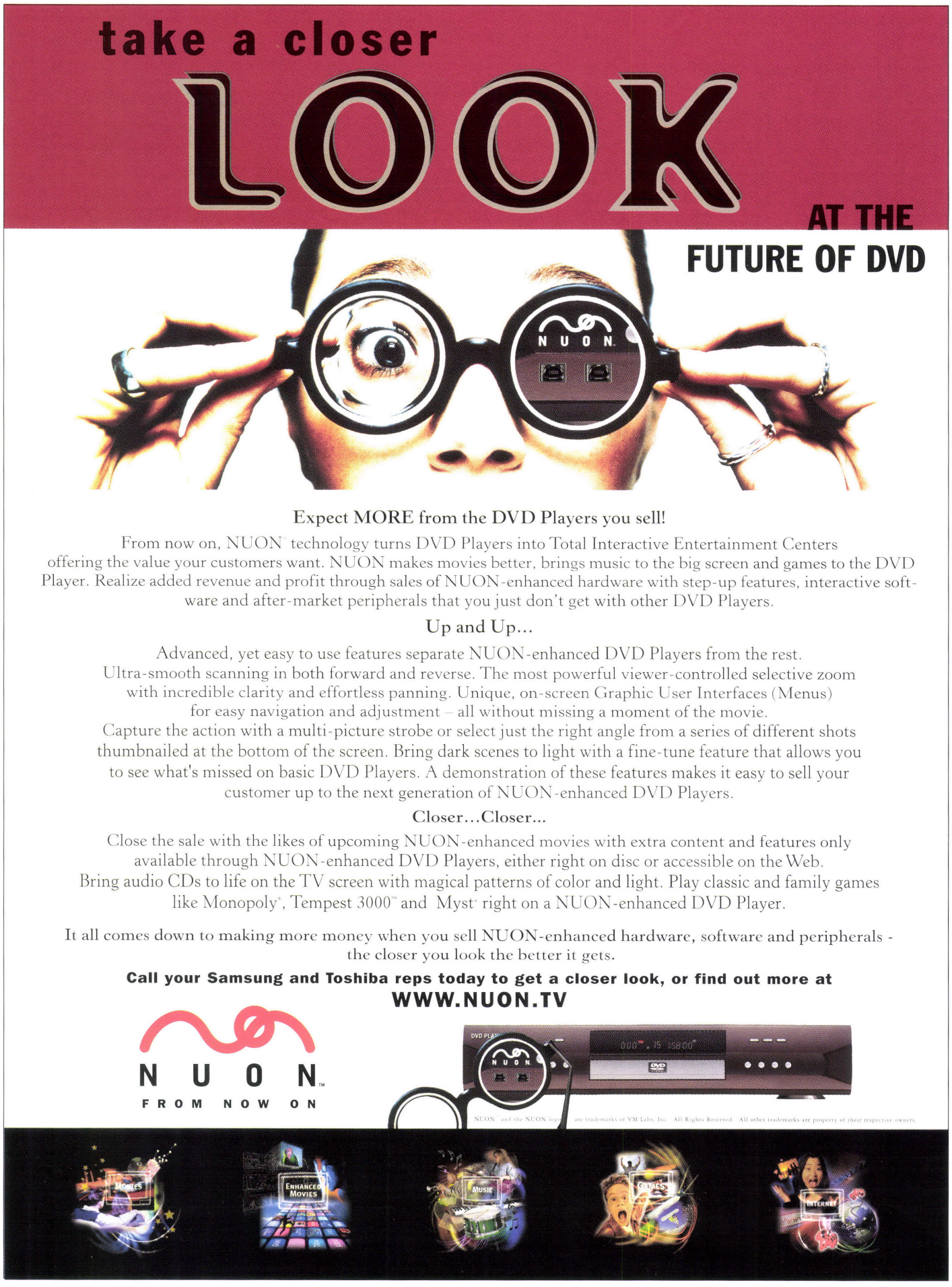
As the gaming community continues to grow, legal advice is becoming more of a necessity. Recognizing this, the U.K. law firm Osborne Clarke OWA has created a new legal resource for companies in the interactive entertainment industry. This resource is an online venture called gamesbiz.net. The website was created by the law firm's Interactive Entertainment Group. This group has worked for many years "advising developers, publishers and other organizations in interactive entertainment creation, ownership and exploitation."

Paul Gardner, a partner of Osborne Clark and head of its Interactive Entertainment Group, said, "gamesbiz.net is very much about helping businesses in the interactive entertainment sector to gain access to vital information and a legal framework that will help them more effectively protect their intellectual property and their commercial interests.... We have become aware of numerous cases where businesses in this sector...have lost important opportunities simply on the back of either poor advice, or contracts which are substandard or unfairly weighted. Sometimes these problems can lie dormant for years and only come to light with the business owners decide to sell or want to raise additional finance...We believe that gamesbiz.net will provide an important resource to the whole creative community." **GW**

For companies who wish to use gamesbiz.net, here is the kind of information that the website provides:

- Pre-production agreements
- Publishing agreements
- Conversion agreements
- Distribution agreements
- Agreements with console manufacturers
- Acquisition of content and merchandising rights
- Completion bonding
- Raising finance
- Dispute resolution
- Acquisition and disposals of companies

Osborne Clark OWA is instituting a subscription based e-business model for those that want to use the services offered on gamesbiz.net.



On the Move

INDUSTRY PERSONNEL CHANGES

Golin/Harris

Julia Roether has departed Activision where she served as senior manager of corporate communications to accept a new position with public relations firm Golin Harris International. Roether will be involved in working with Nintendo of America, one of Golin/Harris' biggest clients.

Disney Interactive

Shuji Utsumi, formally of Sega Enterprises, has been named managing director for Disney Interactive Asia Pacific. Utsumi will oversee all Disney Interactive activities in the Asia Pacific region, including Japan, with direct responsibility for new business development, sales and distribution, and product development.

Sega of America

Sega of America has promoted three key executives: Neal Robison has been promoted to vice president of technology development; Charles Bellfield has been named vice president of corporate and marketing communications; and Kathy Schoback has been elevated to director of third party management. **GW**

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100,000 Sign Up for SegaNet in One Month

Company benefits from the decreased number of Sony's PS2s.

By Bryan Intihar

Even with Sony and the PlayStation 2 getting much the press these days, Sega of America still has a lot to be excited about. First, the decreased number of PS2 units should help push more consumers toward purchasing a Dreamcast. Second, it has a massive number of great games being released for the holiday season. Titles like *Shenmue*, *Jet Grind Radio*, *Half-Life* and *NBA 2K1* are sure to make many of the Dreamcast owners quite happy this Christmas. However, more importantly for Sega is the tremendous consumer response to the company's online gaming service SegaNet.

Sega of America has announced that in only one month of SegaNet being available, over 100,000 users have signed up for the service. Of course, this was aided by the simultaneous release of *NFL 2K1* on the Dreamcast. Even though *Chu Chu Rocket* was the first online Dreamcast game, *NFL 2K1* is considered by most to be the true test of online console gaming. This popular sports title has received rave reviews from many consumer publications and websites, and has even made the most skeptical think about purchasing a Dreamcast. The game continues to be the number-one selling software product for Sega's 128-bit console.

Brad Huang, president and CEO of Sega.com, said, "This incredible response lends credence to what we have always known-that gamers are ready for the future, and the future is online...Initial numbers such as these (100,000 users in one month) prove the potential of the online community. Given this tremendous support, we will continue to provide gamers with the best content available online."

SegaNet launched back on September 7, and even though the first few days were somewhat chaotic-according to Sega this was partly due to the overwhelming number of people trying to play *NFL 2K1* online-the service is improving everyday. Sega's technical team is constantly tweaking the servers to make sure that they are running smoothly. Some may wonder whether the service is going to be slowed down with more online game releases, but that has not been a problem yet. Recently, Sega released *Quake III Arena* and the online experience has been just as enjoyable as *NFL 2K1*.

While part of the success of SegaNet is determined by its technical abilities, another essential piece is having quality software. One glance at Sega's lineup shows that this should not be a problem. The online sports genre grows in November as *NBA 2K1* is released with many of the gameplay problems fixed from last year's edition and the essential added feature of online play. Just as Infogrames did with the PS2, the company is currently working on a Dreamcast port of *Unreal Tournament*. Next year consumers can expect the arcade-hit *Daytona USA* to be converted to an online Dreamcast title, along with *Outtrigger* and *18 Wheeler American Pro Trucker*. Yet, the crown jewel for Sega and SegaNet may be Sonic Team's latest creation, *Phantasy Star Online* (PSO). Based on the classic role-playing series, PSO will be the first console title where players from all over the world will be able to communicate and play together. The game is scheduled for release in Japan on December 21, and a January 2001 release in the United States. **GW**

Phantasy Star Online

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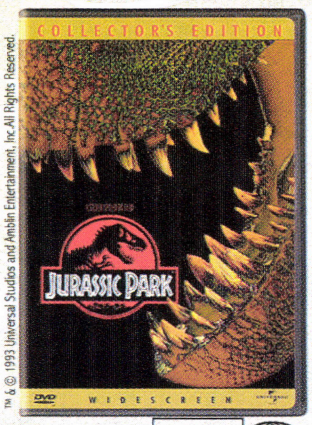

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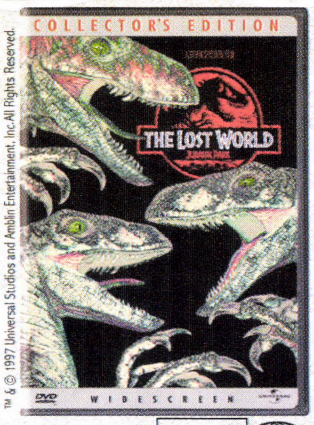

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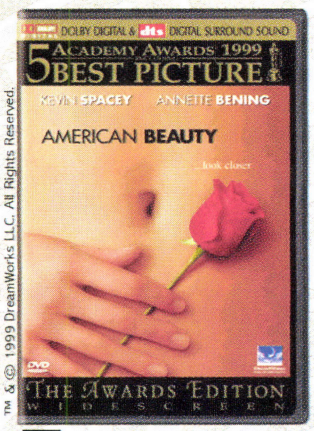

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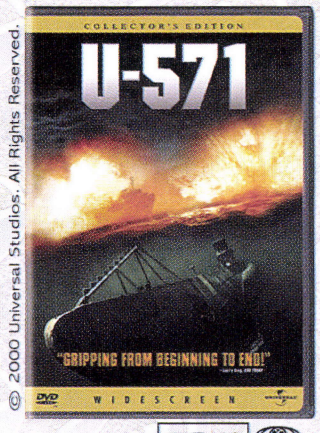

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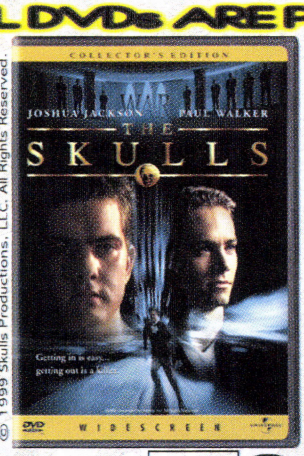

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ACCESSORY MARKET

The Retailers Guide to Game-Related Peripherals

Sponsored by: nYko, JOYTECH USA

by Ben Rinaldi

DSP-500 Digital Gaming Multimedia Headset

Manufacturer: Plantronics
Contact: 800.544.4660
www.plantronics.com
System(s): PC • **MSRP:** $129.95
Availability: Now

Plantronics' commitment to the providing state-of-art computer headsets to PC gamers continues with the introduction of the DSP-500 digitally enhanced gaming/multimedia headset. The headset's 32-bit Digital Signal Processor (DSP) modifies and enhances the audio signal for full range stereo sound and higher speech recognition accuracy. A quick test proved that the superbly engineered DSP-500 are more than adequate for just about any multimedia application including games, CD/MP3 music, speech recognition and voice applications. As an added bonus, the headset comes packaged with Plantronics' PerSono Audio Control Center Software, in addition to leading speech and voice recognition applications.

ELSA Gladiac MX

Manufacturer: ELSA
Contact: 408.961.4600
www.elsa.com
System(s): PC • **MSRP:** $144.99
Availability: Now

ELSA is known for making solid and reliable cards based on Nvidia chipsets. The Gladiac cards represent ELSA's GeForce2 efforts, and so far they've been more than commendable. The same is true of the ELSA Gladiac MX card, the newest (and cheapest) addition to its lineup. At a sub-$150 price point, gamers will be shocked by how good this card is. The MX is a strong performer both in its benchmarks and its visual quality, competing favorably with ELSA's Erazor X2, which features the GeForce DDR chipset. The Gladiac MX is also compatible with ELSA's 3D Revelator glasses and supports an optional video in/out board that can be preordered at ELSA's website. ELSA even included a custom gaming bundle, which allows users to purchase selected hot titles like *MDK2* and *Evolva*.

Freedom Shock 2

Manufacturer: Pelican Accessories
Contact: 323.234.9911
www.pelicanacc.com
System(s): PlayStation 2
MSRP: $49.95
Availability: October 26

Wireless gaming for PlayStation 2 has arrived in the form of Pelican's Freedom Shock 2 game pad. The Shock 2's powerful 900 MHz frequency gives gamers the power to compete without the hassles of cumbersome cords and wires (works up to 30 feet away). Resembling the PS2's Dual Shock controller in many ways, the wireless Shock 2 also features fully analog pressure sensitive buttons, dual analog sticks, dual vibration motors, D-pad and a program key for re-mapping buttons. For sheer convenience, gamers will love the freedom that this controller offers them.

Multi-Player Adapter

Manufacturer: InterAct
Contact: 410.238.2424
www.interact-acc.com
System(s): PlayStation
MSRP: $29.99
Availability: October

Sony's perplexing decision to include only two controller ports on PlayStation 2 has left the door wide open for third-party peripheral manufacturers to cash in by introducing multi-tap add-ons. The idea of a multi-tap is that more than two people can compete against each other at one time if a game supports four players. InterAct will introduce the Multi-Player Adapter at the system's launch for use with games that have just that in mind. Stylishly designed to match the PS2's look, the versatile Multi-Player has four memory card ports and also has a control switch to change between four and five-player support.

The Catapult

Manufacturer:
Slingshot Game Technology
Contact: 508.655.3232
www.soulride.com
System(s): PC • **MSRP:** $84.99
Availability: Now

The Catapult offers snowboard/skateboard game aficionados the chance to experience the real-life thrill of carving down a mountain or the exhilaration of pulling off special skateboard tricks ála Tony Hawk. The Catapult works by enabling gamers to steer via a tilt sensor while a one-hand wired remote handles non-steering functions like jumping, grabs and other tricks. While it's sturdy, stylishly designed and comfortably sized, Catapult's learning curve is both steep and counterintuitive. Once you come to grips with the controls however, it became a blast to use. The Catapult, only available through Slingshot's website for now, comes packaged with a beta version of Soul Ride, a fun little snowboarding title that will be published by Gathering of Developers later this year.

EverGlide Mouse Pads

Manufacturer: Blooming Tree Productions
Contact: 415.920.1960
www.everglide.com
System(s): PC • **MSRP:** $14.95 to $16.95
Availability: Now

Unlike conventional mouse pads, which tend to wear out quickly with extended use, the EverGlide Mousing Pads are molded of high-density resin and feature a unique surface that allows for silky-smooth glide-movement. This is especially important for hard-core PC gamers trying to gain a competitive edge in fast-twitch action games like *Quake III Arena* and *Unreal Tournament*. Blooming Tree offers three different sized pads including the Original ($14.95), Large Attack Pad ($16.95) and the Giganta ($18.95). As an added bonus, each pad can come emblazoned with logos for *Quake III*, *Unreal Tournament* or *Half-Life*.

GameWEEK Accessory Market *is an overview of game peripherals for the home videogame and PC market.* Accessory Market *is meant to provide current information regarding the product and its potential at the time of its release. It also represents the status of the product's current marketability.* Accessory Market *is by no means final judgment on a product and should not be solely used by retailers to base buying decisions on.*

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PERIPHERAL VISION

The Latest Ongoings in the World of Gaming Accessories

by Steve Traiman

Retailers Can Look for Hot Holiday Peripherals

Many new impulse buys & game enhancers for PS2, Game Boy, PC & N64

Retailers have a lot to look forward to in hot peripherals for the upcoming holiday season. From significant game enhancement units to attractively priced impulse buys, there's something for everyone-whether a PS2, Game Boy, N64 or PC gamer. Here's a sampling of some the best and most innovative accessories available, with suggested retail price (SRP) or estimated street price (ESP) noted.

ACT LABS

The Act Labs RS Shifter ($69.99 SRP) is an add-on for either the Force RS or the RS Wheels, providing a new level of realism to racing sims with full free-shifting action. It ships with a two-track version of Rally Championship, six-speed and high-low shifter plates, with special edition plates to be made available as new games demand. With the new legacy patch, it will work with any Windows-based driving game, according to spokesman Raymond Chow. The Act Labs SGA Single Gun Arcade ($59.99 SRP) utilizes the only PC light gun technology for various shooting titles. Designed with rail shooters in mind, the SGA for the first time provides pixel-accurate light gun technology to the PC and comes with a demo version of Fox Interactive's *Die Hard Trilogy 2*.

GCX-24

CASE LOGIC

Case Logic has seen tremendous success for its original Gamecase line since its introduction late last year, and has expanded the line to offer gaming enthusiasts a broader array of storage options, reports Dana Blanchard, computer products manager. The GCX-24 ($11.99 SRP) stores up to 24 CD-ROMs or 12 with instruction booklets, while the GCX-48 ($16.99 SRP) holds up to 48 game CDs or 24 with instructions. With a black nylon spine, a pearlized blue body and a gray nylon edge binding, the cases feature ProSleeve pockets to protect game CDs and interior mesh pockets for extra storage convenience. The wallets are available at Best Buy, Circuit City, Sears, Fry's and Wherehouse nationwide.

CH PRODUCTS

The Flight Sim Yoke USB

The Flight Sim Yoke USB and Pro Pedals USB from CH Products are designed to make a difference in the way gamers use or play their favorite simulations or games, reports spokesman Jon Michaels. Shattering the four axes limitation of the standard IBM PC gameport specifications, the new Flight Sim Yoke USB ($149 ESP) and Pro Pedals ($109 ESP) effectively double the available axes of control during game play. The Flight Sim Yoke USB by itself has five axes of control for the general aviation or combat flight game including aileron, elevator, propeller, throttle and mixture levers. The Pro Pedals USB also breaks new ground with three axes of control, which include rudder, left brake and right brake. Demos and details are available at www.chproducts.com.

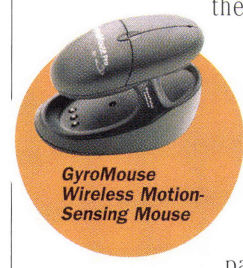
GUILLEMOT

Thrustmaster FreeStyler Board

Guillemot Industries is promoting the ThrustMaster FreeStyler Board ($69.99 SRP) as its latest contribution to PSX/PS2 consoles, bringing a new realistic dimension to skateboarding and snowboarding games, according to spokesperson Tali Fischer. A tilt sensor designed to simulate left-to-right motion and a specially coated non-slip surface allows gamers to carve turns with accuracy and control. The unit is also equipped with two programmable buttons on the board's surface and comes with a Dual Shock-compatible hand-held controller designed for one-hand use. The board features a PS controller port that also allows players the flexibility of using their original PS controller. The USB-compatible ThrustMaster Top Gun Fox 2 Pro at $39.99 SRP offers the latest in PC joystick technology. The four-button joystick includes a flip-over missile fire button for realistic gameplay, offers a uniquely designed twisting handle that acts as a rudder and a modern grip designed for added comfort.

GYRATION

GyroMouse Wireless Motion-Sensing Mouse from Gyration Inc. ($89 SRP, $79-85 ESP) on the desktop operates like a standard ball-controlled mouse. Off the desktop, gamers simply wave the device around in the air and the cursor follows the movements of their hand, allowing them to back away and control their action/adventure, shooter or RPG from a relaxed position without sacrificing reliable cursor control. The patented GyroPoint Technology is based on a solid-state gyroscope sensor that detects natural hand movements to precisely control the cursor on the screen, notes marketing communications director Marc Harris. GyroMouse also employs an advanced radio frequency technology so users can confidently roam up to 40 feet from their PC with no line-of-sight required, especially handy for gamers who use dual-output graphics cards to play games on a TV screen.


GyroMouse Wireless Motion-Sensing Mouse

Shark MX

INTERACT

InterAct Accessories' Shark MX transforms a Game Boy/GBC from a basic gaming device into an e-mailing, calculating, date-saving powerhouse, notes spokesperson Laurie Walchli. It allows Game Boy users to compose, edit and read email offline, and then send and receive messages through the Shark MX server once it is connected to a phone line. PDA features include an on-screen Calculator with memory, an Address Book with 50 memory blocks, an appointments Calendar and the Time Zone to designate proper e-mail indexing. The Shark MX is $39.99 (SRP) with 30 minutes of free airtime with purchase, including 300 credits, which decrease by 10 with every server log-on, plus $6 for an added 60 minutes with 600 credits. InterAct also has a full array of PS2 peripherals. The Blue Thunder Racing Wheel ($69.99 SRP) turns the TV into a virtual raceway with vibration feedback, four analog fire buttons, stick shift, auto-centering wheel, four analog shoulder buttons, eight-way directional pad, ergonomic handgrips, programmable steering sensitivity and button relocation function. The Shadow Blade Arcade Stick ($59.99 SRP) has a heavy metal base and black metal finish, and arcade features like full programmability, eight large fire buttons with an analog and digital mode switch, bat-shaped analog control stick, contoured rubberized hand rest and button relocation function.

Blue Thunder Racing Wheel

Shadow Blade Arcade Stick

Continued on page 18

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column

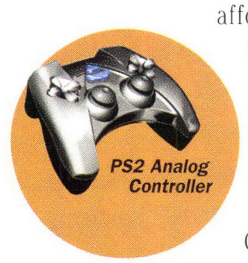
PERIPHERAL VISION

Continued from page 16

Retailers Can Look for Hot Holiday Peripherals

JOYTECH

Joytech's new PS2 Analog Controller Plus 2 ($19.99 SRP) provides maximum control in any game play at a very affordable price, reports spokesman Mauricio Polack for distributor Jack of All Games. Designed with the gamer's ergonomic comfort in mind, the controller offers full digital mode, analog control stick, pressure-sensitive buttons, turbo mode and comfortable, easy-grip handles.


PS2 Analog Controller

LOGITECH

The Logitech WingMan Formula Force GP ($99.95) offers a new standard in USB force-feedback racing wheels at a significantly lower price than the original Formula Force, reports spokesman Brian Ritchie. Features include a full-size 10-inch wheel, realistic feel, comfortable rubber handgrips, precise steering control, two wheel-mounted gear shifters that let gamers keep their hands on the wheel, fully-programmable buttons, realistic gas and brake pedals, a weighted pedals base, a non-slip textured floorboard and a secure and tight dual clamping system. The Logitech WingMan Strike Force 3D joystick ($89.95 SRP) takes up 23% less desktop space than Logitech's original premium force feedback joystick. Features include a stable, weighted base; up to nine programmable buttons; a unique wheel button that lets gamers quickly scroll through weapon selections, then press down to fire, and can be programmed as three separate button functions for other uses; a twist handle that provides rudder and direction control, and view changes, with a lock that enables the user to turn off the function when not needed; two eight-way hat switches; and a high-precision, non-slip design throttle.

WingMan Formula Force GP

MAD CATZ

Included in the fall Mad Catz PS2 lineup is a trio of hot products, reports spokesperson Penny Bradshaw. The Dual Force 2 Controller ($29.99 SRP) is fully analog and allows gamers to use the powerful macro programming capability to execute special moves and combos with a single button, plus fully analog buttons, powerful vibration and signature tactile rubber grips. The Panther P2, based on the award-winning Panther XL design for PC, features 18 digital action buttons, 4 analog control axes and a trackball for omni-directional aiming for the latest 3D action games like *Unreal Tournament*, *The World Is Not Enough* and *Time Splitters*. The Universal DVD Wireless Remote ($19.99 SRP) allows seamless infrared wireless control of the PS2, TV and VCR, letting users navigate through game menu screens, special DVD add-on footage, director's cuts and game demos or theatrical trailers.

Dual Force 2 Controller

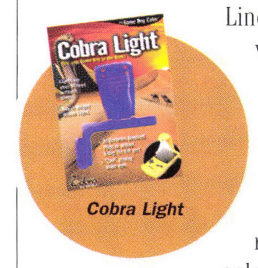
MICROSOFT

For this holiday season, Microsoft SideWinder has released Game Voice and Strategic Commander, both targeted toward online multiplayer games and the real-time strategy game genre, according to spokesman Stone Chin. Game Voice ($54.95 ESP) includes a quality headset, dynamic control puck software to bring the power of voice to the gaming, turning a multiplayer game like *Crimson Skies* or *Giants* into a seamless, immersive environment with voice chat and voice commands. It allows easy contact management for facilitating multiplayer games, while the control puck enables easy channel switching between teammates and enemies to either coordinate team-based strategy or trash-talk opponents to death. Strategic Commander ($64.95 ESP) is a left-handed gaming controller designed to streamline the real-time strategy game genre. It enhances both the mouse and keyboard and enables gamers to navigate maps, manipulate camera angles and program complex keystroke moves to a single button.

Strategic Commander

NUBY

To provide Game Boy players the power and flexibility of accessories that work in any conditions, Nuby Interactive has launched the Cobra Line, that executive vice president Ed Hames terms "the only GB accessory line that incorporates a theme of color and fun-what Game Boy is all about." The Cobra Light ($12.99 SRP) is a patented reflective light system that provides glare-free light. Powered by the GB unit, it plugs directly into the Link



Cobra Light

Continued on page 20

PlayStation 2

湾岸 MIDNIGHT CLUB STREET RACING

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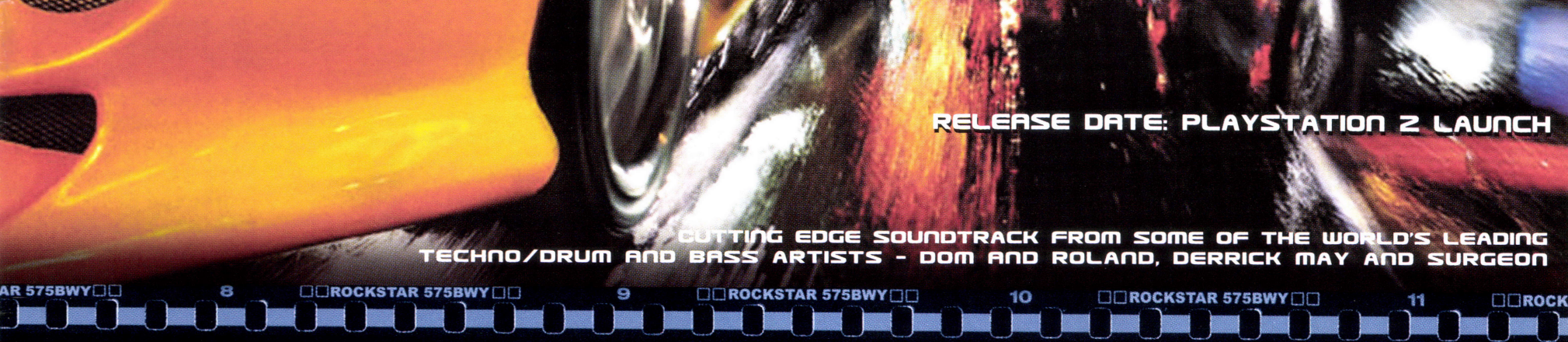
RELEASE DATE: PLAYSTATION 2 LAUNCH

CUTTING EDGE SOUNDTRACK FROM SOME OF THE WORLD'S LEADING TECHNO/DRUM AND BASS ARTISTS - DOM AND ROLAND, DERRICK MAY AND SURGEON



Race across two accurately modeled cities - New York and London!

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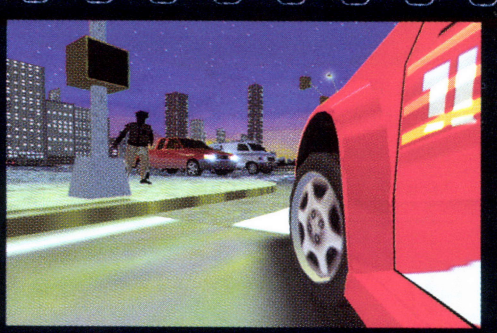
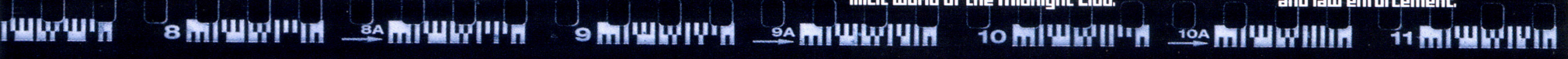


Play in a persistent world with interactive traffic, pedestrians and law enforcement.



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Angel STUDIOS

TEEN T CONTENT RATED BY ESRB

counterbalance

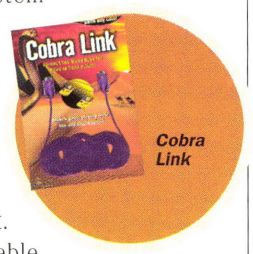
Manic Shadow

PERIPHERAL VISION

Continued from page 18

Retailers Can Look for Hot Holiday Peripherals

port and offers a pass-thru port to allow the user to link up the GB. The Cobra PowerPlus battery pack ($19.99 SRP) provides 22 hours of extended battery power to the 25 hours from standard Alkaline batteries for a whopping 47 hours of continuous gameplay, plus an A/C adapter. The Cobra Magni-Light ($17.99 SRP) is a no-glare light/magnifying system with 2X magnification that increases visibility and enhances game play, and operates in the same manner as the Cobra Light. The Cobra Link cable ($9.99 SRP) is ideal for those heated head-to-head GB matches.



NYKO

Nyko Technologies is heading into a strong holiday season, according to Robert Rienick, vice president of sales and marketing. Resembling a monster-like mass of slime, the Blob Light is the newest Nyko addition (under $15 ESP) for Game Boy Color and Game Boy Pocket. It molds to the extension port and provides a clear "white light" illumination that covers the entire screen without distortion, drawing a small amount of power from the existing power supply. The PS2 Viper 2 controller (under $20 ESP), the first vibration function controller with dual analog sticks to be licensed by Sony in North America, is equipped with dual vibration, independent turbo and an extra steering wheel mode. Nyko's original Worm Light (under $10 SRP) remains at the top of the accessory sales charts and is an easy add-on purchase suggestion for any Game Boy Color unit.

Pelican Accessories division of Electro Source LLC has a full line of accessories for the new PS2. Topping the list are the Freedom Shock 2 Wireless Controller ($49.95 SRP). It offers 900 MHz radio frequency that allows the gamer to roam up to 30 feet without restriction from obstacles or angle of play; fully-analog, pressure-sensitive buttons and D-pad. The DVD Remote Controller ($19.95 SRP) uses a pass-thru port and works as a fully functional remote for PS2 games, DVD videos and music CDs and PS2 games. Pelican's electronic solution has been tested and proven to be 100% compatible with the new platform, reports marketing manager Dirk Foster.

RAZER

The Razer subsidiary of Karna LLC has the Boomslang 1000 ($69.99 SRP) and Boomslang 2000 ($99.99 SRP) that outperform every gaming mouse on the market for sensitivity, precision, control and responsiveness, according to consumer euphoria manager Dave Parker. Compared to typical optical mice that only sample at 400-500 dpi

(dots per inch), the Boomslangs run at up to 1000 and 2000 respectively, delivering up to five times the accuracy and agility for PC gameplay. As an example, using sniper mode in a heated game of Counter Strike, if you just can't quite hit the target, the Boomslang gives you more points to hit, so the chance of hitting the desired target is significantly increased. They have an ergo-ambidextrous, five-button, scroll wheel design that ensures comfort while increasing responsiveness by tweaking buttons through software.

SAITEK

Saitek Industries has a trio of products for a gamer's holiday wish list, notes spokesperson Candace Greene. The Saitek PS2 DVD Remote ($19.95 SRP) is an infrared remote that features a unique pass-thru that allows the game pad and remote to remain plugged in simultaneously, piggyback style. Users plug the IR receiver into the PS2 gamepad slot, and then plug the gamepad into the IR receiver. PC gamers who enjoyed the original Cyborg 3D joystick now have a classy gold tone for the Cyborg 3D Digital Gold joystick ($39.95 SRP). The USB

unit features eight fire buttons, two shift buttons, a lever throttle, eight-way hat switch and a 3D rudder twist function. The Saitek Action Pad ($29.95 SRP) is the first left-handed controller to offer gamers a total solution to controlling the keyboard and mouse. The USB unit features soft-touch buttons and performs superbly with strategy and fast action games.

SPECTRAVIDEO

Designed for the PlayStation family, SpectraVideo's Logic 3 TopDrive Space Wheel ($39.99 SRP) offers a "real time" effect with twin vibration motors, a unique ergonomic design, variable tilt and vibration technology, eight fire buttons and a D-pad. Spokesman Brian Faller notes that the new design in foot-pedals has separate pads to control gas and brake functions that can be placed anywhere on the floor, allowing individual gamer adjustments. The GamesStation 2 ($19.99 SRP) is a follow-up to the successful Logic3 SpaceStation. The first dedicated storage unit for new PS2 accessories, it holds up to two controllers, two memory cards and two games or DVD disks. It has an easy-opening drawer, two see-through panels for easy ID of favorite game discs and is shaped to blend in with the PS2 console in a horizontal or vertical position (with stabilizer stand). **GW**

newsbits

SegaNet Reaches 100,000—In just one month since the launch of Sega's online gaming service, SegaNet, 100,000 people have signed up. The 100,000 are sure to be happy to see more games that utilize this technology, such as today's release of Quake III Arena. This incredible response lends credence to what we have always known-that gamers are ready for the future, and the future is online," said Brad Huang, president and CEO of Sega.com. "Initial numbers such as these prove the potential of the online community. Given this tremendous support, we will continue to provide gamers with the best content available online."

IGDA Chooses Della Rocca—The International Game Developers Association (IGDA) has made Jason Della Rocca its program director. His responsibilities will include managing all of the outreach and member programs, as well as the formation of committees. Della Rocca will report to the IGDA's executive director, Jennifer Pahlka.

New Game Catalog Available—Virtucom Group, Inc. has released a catalog called Seamless Syndications that is specifically designed for e-tailers to use for games in the PC and console market. This catalog can be directly uploaded onto the user's system. Michael Jacobs, CEO of Virtucom Group, said, "By doing the grunt work, and building flexible systems we are able to deliver all available information on PC and videogames at a greatly reduced cost by syndicating the information that e-tailers need to deliver complete and compelling information about their offerings to their customers. Our information is delivered and the client may edit it in any way required to fit their individual brand preferences."

Compaq Chooses nVidia—The nVidia Corporation revealed today that Compaq Computer will feature the nVidia GeForce 2 GTS graphic cards in the Compaq Presario 7000 Consumer PC and Deskpro EXS Edition commercial products. The GeForce 2 GTS will also be available as an option in other made-to-order computers on the company's website. We are excited about working with Compaq to provide their commercial and home PC customers with the impressive visual experience delivered by the GeForce2 GTS," states Jeff Fisher, senior vice president of sales at nVidia. "By offering this dynamic processor to PC users, Compaq elevates the standard and defies the traditional boundaries for PC graphics."

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PRINT REPORT

The Retailers Guide to Game Related Publishing

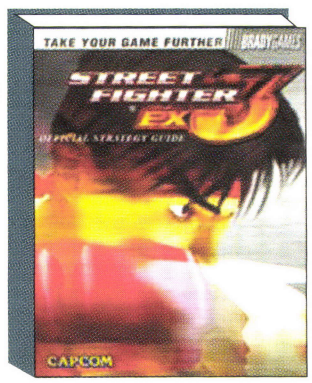
Sponsored by:

SYBEX®

by Bryan Intihar

Official Strategy Guide: Street Fighter EX3

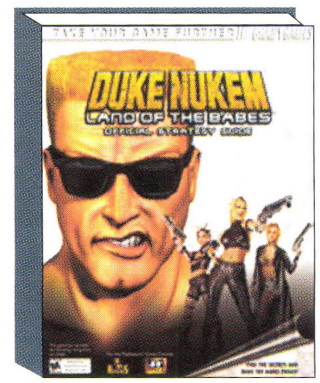
Publisher: BradyGAMES
Platform(s) Covered: Sony PlayStation 2
Availability: Now
Author(s): Brady Staff
Price: $12.99
ISBN: 0-7440-0039-4
Website: www.bradygames.com



What would a hardware launch be without a *Street Fighter* title to go with it? Well, PS2 consumers won't have to worry about that with the arrival of *Street Fighter EX3* on October 26. The guide by the Brady staff discusses all the essential moves and combos for each of the 16 *Street Fighter* characters. In addition, there is a section dedicated to the Character Edit mode. As usual, the book also lists all of the game's secrets.

Official Strategy Guide: Duke Nukem: Land of the Babes

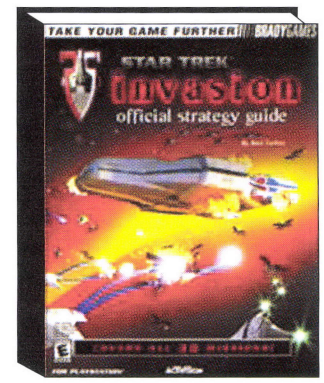
Publisher: BradyGAMES
Platform(s) Covered: Sony PlayStation
Availability: Now
Author(s): Craig Wessel
Price: $12.99
ISBN: 0-7440-0014-9
Website: www.bradygames.com



Duke Nukem once again is thrown into battle, but this time it is for the sake of all females. Brady's guide by Craig Wessel breaks down all of *Duke Nukem: Land of the Babes'* 24 levels. In addition, there are strategies provided for the game's multiplayer areas. The author also covers the strengths and weaknesses of each weapon, contains a military inventory and profiles of all 20 enemies. Listed as well are the game's secrets and hidden areas.

Official Strategy Guide: Star Trek: Invasion

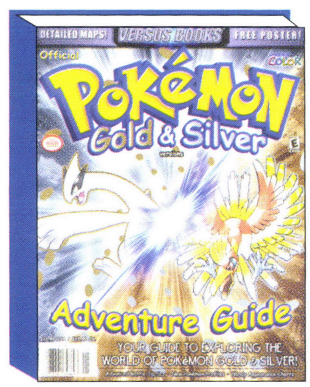
Publisher: BradyGAMES
Platform(s) Covered: Sony PlayStation
Availability: Now
Author(s): Bart Farkas
Price: $12.99
ISBN: 0-7440-0002-5
Website: www.bradygames.com



Instead of the usual PC ports, PlayStation owners will finally get a taste of the Star Trek flavor with Activision's *Star Trek: Invasion*. Mission objectives range from protecting, to attacking and even chaperoning, and author Bart Farkas discusses which one to do in all 30 missions. Farkas also lists every ship and weapon so players know what they have at their disposal. With the multiplayer mode, players will learn all the tricks necessary to complete the five two-player missions.

Official Pokémon Gold/Silver

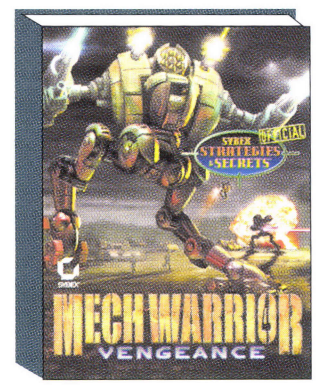
Publisher: Versus Books
Platform(s) Covered: Game Boy Color
Availability: Now
Author(s): Versus Books Staff
Price: $12.99
ISBN: 0-9703473-2-4
Website: www.versusbooks.com



Nintendo expands the world of Pokémon with the release of *Gold* and *Silver*. Players who want to have all the advantages against their fellow trainers may want to pick up the Versus guide. Players will be able to read complete walkthroughs of each sector, as well as study the strengths and weaknesses of every Pokémon trainer. The back of the book includes hints on how to catch the most rare Pokémon, and tips on evolving and breeding.

Official Strategies and Secrets: MechWarrior 4

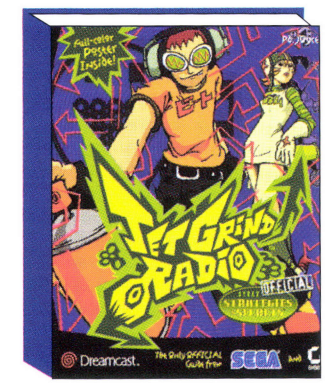
Publisher: Sybex
Platform(s) Covered: PC
Availability: Now
Author(s): Doug Radcliffe
Price: $19.99
ISBN: 0-7821-2867-X
Website: www.sybexgames.com



PC owners get a taste of some action in the form of *MechWarrior 4*. Author Doug Radcliffe makes sure that players won't have a problem completing this latest edition in the *MechWarrior* series with extensive coverage of all 30 missions. He goes into great detail listing stats for each of the 21 mechs in the game. There is even a section for multiplayer strategies. Inside the pages is also a full-color poster.

Official Strategies and Secrets: Jet Grind Radio

Publisher: Sybex
Platform(s) Covered: Sega Dreamcast
Availability: Now
Author(s): Chris Nicolella
Price: $14.99
ISBN: 0-7821-2894-7
Website: www.sybexgames.com



The Dreamcast brings "tagging" to the virtual world with Sega's *Jet Grind Radio*. The Sybex strategy guide lays out the best ways for players to mark their territory and make sure that all rival gangs know who rules the streets. Also included throughout the guide are hints on how to avoid those pesky cops and performing tricks, as well as huge maps of each area. Chris Nicolella also reveals how to unlock each secret character.

GameWEEK Print Report *is an overview of game books that are written for the consumer.* Print Report *is meant to provide current information regarding the book and its potential at the time of its release. It also represents the status of the book's genre and current marketability. While* Print Report *might be critical, it is by no means final judgment on a book and should not be solely used by retailers to base buying decisions on, as the final outcome of a book already previewed here could be completely different at its time of release, if previously unavailable.*

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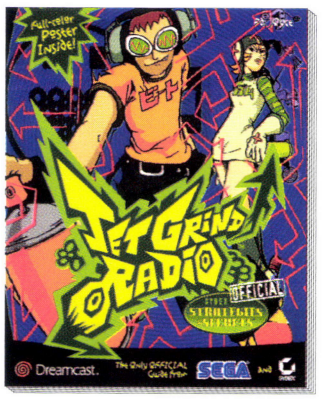

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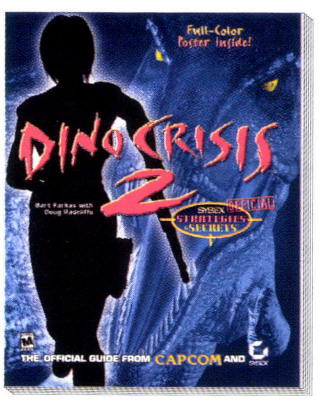

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PR INSIDER

Hints for Industry Public Relations Professionals

by Erica Kohnke

Ants, Bananas and Giant Swords

How the Right PR Giveaway Can Put Your Product on the Map

The first banana arrives on a Monday, via courier. The editor picks it up, peels it, searching for clues.

A bunch of bananas shows up the following Monday. Finding only a typical banana sticker, he shakes his head and leaves the bunch in the kitchen.

On the third Monday, a giant basket arrives. Filled with exotic fruits and a bottle of Malibu Rum, the basket reveals a copy of Virgin's *The Jungle Book* game, a video of gameplay, a CD of the soundtrack, and a full presskit explaining that the game is now available for review. He laughs, tosses a kiwi at his boss, and remembers the gag for years to come.

Elizabeth Olsen's "fruit delivery" publicity stunt for Virgin Interactive lives on in infamy as one of the most attention-getting and appropriate editor tchotchke gifts of all time.

Gifts such as these can be an ideal way to direct editorial attention to an upcoming product, particularly as the holiday season approaches. While a memorable gift cannot guarantee coverage, it can make an indelible impression.

"It's not the tchotchke itself that compels editors to put pen to paper," says Aimee Greenholtz, a high tech PR professional who has sent numerous gifts (a.k.a. "tchotchkes") with reviewable product, "But a clever gift will probably assign far more value to the game."

Olsen agrees, "Your product goes to the top of the pile when you send it in a clever mailing. We've all visited editors' offices where the games are stacked to the ceiling—and our goal with gifts is to get to the top of that stack."

IS IT A BRIBE?

If it's money, it's a bribe. If it's a poker chip, it's a bribe. If it cost over $50, it's a bribe. In addition, some editors resent the implication inherent in gift giving. "I don't like receiving gifts," said the top editor of a gaming publication, "I know why companies do it—to get my attention and make me remember something—but I can't help but feel I'm being bought."

PR professionals must respect editors' limits this way, because not everyone works the same. Although a publication's policy might condone a gift, the editors themselves may feel they are inappropriate. Your best bet it to work within their guidelines (the $50 limit is typical), and send something that entertains them. Anything that makes an editor laugh will be hard to criticize.

CHOOSING THE PERFECT ACCOMPANIMENT

When a publisher sends just the right giveaway with a game, the effect can really resonate. In fact, the cleverness of the giveaway can impact more than product coverage. For example, when The 3DO Company sent a "Sammy Sosa Bobbing Head" doll to promote their baseball and softball line-up, five major publications covered the tchotchke itself in addition to product coverage. One publication interviewed the doll, and another awarded it, "Tchotchke of the Month," gaining additional exposure for the company.

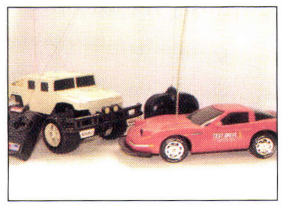
Another of Virgin's edible pranks received copious coverage of its own: "The Fruitcake." Wrapped in gaudy holiday paper, delivered in the heat of July, and surrounded with information about the company's entire holiday line-up, the gift came with a cheesy Christmas card saying that their products had better receive coverage, "otherwise, the fruitcakes keep coming." Not only did the products receive an unprecedented amount of coverage, but, like the Sammy Sosa doll, a series of major publications covered the fruitcake itself. The San Francisco Chronicle discussed the fruitcake, and *Computer Games Magazine* actually reviewed the dessert as though it were a product.

MORE HOLIDAY CHEER

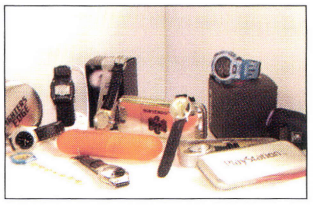
Sometimes a publisher will also send holiday gifts to editors, in addition to their usual product-based giveaways. Popular gifts of Christmas Past include luggage, travel organizers, and vibrating pens. The key to a successful gift of this ilk is to keep it "useful and small," and to have your company's logo printed on it.

JOANIE LOVES TCHOTCHKE: GIFT-GIVING GUIDELINES

The following tips for gift-giving come from PR experts as well as editors, and may help you steer away from the embarrassing (such as the "faux" rabbit's foot which turned out to be real) to the wildly popular giveaway:



Just a few of the items which game companies have sent to members of the gaming press. Anyone need a watch?



- Edible…. Send food. Even at major newspapers, where the staff is usually required to send back any gift valued at over $5, the reporters can accept anything edible. This is one of the reasons the *Jungle Book* and the fruitcake campaign were successful—they could be consumed.
- …But not perishable. One publicist found to her horror that a Florida editor's entire porch filled up with red ants at the same time her FedEx package arrived with a half-melted chocolate tchotchke. Boston Globe technology reporter Alex Pham once received ice cream on dry ice that arrived "in liquid form." If you're giving out something delicate, send it via courier.
- Hand deliver. Publicists make an impact when they go out of their way to hand-deliver their presents. Additionally, if an editor cannot accept the gift, they may return it directly to you without a time-consuming trip to the mailroom.
- Pre-assemble and review. By creating a prototype of a mailing before it goes out, you'll inevitably figure out something you've overlooked. Look it over, shake it, and…smell it. Pham once received a box of dolls that "gave off a very bad odor" only to learn that "new plastic often needs to be 'degassed.'"
- No more black T-shirts. Editors complain about the proliferation of the black T-shirt—they're beginning to feel a little noir. In addition, please take the editors' sizes into consideration. While it's easy to send XL's to everyone on your mailing list, at least half of the editors take a different size. "I get so bummed out when I open up a package and it's an XL shirt," said a senior editor from a top games website.
- Keep the item relevant. "When I receive a gift that corresponds closely to the product, I know that the marketing people are really into the game," says a gaming website editor, who enjoys receiving promotional gifts with builds, "Most of the time, PR people just hand me an expensive retail item—I really dislike that."
- Send builds and materials. While you have the editor's attention for the moment with your clever giveaway, be sure to have press materials attached so they can cover the product right away.
- Remember the classics. Of dozens of editors surveyed, the most popular gifts by far were weapons (most notably the sword from the "*Die By the Sword*" campaign), followed closely by alcohol and food. Other editor favorites include: bathrobes, shorts, business card holders, and notebooks. "I annually look forward to Sierra's E3 notebook," says one editor.

Olsen's "Jungle Book" campaign was perfect for several reasons—it was relevant, memorable, and most importantly—edible. This kind of giveaway can bring your product to the top of the inscrutable "stack" and help an editor remember you. So choose carefully, don't overspend, and personally deliver presents with a smile…every time. **GW**

Erica Kohnke is the vice president of San Francisco-based Linn Public Relations, an agency specializing in interactive entertainment.

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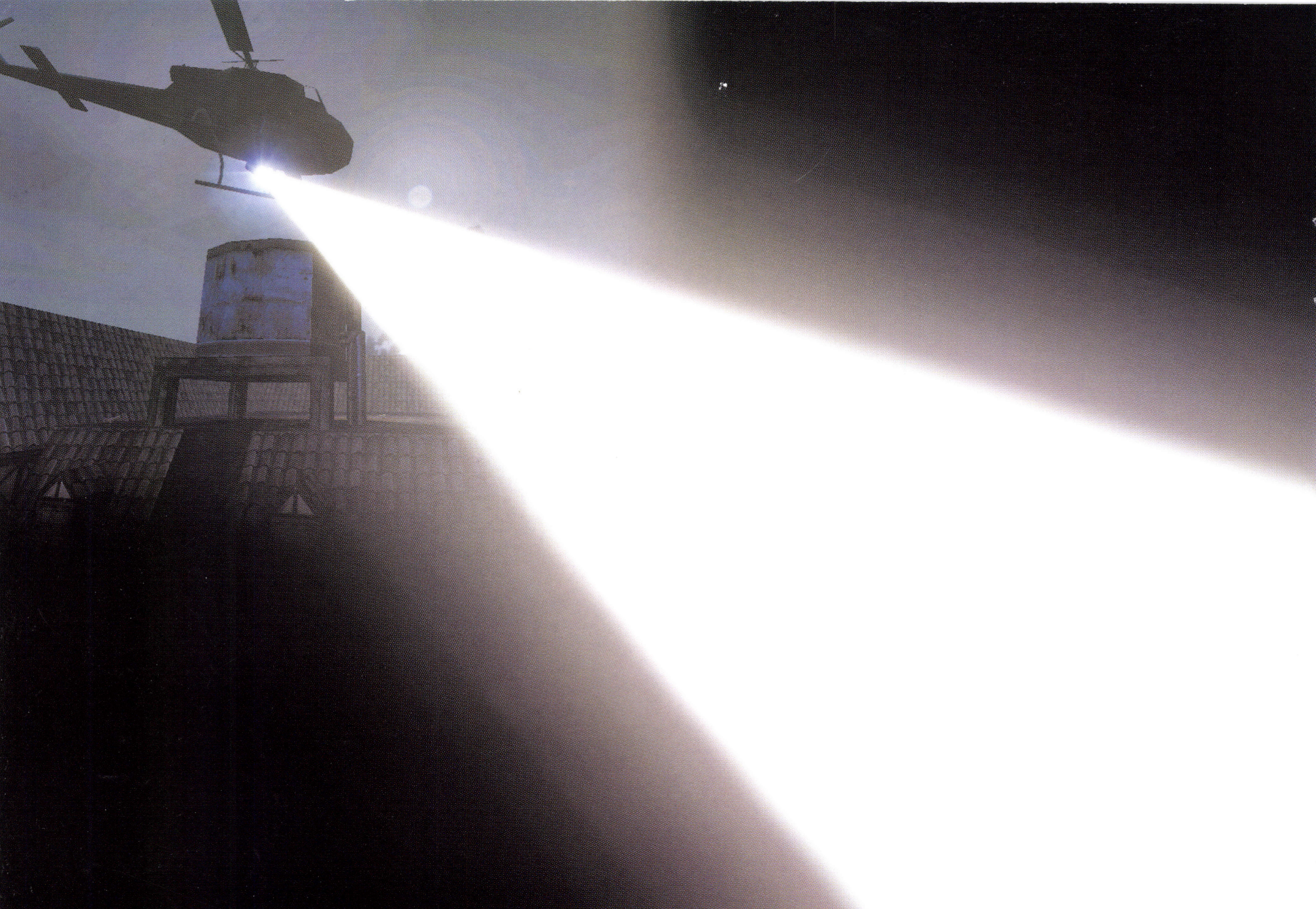
Dreamcast.

E Mild Animated Violence



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Animated Blood
Animated Violence
Comic Mischief

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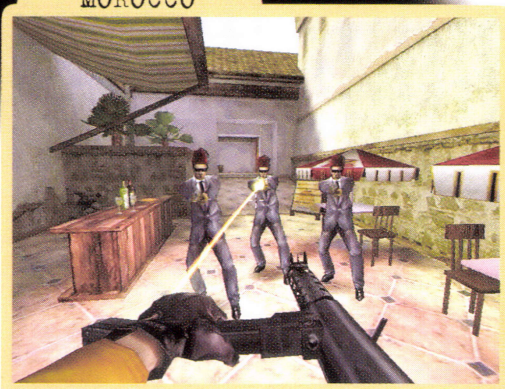

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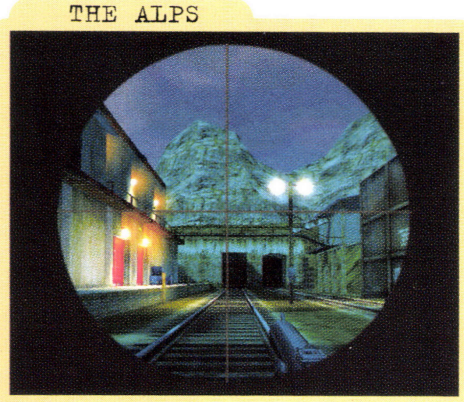

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GameWEEK RATING SYSTEM

A One of the best selling products for that platform. Strong marketing and word of mouth complement excellent game play and design. A "must have" product.

B Great product, but lacking in some areas. Will sell well and bring in the masses, but not to the extent of an "A" title.

C Good product that will sell average in terms of sales, yet not worthy of a "B." Still a solid seller, particularly in niche categories.

D Either unsupported in terms of marketing, severely lacking in quality or both. This product would have benefited from further development.

F Never should have been considered, much less released. A thoroughly unimpressive product that will sell only at a drastically reduced price.

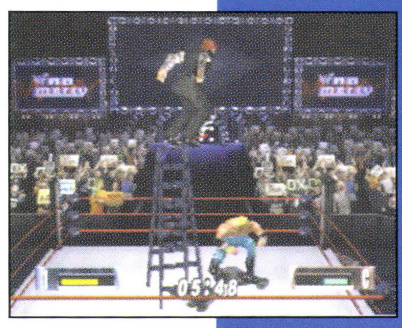
feature pick

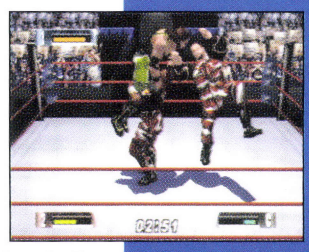
GameWEEK EDITOR'S CHOICE

WWF No Mercy

Publisher THQ
Developer Aki
Available November 9
Genre Wrestling
No. of Players 1-4

MSRP $59.95
Contact Info
www.thq.com
818.871.5000





Rundown THQ has seen that its wrestling games like *WWF Smackdown!* and *WWF Wrestlemania 2000* can produce a large amount of sales. But the best may be on its way this November in the form of *WWF No Mercy*.

Essentially, the overall graphical look of *WWF No Mercy* is the same as *Wrestlemania 2000*. The character models are slightly improved, and the limitations of a cartridge-based game diminish the quality of the wrestler intros. However, the strength of this game lies in its gameplay. Developer Aki has time and time again made each of its wrestling games a little better, and *No Mercy* is no exception. The game still features the best control scheme ever found for a console wrestling game. It is also amazing to see this Japanese developer accurately portray such an American-TV program. Aki makes sure that each wrestler can perform all of their special moves and taunts, and the rosters are updated to as close to the present as possible (As any wrestling fan knows, wrestlers can changer gimmicks overnight).

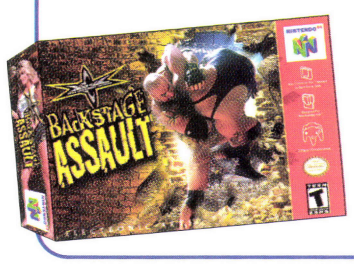
Don't expect *No Mercy* to just be a *Wrestlemania 2000* with updated rosters. Oh no, this game has a lot of new options that will definitely make the wrestling fanatic smile. The biggest addition is the Ladder Match. Players can now have either a championship belt or briefcase full of money hanging over the ring, and the first to grab it is the winner. For the first time in a THQ Nintendo 64 wrestling game, there are backstage areas-ten total-where players can bring the fight. These include the locker room, boiler room and even the parking lot. Other additions are: a breakable Spanish announcer's table, expanded storylines, Special Referee Mode and a more in-depth Create-A-Wrester Mode.

GW RATING: A

BOTTOM LINE
WWF No Mercy is one of the only great third-party titles for the Nintendo 64 this year. This one is a no-brainer of a purchase.
—Bryan Intihar

Hype & Marketing *WWF No Mercy* will receive a huge marketing campaign. Television Ads will run on both network and cable TV in November and December on NBC, Fox, UPN, MTV, FX, Comedy Central and during all WWF TV programs. In addition, THQ is receiving $750,000 in co-marketing support from Nintendo. A feature story on *No Mercy* will be posted on WWF.com, as well as a *WWF No Mercy* page on the THQ website.

Sales Pitch "If you want the best wrestling experience on a console, then *No Mercy* is the one to buy. Why you might ask, well, I will tell you why. First, it features the World Wrestling Federation, which is the ultimate wrestling franchise. Next, it has every option that any wrestling guru would be looking for: ladder matches, steel cage matches, weapons, championship belts and create-a-wrestler. Now just go and buy it!"



Competition The only game that can bring any pressure onto *WWF No Mercy* is Electronic Arts' *WCW Backstage Assault*, a game that is targeted more for those who are looking for outside-the-ring, hardcore action, while *WWF No Mercy* is more of a simulation. But just as the WWF has dominated the TV ratings, expect the same when it comes to these two games.

Breath of Fire IV

Publisher Capcom
Developer Capcom
Available November 15
Genre Role-Playing
No. of Players 1

MSRP $39.95
Contact Info
www.capcom.com
408.774.0500

Rundown Even with the release of the PS2, publishers still know that quality RPGs for the original PlayStation can sell. Capcom is following that logic with the release of *Breath of Fire IV*. The game has an engrossing storyline (consisting of two main characters, Ryu and Fou-Lu) and sharp animations. The battle system consists of three frontline and backside characters where players can toggle back and forth. The biggest problem for this game is the stiff competition from other RPGs releasing at the same time.

Hype & Marketing Consists of print ads, web coverage and POP.

Sales Pitch "A much improved title compared to past *Breath of Fire* games. So, if you liked the others, you will surely want to give this one a shot."

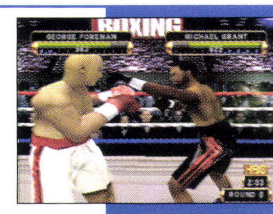
Competition Square's *Final Fantasy IX*, Working Designs' *Lunar 2: Eternal Blue*

GW RATING: B-

BOTTOM LINE
Possibly the best game in the series, but its sales potential is diminished due to the large amount of highly-anticipated competition.
—Bryan Intihar

Acclaim Sports' HBO Boxing

Publisher Acclaim
Developer Osiris Studios
Available November 14
Genre Sports
No. of Players 1-2
MSRP $39.95
Contact Info
www.acclaim.com
516.656.5000



Rundown Part of me wants to like this game and part of me wants to see it in a landfill. I admire the "sweet science," and I can appreciate what Acclaim was trying to do here, but it's just not enough. The good: lots of big name fighters (including George Forman and Roy Jones Jr.); authentic commentary from Jim, Larry, and Harold; good detail on the fighters' faces; nice arenas; lots of customizable options. The bad: pixel-clogged graphics; shady collisions; difficult-to-read menus; kooky fighter animations. Thoughts that I could possibly appreciate the game for some of the nice touches it does contain seemed to come and go every couple of minutes. *HBO Boxing* is a worthwhile purchase for hardcore boxing fans, but it's definitely frayed at the edges.

Hype & Marketing National TV, radio, print, and web campaigns, cross-promotions with HBO, in-store merchandising.

Sales Pitch "Are you hardcore into boxing? Ya gotta have this!"

Competition *Mike Tyson Boxing* and *Ready 2 Rumble: Round 2* will distract consumers, but at the final bell, *Knockout Kings 2001* will get the TKO.

GW RATING: B-

BOTTOM LINE
A noble attempt, but HBO Boxing simply does not hold up when compared to EA's latest. The high-profile license should do a lot for an otherwise unspectacular boxing title.
—Jim Loftus

Looney Tunes Space Race

Publisher Infogrames
Developer Infogrames
Available November 15
Genre Racing
No. of Players 1-4

MSRP $29.95
Contact Info
www.us.infogrames.com
408.985.1700

Rundown *Looney Tunes Space Race* is a fast, arcade style racing fest in the vein of *Mario Kart*. Offering up characters like Bugs, Daffy, and even Elmer, *Space Race* has a lot going for it in terms of both gameplay and graphics. The control is tight, there are plenty of crazy, cartoon spawned power-ups like falling pianos, electric shocks, TNT, and those "magic black holes." The courses are well designed, too, for the most part. Everything looks sharp and there are a lot of impressive animation routines. Even the sound effects are straight from Saturday morning. All of these elements add up to give the whole experience a real shot in the arm. This is good.

Hype & Marketing Infogrames was contacted but did not respond with marketing information in time of going to press.

Sales Pitch "The best *Mario Kart*-style game on Dreamcast."

Competition *Wacky Races, South Park Rally, Disney World Magical Racing Tour*

GW RATING: B

BOTTOM LINE
Space Race is the best game of its type available for the Dreamcast and should sell fairly well in a crowded market.
—Jim Loftus

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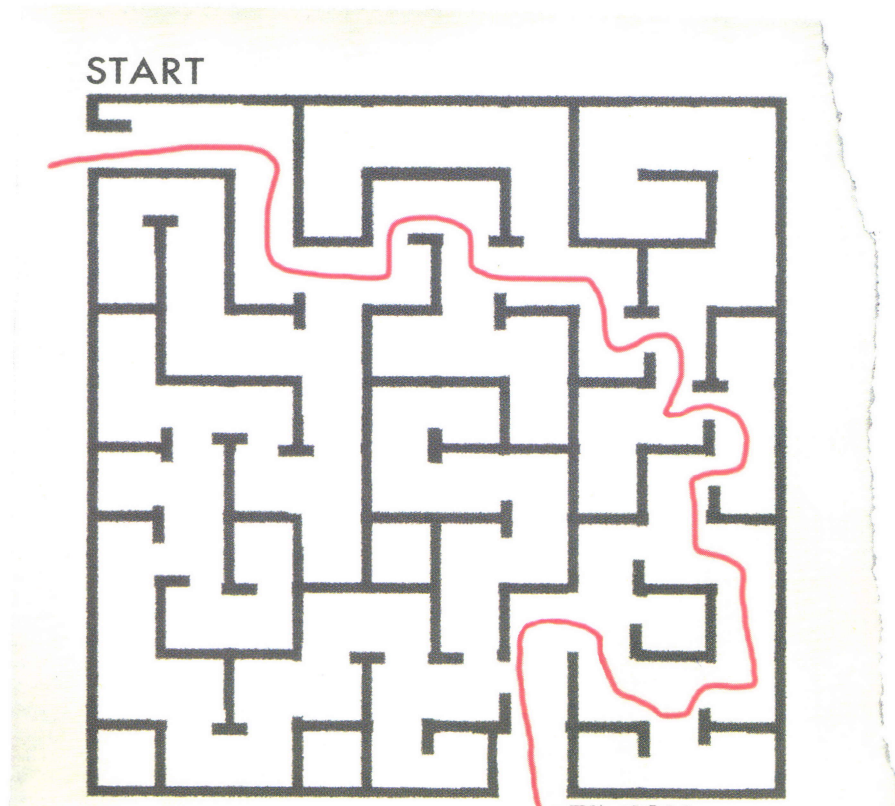

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editor's comments

Rundown *What features does the product have to offer the consumer/end user?*

Hype & Marketing *How will the product be supported prior to and during its life on the shelf?*

Sales Pitch *What do you say to consumers to pique their interest in the product?*

Competition *Are there similar products fighting for the consumer's attention?*

Bottom Line *In the end, it all boils down to one thing: will the product sell?*

GameWEEK Reviews *reflect the sales potential of a specific product. Each review is an evaluation of a product's potential performance at retail. They are designed to provide retail buyers and store managers with the most accurate, up to date information available regarding upcoming releases.* GameWEEK Reviews *do not attempt to evaluate products on their technical merits or gameplay the way an enthusiast magazine does, although these are factors in the overall grade.* GameWEEK Reviews *do not intend to help or hinder a product's overall success in any way.*

FreeStyle Motocross: McGrath vs. Pastrana

Publisher Acclaim
Developer Z-Axis
Available Now
Genre Racing
No. of Players 1-2
MSRP $39.95
Contact Info www.acclaim.com, 516.656.5000

GW RATING: C+

Rundown Acclaim continues to expand its motocross line with *FreeStyle Motocross: McGrath vs. Pastrana*. The game contains some really cool track locations and designs like Yosemite, Tombstone and Las Vegas. Each is full of shortcuts to help players. In addition, it has tight controls, which enable any gamer to pull off some fancy-looking tricks. However, the biggest flaw with this game is the graphics. Even for an original PlayStation game, it looks quite poor.

Hype & Marketing Consists of a three-month print campaign in gaming, lifestyle and motocross publications. There will also be online advertising and a variety of cross-promotions.

Sales Pitch "Perfect for the motocross fan who wants to see whether McGrath or Pastrana is the king."

Competition THQ's *Championship Motocross 2001 featuring Ricky Carmichael*

BOTTOM LINE
Tight control and original track designs are its strong points, but the graphics are just so substandard to other PS titles.
—Bryan Intihar

Resident Evil 3 Nemesis

Publisher Capcom
Developer Capcom
Available November
Genre Action Adventure
No. of Players 1
MSRP $19.95
Contact Info www.capcom.com 408.774.0500

GW RATING: B+

Rundown From a gameplay standpoint, it really doesn't get much better than this. *RE3 Nemesis* is a masterpiece, holding the player hostage to a pure, adrenaline-charged experience. *Nemesis* can do to the player what few games can do. It can evoke joy, anger, trepidation, relief and outright fear. The DC edition also offers the ability to select from multiple costumes and the previously hidden sub-game *Mercenaries*, right from the start. While the visual "improvements" made to this version are negligible (big disappointment considering the rendering power available), *Nemesis* is not to be passed up. Dreamcast owners who missed out on the PlayStation release are cheating themselves out of an unforgettable experience not to buy this.

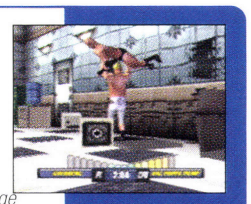
Hype & Marketing A light print campaign for the major gaming books.

Sales Pitch "One of the most intense games ever made. Take this home, turn out the lights, put some headphones on and get ready to feel true fear."

Competition *RE Code: Veronica, Sword of the Berserk: Guts' Rage, MDK2* and *Hidden & Dangerous. RE2* and *Dino Crisis* release at the same time as *Nemesis* and carry the same low price point.

BOTTOM LINE
RE3 Nemesis is a rabid, head-spinning rush and with a $19.95 price tag, it should have no trouble moving off the shelf.
—Jim Loftus

WCW Backstage Assault



Publisher Electronic Arts
Developer Kodiak Interactive Software Studios
Available Now
Genre Wrestling
No. of Players 1-2
MSRP $39.95
Contact Info www.ea.com 650.628.1500

GW RATING: C+

Rundown Wrestling really goes to the extreme with *WCW Backstage Assault* by Electronic Arts. In this game, all of the action happens outside the ring in places like the locker room and loading bay. Players can participate in matches with weird stipulations like First Blood and Human Torch. The game has an extensive Create-A-Wrestler Mode and players can unlock hidden characters and arenas in the Hardcore Challenge. While the premise may sound interesting, this game is hurt by some poor visuals (THQ's wrestling games have demonstrated that developers can create a lot more realistic wrestler models than what is delivered in *BackStage Assault*.)

Hype & Marketing Print ads in wrestling, gaming and men's publications like *WCW Magazine, GamePro* and *Maxim*. The game has its own website, and it is the official sponsor of a WCW pay-per-view event.

Sales Pitch "This is the game for those that want to prove whether they are really hardcore."

Competition THQ's *WWF Smackdown! 2 Know Your Role*

BOTTOM LINE
Even though the game will not sell as well as WWF Smackdown! 2, its strong marketing campaign should help its early sales.
—Bryan Intihar

Sky Odyssey

Publisher Activision
Developer Cross
Available November 14
Genre Simulation
No. of Players 1
MSRP $49.95
Contact Info www.activision.com 310.255.2000

GW RATING: B-

Rundown First of all, let me say that I'm not exactly crazy about flight sims. To me, there's just way too much to worry about with regard to control and that seems to divert my attention away from having a good time (the reason I'm playing to begin with.) PlayStation 2 owners with similar thoughts should find a lot to love in *Sky Odyssey*, a game that just sort of came out from nowhere. The visuals aren't the most detailed in the world, but they are sharp, running in hi-res. There are a lot of factors which make *Sky Odyssey* shine. Tight control, accurate physics, vast environments, and a good variety of missions are just some of the positives. Well done.

Hype & Marketing Marketing includes buyer mailing, trade programs, cross-sell-in manuals.

Sales Pitch "Wow, this is a big surprise and a good time…you should check it out."

Competition *Star Wars Episode 1: Starfighter, Top Gun*

BOTTOM LINE
Sky Odyssey is a simple, arcade-style flight sim and it's a lot of fun. You won't be moving them out by the truckload, but those who pick it up should be satisfied.
—Jim Loftus

Orphen: Scion of Sorcery

Publisher Activision
Developer Shade
Available Now
Genre Action RPG
No. of Players 1
MSRP $49.95
Contact Info www.activision.com 310.255.2000

GW RATING: C+

Rundown Based on a modern anime series, *Orphen* is an action-based RPG, and it's pretty weird. The in-game graphics, while certainly more than adequate, are not what I'd call spectacular. Fortunately, *Orphen* is fun. The characters are interesting and the voice acting is none too shabby either (hey, imagine that—audible dialog in a next-gen game!) As far as combat is concerned, *Orphen* has more in common with *Evergrace* than your traditional turn-based RPG. Some of the action is even reminiscent of *Panzer Dragoon Saga*, to a certain degree, due to the dramatic camera work during battle sequences.

Hype & Marketing Online campaign on high traffic gaming sites, PS2 and anime based sites. Co-marketing with *Sky Odyssey* (buyer mailing, trade programs.) Co-marketing with launch of *Orphen* anime series, DVD/VHS release and toy and apparel launches.

Sales Pitch "This is a lot better than you might think. It's actually pretty darn good."

Competition *Evergrace, Eternal Ring*

BOTTOM LINE
Orphen is a solid action RPG for the PlayStation 2, but it's a little too offbeat for it's own good. Don't expect it to fly off the shelves.
—Jim Loftus

Sonic Shuffle

Publisher Sega of America
Developer Sega of Japan
Available November 14
Genre Party
No. of Players 1-4
MSRP $49.95
Contact Info www.sega.com 415.701.6000

GW RATING: B-

Rundown It says Sonic on it, so it has to be fun, right? Think again. Players will discover that the best part of *Sonic Shuffle* comes when they turn it off and return it to the store, and that's bad news for you. This card-based, *Mario Party* style game is guaranteed to induce boredom. With nearly 50 mini-games, *Sonic Shuffle* does have its moments, but just not enough of them. And now, the graphics. The cell-shading technique introduced in *Jet Grind Radio* was awesome, but here, it's half-baked and completely out of place. I mean, this is a board game with very few "moving parts"—how difficult could it have been to make it come alive using the Dreamcast's power? This is so wrong.

Hype & Marketing Geared toward a younger audience. Co-promotion with Bubblicious with counter displays and more, to offer the chance to win *Sonic Shuffle* party packs and a family trip for four to Disneyworld. Advertising includes web sites such as Nickelodeon and campaign with Radio Disney.

Sales Pitch "Fun for the whole family!"

Competition Everything else.

BOTTOM LINE
Sonic Team must be cringing right about now; this game should never have been released. The Sonic name itself should help to boost sales early, but don't expect long-term revenue.
—Jim Loftus

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This Game Is Wacked.

TEEN
T
CONTENT RATED BY ESRB

Comic Mischief
Suggestive Themes
Animated Violence

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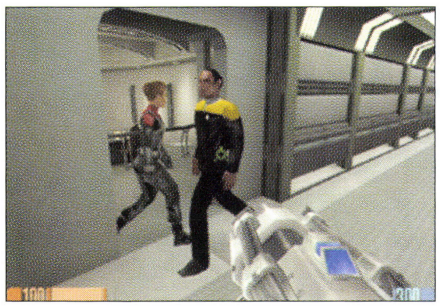
Aspyr Hosts Event, Announces Blockbuster Titles for Mac

by Mike Dixon

Aspyr Media, the once scrappy Mac game publisher, is now a leading force in the Mac game publishing business. Winning over licensing contracts from Electronic Arts, Eidos Interactive, and teaming with Westlake Interactive (the king of PC-to-Mac conversions), they have experienced consistent success with Mac releases of the *Tomb Raider* series, *Madden NFL 2000* and the blockbuster *The Sims*. Now they are planning an all-out assault on the Mac game community this winter and in 2001 with major announcements they unveiled last month at their first-ever press event, "AspyrWorld."

Hosted in Austin, TX, home of Aspyr Media, AspyrWorld took place during the first weekend of October, with only 100 or so Macintosh media representatives invited. Aspyr hopes to make this an annual event. Based on what was announced and demonstrated at this year's event, it's highly likely that this event will only get bigger and better each year.

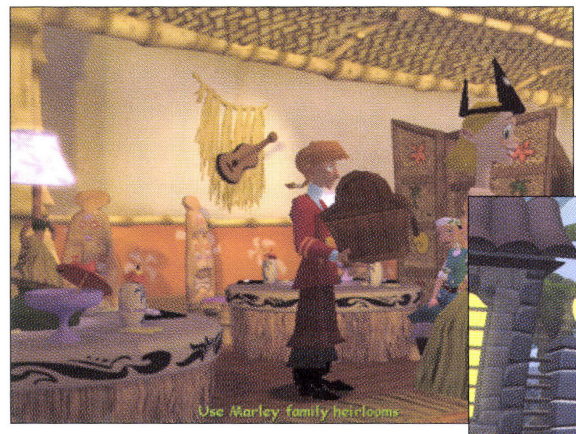


Star Trek Voyager: Elite Force

STAR TREK, A PORSCHE, AND LIVIN' LARGE

Star Trek Voyager: Elite Force, *The Sims Livin' Large* expansion pack, and *Need for Speed: Porsche Unleashed* are expected to release between now and the end of the year. All three are being developed for Macintosh by Westlake Interactive. At this point, *Livin' Large* and *Elite Force* should be released first, followed by a late 2000 release of *Porsche Unleashed* (expected before Christmas). To celebrate the upcoming Porsche Mac game, Aspyr gave away a one-year lease of a brand-new Porsche 2001 Boxster to a lucky attendee at the event.

According to Aspyr, *The Sims* for Mac has sold incredibly well, both online via direct sales as well as in retail. They are hoping retailers will continue to stock *The Sims* for Mac through the holiday season and stock the *Livin' Large* expansion pack next to it when it arrives later this fall. It is expected to sell as well (in proportion) as it has with the Windows version.



Left and below: LucasArts' Escape from Monkey Island will be the first of that company's titles to be produced out of house by Aspyr.

SIM THEME PARK FOR MAC; LARA CROFT RETURNS

Aspyr announced that they are still planning to handle North American distribution of *Sim Theme Park* for Mac. Feral Interactive is doing the Mac version development and will also handle publishing in Europe. This game allows users to create and maintain their own virtual theme park. In the early 1990's, *Theme Park* was released for Mac by Electronic Arts/Bullfrog. It suffered from being a poor port from the PC version and contained some instability. Mac users are hoping for a better result with *Sim Theme Park*. The game is taking much longer than expected to complete, but Aspyr is hoping for a release in the U.S. before year's end.

One of Aspyr Media's big success stories was getting Tomb Raider on the Mac. Since the original release of *Tomb Raider II*, followed by *Tomb Raider Gold Edition* and *Tomb Raider 3*, Aspyr has been enjoying continued success with this series. Therefore, they have announced *Tomb Raider: Chronicles* will be published on the Mac as well. Chronicles is the latest in the *Tomb Raider* series, the most recently released Lara Croft 3D adventure game published by Eidos Interactive.

TIGER WOODS IS MACINTOSH BOUND

Aspyr Media once again has worked out an arrangement with Electronic Arts to bring another sports game to the Mac. While some Mac users are hoping for soccer, basketball, or baseball games, Aspyr chose the hot-selling *Tiger Woods PGA Tour 2001*, expected to release sometime in 2001. This game should give MacSoft's *LinksLS 2000* for Mac a run for its money with more notable pro golfers included in the game, along with over 12 courses from the pro circuit and realistic graphics and physics.

Tiger Woods PGA Tour 2001

ASPYR AND LUCASARTS TEAM-UP

The biggest announcement at the show was saved until last: a Mac version of hugely popular *Escape from Monkey Island*. What was considered by most to be nearly impossible, a third party (Aspyr) will be bringing a LucasArts title to the Macintosh. Up until this point, LucasArts had not allowed another company to handle Mac production of one of their titles. And while LucasArts will be working very closely with Aspyr (and Westlake Interactive, the development team contracted to handle the port), this arrangement has the enormous potential for a future long-term relationship between LucasArts and Aspyr...similar to Aspyr's healthy relationship with Electronic Arts and Eidos Interactive. Only time will tell, but this is major news for the Mac industry, and its game industry in particular.

STAY TUNED FOR MACWORLD SAN FRANCISCO 2001

Aspyr's Michael Rogers (President) indicated that Mac users should stay tuned their announcements at Macworld San Francisco in January 2001, where they plan to unveil even more exciting games for the Mac. When asked about Apple's recent lackluster stock performance, Rogers brushed off any concerns and indicated that Apple is doing the right things in terms of what his company needs...getting more Macs into people's hands. **GW**

Mac Publishers Prepare a Game Assault for Holidays

By Mike Dixon

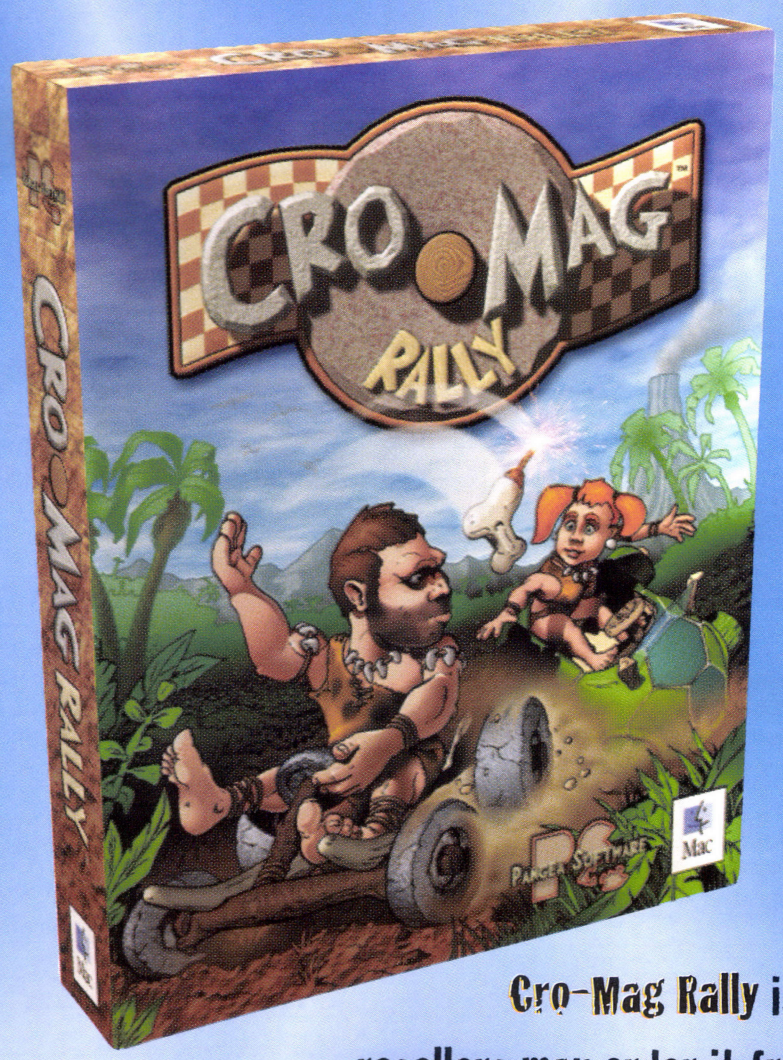
Retailers need to be aware of the growing number of Macintosh games released in October, as well as many more titles coming this month and in early December. Mac publishers and developers have been better prepared this year, getting games readied by the Christmas season:

- MacSoft's "softer and safer" title publishing tactics still provide potentially great-selling titles for the entire family (from kids to hard-core gamer). Recent and upcoming releases include *Risk II* (brand-new remake, now available), *Wheel of Fortune* (brand-new remake, now available), *Jeopardy* (brand-new remake, now available), *Beachhead 2000* (now available), *Mac Tonka Truck Pack* (for kids, now available), *Mac Kids Pack* (Mr. Potato Head Saves Veggie Valley, Candyland Adventure, Play-Doh Creations, Playskool Puzzles, now available), *LinksLS 2000* (November), Driver (expected to release in late November), and *Rogue Spear* (sequel to *Rainbow Six*, expected by year's end).
- Gathering of Developers continues to pump out Mac titles. Three of the hottest titles coming from The Gathering are the Mac releases of *4x4 Evolution* (November release), *Rune* (November release) and *Heavy Metal: FAKK 2* (November release). Several more triple-A Mac titles are expected for release in the first half of 2001.
- United Developers is the newest player in the Mac game publishing/development arena. Current games expected for release include *Sin* (November), *Wages of Sin* expansion pack (November) and *Majesty: The Fantasy Kingdom Sim* (November). Many more titles are in the works for 2001.
- Aspyr Media has both *The Sims Livin' Large* expansion pack and *Star Trek Voyager: Elite Force* both expected to release in November.
- Simon and Schuster Interactive should be shipping Star *Trek Deep Space Nine: The Fallen* in November as well. This game was originally expected to release in September. **GW**

BROG LIKE MAC GAMERZ

Mac

and Mac gamers will like Brog...



You are a speed-hungry caveman named Brog who races through the Ages in primitive vehicles using an arsenal of primitive weaponry. In addition to single-player racing there are also several multi-player modes. Two players can play split-screen on a single computer, or up to 6 players can play over a network.

Cro-Mag Rally is available directly from Pangea Software, or resellers may order it from Ingram-Micro, SKU #392411

RELEASE SCHEDULE

Sponsored by: Gigex SM

macintosh

Game	Manuf./Publisher	Pre-Book Date	Release Date
Alien vs. Predator	Fox Interact.	TBA	Q3
Anachronox	Ion Storm	TBA	Q4
Black and White	Lionhead	TBA	Q4
Cartoon Combat	Creative Edge	TBA	Q3
Combat Misson: BO	Big Time Soft.	TBA	Q3
C.o.L: InterLock	Deninet Soft.	TBA	Q4
Deimos Rising	Ambrosia	TBA	Q3
Dragon's Lair 3D	Blue Byte	TBA	Q4
Driver	GT Interactive	8/00	11/00
Eternal War	Past Tree, Inc.	TBA	Q4
Experience	The Whole Exp.	TBA	Q4
F/A-18 Hornet: Gold	Graphic Sim.	TBA	Q4
Grimoire	Elysium Digital	TBA	Q3
Halo	Bungie Soft.	TBA	Q4
Heart of Darkness	Infogrames	TBA	Q3
Heretic II	Logicware	TBA	Q3
Interstate '76	Logicware	TBA	Q3
Jeopardy	MacSoft	8/00	11/00
Monopoly 2	GT Interactive	8/00	11/00
Oni	Bungie	TBA	Q3
Panty Raider	Sim & Shust.	TBA	Q3
Peregrine	Enigma Soft.	TBA	Q4
Pool of Radiance	Mindscape	TBA	Q4
Riddle of the Sphinx	DreamCatcher	9/00	12/00
Rogue Spear	MacSoft	9/00	12/00
Screamin' Demons	Parsoft	TBA	Q4
Shadowbane	Wolfpack	TBA	Q3
Silver	Infogrames	TBA	Q3
Star Trek: DS9 Fallen	Sim & Schust.	8/00	11/00
Warcraft III	Blizzard Ent.	TBA	Q4

playstation

Game	Manuf./Publisher	Pre-Book Date	Release Date
007 Racing	Electonic Arts	8/00	11/00
102 Dalmatians	Eidos	8/00	11/00
Aladdin	SCEA	11/00	2/01
Alone Dark 4	Infogrames	12/00	3/01
Arthur Race	Mattel	8/00	11/00
Backyard Football	Infogrames	10/00	1/01
Batman Beyond	UbiSoft	8/00	11/00
Batman Racing	Ubi Soft	8/00	11/00
Big Ol Bass 2	Konami	8/00	11/00
Blade	Activision	8/00	11/00
Blade Arts	Enix	8/00	11/00
Blaster Master II	Sunsoft	8/00	11/00
Breath of Fire IV	Capcom	8/00	11/00
Bugs and Taz	Infogrames	8/00	11/00
Carmageddon 2	Interplay	8/00	11/00
Champ. Mot. 2001	THQ	8/00	11/00
Chicken Run	Eidos	8/00	11/00
Crash Bash	SCEA	8/00	11/00
Detective Barbie	Mattel	8/00	11/00
Driver 2	Infogrames	8/00	11/00
Dukati World	Acclaim	8/00	11/00
Dukes of Hazzard II	Southpeak	8/00	11/00
Evil Dead	THQ	8/00	11/00
Extreme Hybrid Rac.	Mattel	8/00	11/00
F1 Grand Prix 2000	Eidos	8/00	11/00
Final Fantasy IX	Square	8/00	11/00
Ford Racing	Take 2	8/00	11/00
Goofy's Fun House	Mattel	8/00	11/00
Harvest Moon	Natsume	8/00	11/00
HBO Boxing	Acclaim	8/00	11/00
In Cold Blood	Midway	8/00	11/00
Incredible Crisis	Titus	8/00	11/00
Inspector Gadget	Ubi Soft	8/00	11/00
Jungle Book	Ubi Soft	8/00	11/00
Looney Tunes Racing	Infogrames	8/00	11/00
Lunar 2: E.B.	Working Desi.	8/00	11/00
March Madn. 2001	Electronic Arts	8/00	11/00
Martian Gothic	Take 2	8/00	12/00
M.H. Pro BMX	Activision	11/00	2/01
Moto Racer Wld Tour	Infogrames	8/00	11/00
Nascar Racers	Hasbro Int.	8/00	11/00
NCAA F.F. 2001	SCEA	8/00	11/00
Nicktoons Racing	Hasbro Int.	8/00	11/00
Persona 2	Atlus	8/00	11/00
Powerspike Volley	Infogrames	8/00	11/00
R2R Round 2	Midway	8/00	11/00
Rockem Sockem	Mattel	8/00	11/00
Rogue Spear	Redstorm	8/00	11/00
Rugrats in Paris	THQ	8/00	11/00
Scooby Doo	THQ	10/00	1/01
Sea Doo Hydrocross	Vatical	8/00	11/00
Sesame St. Sports	New Kid Co.	8/00	11/00
Star Wars: Demo.	LucasArts	8/00	11/00
The Grinch	Konami	8/00	11/00
The Mummy	Konami	8/00	11/00
Tiger Woods PGA	EA	8/00	11/00
Tomb Raider Chr.	Eidos	8/00	11/00
Torneko	Enix	8/00	11/00
UFC	Crave	8/00	11/00
Vanishing Point	Acclaim	8/00	11/00
Warr. M&M	3DO Company	8/00	11/00
Woody Wood. Racing	Konami	8/00	11/00
World Not Enough	EA	8/00	11/00
WWF Smackdown 2	THQ	8/00	11/00
X-Men: Mutant Wars	Activision	8/00	11/00

pc gaming

Game	Manuf./Publisher	Pre-Book Date	Release Date
Age of Sail II	Talon Soft	10/00	1/01
Alone in the Dark 4	Infogrames	2/01	5/01
America	Data Becker	10/00	1/01
Amer. McGee's Alice	EA	8/00	11/00
Anachronox	Eidos	1/01	3/01
Arcanum	Sierra	10/00	1/01
Arcatera	Ubi Soft	8/00	1/01
B-17 Flying Fortress	Hasbro	10/00	1/01
Batman Racing	Ubi Soft	12/00	3/01
Black & White	Electronic Arts	11/00	2/01
Blair Witch 3	Gathering	8/00	11/00
Board & Blades 2	Head Games	8/00	11/00
Breakout	Hasbro	8/00	11/00
Call To Power 2	Activisionq	8/00	11/00
Chessmaster 6000	Learning Co.	8/00	11/00
Chicken Run	Eidos	8/00	11/00
Commanche 4	Nova Logic	10/00	1/01
Conquest: F.W.	MS	11/00	2/01
C&C Renegade	Westwood St.	8/00	11/00
Dragon's Lair 3D	Blue Byte	TBA	Q4
Duke Nukem Forever	GT Interactive	10/00	1/01
Dungeon Seige	Microsoft	5/01	8/01
Echelon	Bethesda	7/00	10/00
Empire Earth	Sierra	TBA	Q2/2001
Escape Monkey Is.	LucasArts	8/00	11/00
Everquest: S.V.	Verant	9/00	12/00
Evil Dead	THQ	8/00	11/00
F1 Champ. 2000	EA	8/00	11/00
F1 Grand Prix 2000	Eidos	8/00	11/00
F-18 Expansion	Titus	9/00	12/00
Freedom: First Res.	Redstorm	8/00	11/00
Freelancer	Microsoft	1/01	4/01
Giants	Interplay	8/00	11/00
Gunman	Sierra	8/00	11/00
Halo	Bungie	10/00	1/01
Heist	Interplay	8/00	11/00
Heroes: Chronicles	3DO	8/00	11/00
H&D 2	Talon Soft	10/00	1/01
Hired Teams: Trial	Thought Guild	TBA	Q4
Hitman: C.N. 47	Eidos	8/00	11/00
Hostile Waters	Interplay	12/00	3/01
I'm Going In	Eidos	8/00	11/00
Insane	Codemasters	8/00	11/00
Jumbo Jack	Sierra	TBA	Q4
Kingdom Under Fire	Gathering	8/00	11/00
King of the Hill	Fox Int.	8/00	11/00
Leg. of Blademast.	Ripcord	8/00	11/00
Leg. of M & M	3DO	10/00	1/01
Links 2001	Microsoft	8/00	11/00
Links Courses 2001	Microsoft	8/00	11/00
Mafia	Talon Soft	1/01	4/01
Max Payne	Gathering	2/01	5/01
Mech Commander 2	Microsoft	1/01	3/01
MechWarrior 4	Microsoft	8/00	11/00
Monopoly Tycoon	Hasbro	10/00	1/01
NASCAR Racing 4	Sierra	11/00	2/01
NBA Live 2001	EA	9/00	12/00
N.F.S.: Motor City	Electronic Arts	8/00	11/00
No One Lives For.	Fox Int.	8/00	11/00
Odyssey	Dreamcatcher	8/00	11/00
Oni	Bungie	10/00	1/01
Paintbrawl 3	Head Games	8/00	11/00
Pod Racing 2	Ubi Soft	8/00	11/00
PoR: Ruins of Myth	Mindscape	9/00	12/00
Quake III Miss. Pk.	Activision	8/00	11/00
Rainbow Six Coll. Ed.	Redstorm	8/00	11/00
Red Faction	THQ	TBA	Q3/01
Relic Hunter	Octagon	TBA	Q4
Rem. Top Shot 2	Head Games	8/00	11/00
Reno Air Racing	Broderbund	8/00	11/00
Resident Evil 3	Capcom	8/00	11/00
Riddle of the Sphinx	Dreamcatcher	8/00	11/00
Rising Sun Gold	Talon Soft	8/00	11/00
Rogue Spear Plat.	Redstorm	12/00	3/01
Sacrifice	Interplay	8/00	11/00
Second Genesis	Epic Games	TBA	Q3
Seven Games Soul	Dreamcatcher	8/00	11/00
Shadow Company 2	Ubi Soft	TBA	Q3
Silent Hunter 2	Mindscape	8/00	11/00
Skip Barber Racing	Bethesda	11/00	2/01
Squad Leader	Microprose	7/00	10/00
Star Fleet Comm. 2	Interplay	9/00	12/00
Stars!	Empire Int.	10/00	1/01
Startopia	Eidos	8/00	11/00
Star Trek DS9:Fallen	Sim. & Schust.	8/00	11/00
Star Trek Dominion Wars	Sim. & Schust.	12/00	3/01
Star Wars Obi-Wan	LucasArts	11/00	2/01
Star Wars Online	LucasArts	TBA	TBA/01
Star Wars XWing Tril.	LucasArts	8/00	11/00
Stunt GP	Infogrames	10/00	1/01
Stupid Invaders	Ubi Soft	10/00	1/01
Summoner	THQ	1/00	3/01
Suzuki 2000	Ubi Soft	8/00	11/00
Tank Platoon	Microprose	8/00	11/00
The Settlers IV	Blue Byte	TBA	Q4
TimeLine	Eidos	8/00	11/00
Tomb Raider Chr.	Eidos	8/00	11/00
Tribes 2	Sierra	9/00	12/00
US Open 2000	Dreamcatcher	10/00	1/01
TW & PGA 2001	Electronic Arts	8/00	11/00
WWF With Authority	THQ	8/00	11/00
Warcraft III	Blizzard	3/01	6/01
Warriors of M & M	3DO	8/00	11/00
Werewolf the Apoc.	ASC Games	8/00	11/00
Who Mill. Sports	Disney	8/00	11/00
X-Com Alliance	Microprose	10/00	1/01

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- Macintosh Gaming Area

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RELEASE SCHEDULE

gameboy color

Game	Manuf./Publisher	Pre-Book Date	Release Date
102 Dalmatians	Activision	8/00	11/00
Aladdin	Ubi Soft	8/00	11/00
Animorphs	Ubi Soft	8/00	11/00
Army Men: Air Comb.	3DO Company	8/00	11/00
Army Men: S.H. 2	3DO Company	8/00	11/00
Austin Powers	Take 2	6/00	9/00
Batman Beyond	Ubi Soft	8/00	11/00
Batman Racing	Ubi Soft	8/00	11/00
Blade	Activision	8/00	11/00
Blues Clues	Mattel	9/00	12/00
Buzz. L. Star Com.	Activision	8/00	11/00
Carnivale	Vatical	9/00	12/00
Cruis'n Exotica	Midway	8/00	11/00
Cyber Tiger	EA	8/00	11/00
Dave Mirra BMX	Acclaim	8/00	11/00
Donkey Kong	Nintendo	8/00	11/20
Dragon's Lair	Capcom	8/00	11/00
Dukes of Hazzard	Southpeak	8/00	11/00
F1 Champ. 99	Ubi Soft	8/00	11/00
Force 21	Ubi Soft	8/00	11/00
Gauntlet Legends	Midway	8/00	11/00
Godzilla 2	Crave	8/00	11/00
Grand Theft Auto 2	Take 2	8/00	11/00
Harvest Moon 2	Natsume	8/00	11/00
Hercules	Titus	11/00	2/01
Inspector Gadget	Ubi Soft	8/00	11/00
J.W. Cue Ball	Vatical	9/00	12/00
Jungle Book	Ubi Soft	8/00	11/00
Lemmings Rev.	Take 2	8/00	11/00
Little Nicky	Ubi Soft	8/00	11/00
Madden NFL 2001	Electronic Arts	8/00	11/00
Mary Kate & Ashley	Acclaim	8/00	11/00
Micro Machines V3	THQ	8/00	11/00
Mission Bravo	Mattel	10/00	1/01
Monster Rancer Ex.	Tecmo	7/00	10/00
MS Pinball Arcade	Electro Source	7/00	10/00
MTV: Pure Ride	THQ	8/00	11/00
NBA Jam 2001	Acclaim	8/00	11/00
NBA Live 2000	THQ	10/00	1/01
Obi Wan	THQ	8/00	11/00
Powerpuff Girls	Bam	8/00	11/00
Racin Ratz	Mattel	9/00	12/00
Rambler	Mattel	8/00	11/00
Road Rash	EA	8/00	11/00
Robopon	Atlus	9/00	12/00
Rocketts Sleep Over	Mattel	8/00	11/00
Rugrats in Paris	THQ	8/00	11/00
Sabrina	Havas	8/00	11/00
Sargent Rock	Bam	8/00	11/00
Scooby Doo CC	THQ	9/00	12/00
Sydney 2000	Natsume	8/00	11/00
The Grinch	Konami	8/00	11/00
Toca Tour Raing	THQ	8/00	11/00
Tom and Jerry	New Kid Co.	8/00	11/00
Tony Hawk 2	Activision	8/00	11/00
UFC	Crave	8/00	11/00
VIP	Ubi Soft	12/00	3/01
VR Powerboat	Vatical	9/00	12/00
WDL	3DO	8/00	11/00
WWF No Mercy	THQ	9/00	12/00
X-Men: Mutant Wars	Activision	8/00	11/00
Zelda Tri-Force	Nintendo	TBA	Q4

nintendo 64

Game	Manuf./Publisher	Pre-Book Date	Release Date
40 Winks	Infogrames	7/00	10/00
Aidyn Chronicles	THQ	10/00	1/01
Air Boardin' USA	ASCII	11/00	2/01
Banjo Tooie	Nintendo	8/00	11/20
Batman Beyond	Ubi Soft	8/00	11/00
Beast Wars 64	Bam	8/00	11/00
Blues Brothers 2000	Titus	8/00	11/00
Caesar's Palace 64	Crave	8/00	11/00
Carnivale	Vatical	9/00	12/00
Conker's B.F.D.	Nintendo	9/00	12/00
Dinosaur Planet	Rare	10/00	1/01
Donald Duck	Ubi Soft	9/00	12/00
Eternal Darkness	Nintendo	11/00	2/01
Greatest Arcade Hits	Midway	8/00	11/00
Hercules	Titus	8/00	11/00
Hey You, Pikachu!	Nintendo	8/00	11/6
Mario Artist	Nintendo	TBA	Q4
Mega Man 64	Capcom	11/00	1/01
Mickey Speedway USA	Nintendo	8/00	11/00
Mia Hamm Soccer	Southpeak	8/00	11/00
Mini Racers	Nintendo	TBA	Q3
Ms. PacMan M.M.	Namco	8/00	11/00
Nightmare Cr. 2	Activision	TBA	Q3
Paper Mario Story	Nintendo	10/00	1/01
Pikachu N64 System	Nintendo	8/00	11/00
Polaris Snoc. 2001	Vatical	9/00	12/00
Ready2Rumble B. 2	Midway	8/00	11/00
Resident Evil Zero	Capcom	TBA	Q4
Rugrats in Paris	THQ	8/00	11/00
Scooby Doo CC	THQ	8/00	11/00
Seadoo Hydro. 2001	Vatical	10/00	1/01
Spider-Man	Activision	8/00	11/00
Super Bowling	Tommo	9/00	12/00
VR Powerboat	Vatical	10/00	1/01
WCW Back. Asslt	Electronic Arts	8/00	11/00
Wildwaters	Ubi Soft	TBA	Q3
World Lg. Soccer	Southpeak	8/00	11/00
WWF No Mercy	THQ	8/00	11/00
X-Men: Mutant Ac.	Activsion	8/00	11/00

dreamcast

Game	Manuf./Publisher	Pre-Book Date	Release Date
18 Wheeler	Sega	11/00	2/01
B. Pro Surfer	Mattel	8/00	11/00
BANG	Redstorm	8/00	11/00
bleem!	bleem	8/00	11/00
Dark Angel	Metro 3D	8/00	11/00
Dave Mirra BMX	Acclaim	8/00	11/00
Daytona USA Online	Sega	TBA	TBA/01
Dino Crisis	Capcom	8/00	11/00
Dragon Rider	Ubi Soft	8/00	11/00
ECW: Anarch. Rulz	Acclaim	8/00	11/00
ESPN Links Golf	Konami	8/00	11/00
ESPN NBA 2Night	Konami	8/00	11/00
Evil Dead	THQ	9/00	12/00
Evil Twin	Ubi Soft	8/00	11/00
Floigan Brothers	Sega	TBA	TBA
GorkaMorka	Ripcord	2/01	5/01
Grandia 2	Sega	9/00	12/00
Half-Life	Sega	8/00	11/00
Leg. of Blademast.	Ripcord	11/00	2/01
Matt Hoff Pro BMX	Activision	11/00	2/01
Max Steel	Mattel	9/00	12/00
Metropolis S.R.	Sega	8/00	11/000
M.O.U.T. 2025	Ripcord	11/00	2/01
NHL 2K2	Sega	TBA	TBA
Outtrigger	Sega	11/00	2/01
Phantasy Star Online	Sega	10/00	1/01
Pod 2	Ubi Soft	8/00	11/00
Resident Evil 2	Capcom	8/00	11/00
Resident Evil 3	Capcom	8/00	11/00
Roadsters	Titus	8/00	11/00
Shenmue Chapter 1	Sega	8/00	11/7
Skies of Arcadia	Sega	8/00	11/00
Soldier of Fortune	Crave	8/00	11/00
Sonic Adventure 2	Sega	3/01	6/01
Sonic Shuffle	Sega	8/00	11/00
Spec Ops: Mout	Ripcord	8/00	11/00
Speed Devils 2	Ubi Soft	8/00	11/00
StarLancer	Crave	8/00	11/00
Star Wars: Demo.	LucasArts	8/00	11/00
Stunt GP	Infogrames	8/00	11/00
Stupid Invaders	Ubi Soft	9/00	12/00
Test Drive Le Mans	Infogrames	8/00	11/00
The Grinch	Konami	8/00	11/00
The Mummy	Konami	10/00	1/01
Tomb Raider Chr.	Eidos	8/00	11/00
Tony Hawk 2	Activision	8/00	11/00
Unreal Tournament	Infogrames	8/00	11/00
Vanishing Point	Acclaim	8/00	11/00
WSB 2K2	Sega	TBA	TBA
Worms Pinball	Infogrames	8/00	11/00

playstation 2

Game	Manuf./Publisher	Pre-Book Date	Release Date
Age of Empires II	Konami	TBA	TBA
Army Men: A.A. 2	3DO Company	TBA	TBA
Army Men: S.H. 2	3DO Company	TBA	TBA
Beast Wars	BAM	TBA	TBA
Carrier	Jaleco	TBA	TBA
Dark Cloud	SCEA	TBA	TBA
Dinosaur	Ubi Soft	TBA	TBA
Driving Emot. Type-S	Square EA	TBA	TBA/01
ESPN NBA2Night	Konami	TBA	TBA
ESPN NFL PrimeTime	Konami	8/00	11/00
FIFA 2001	Electronic Arts	8/00	11/00
Final Fantasy X	Square	TBA	TBA
Final Fantasy XI	Square	TBA	TBA
Gradius III & IV	Konami	8/00	11/00
Gran Turismo 2000	SCEA	TBA	TBA
Gunslinger	Activision	TBA	TBA
Ico	SCEA	10/00	1/01
Jungle Book	Ubi Soft	TBA	TBA
Kengo	Crave	TBA	TBA
Knockout Kings 2001	Electronic Arts	12/00	3/01
MDK 2: Arm.	Interplay	TBA	TBA
M.G.S. 2	Konami	TBA	TBA
NASCAR 2001	Electronic Arts	8/00	11/00
NBA Live 2001	Electronic Arts	9/00	12/00
NFL GameDay 2001	SCEA	8/00	11/14
Oni	Rockstar	10/00	1/01
Onimusha Warlords	Capcom	10/00	1/01
Project Eden	Eidos	TBA	TBA
Rayman 2	Ubi Soft	TBA	TBA
Red Faction	THQ	12/00	3/01
Run Like Hell	Interplay	TBA	TBA
Shadows of Destiny	Konami	TBA	TBA
Silent Hill 2	Konami	TBA	TBA
Stunt GP	Titus	TBA	TBA
SW Ep. I: StarFighter	LucasArts	8/00	11/00
SW: Super Bomb. R.	LucasArts	TBA	TBA
The Bouncer	SquareSoft	10/00	1/01
The Lost	Crave	TBA	TBA
UFC	Crave	TBA	TBA
WDL	3DO Company	TBA	TBA
WipeOut Fusion	SCEA	TBA	TBA
World Not Enough	Electronic Arts	TBA	TBA
Z.O.E.	Konami	12/00	3/01

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Manufacturers: If you have found that your company's products are improperly listed, are not listed, or are in need of updating, please ask your sales or PR department to send all relevant information to CyberActive Media Group, Inc., *GameWEEK*, 64 Danbury Road, Wilton, CT. 06897-4406 USA or fax your weekly updates to 203.761.6184. Questions regarding this section may be directed to Bryan Intihar at 203.761.6154, bryan@gameweek.com. Media: Permission to reprint *GameWEEK* Release Schedule in consumer-oriented enthusiast publications or mass media not dealing primarily in the interactive entertainment industry is granted provided appropriate credit is given.

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MARKET TRACKING REPORTS

Information Based Upon NPD Data Recorded October 8–14, 2000

Top 10 Video Game Accessories

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/ACCESSORY	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	MEM EXPANSION PACK/N64	NINTENDO OF AMERICA	NOV '98	$30
2	2	CONTROL PAD/DC	SEGA OF AMERICA	SEP '99	$30
3	3	VISUAL MEMORY UNIT/DC	SEGA OF AMERICA	SEP '99	$25
5	4	MEMORY CARD VALUE PK/PSX	INTERACT ACCESS	DEC '95	$10
4	5	GAME SHARK/PSX	INTERACT ACCESS	JAN '96	$42
**	6	DUAL SHOCK CONT./PSX	SONY COMPUTER ENT.	SEP '00	$30
9	7	GRAY DUAL SH CONTROL/PSX	SONY COMPUTER ENT.	APR '98	$28
10	8	MEMORY CARD 2X/PSX	INTERACT ACCESS	JUN '98	$15
6	9	RFU ADAPTOR/PSX	INTERACT ACCESS	JUN '97	$11
7	10	GAME SHARK/N64	INTERACT ACCESS	AUG '97	$42

***Not in Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Kristin Barnett-Von Korff • 516.625.2481

Top 10 PlayStation Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	TONY HAWK'S PRO SKATER 2	ACTIVISION	SEP '00	$41
2	2	MADDEN NFL 2001	ELECTRONIC ARTS	AUG '00	$40
3	3	TONY HAWK'S PRO SKATER	ACTIVISION	SEP '99	$26
4	4	GRAN TURISMO 2	SONY COMPUTER ENT.	DEC '99	$27
5	5	SPIDER-MAN	ACTIVISION	AUG '00	$40
6	6	SPEC OPS	TAKE 2 INTERACTIVE	APR '00	$9
7	7	DRIVER	GT INTERACTIVE	JUN '99	$23
10	8	DAVE MIRRA BMX	ACCLAIM ENT.	SEP '00	$41
9	9	WWF SMACKDOWN!	THQ	MAR '00	$39
**	10	TEKKEN 3	NAMCO	APR '98	$23

*** Not in The Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Kristin Barnett-Von Korff • 516.625.2481

Top 10 Portable Videogame Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
**	1	POKÉMON SILVER/GBC	NINTENDO OF AMERICA	OCT '00	$32
**	2	POKÉMON GOLD/GBC	NINTENDO OF AMERICA	OCT '00	$32
**	3	POKÉMON PINBALL/GBC	NINTENDO OF AMERICA	JUN '99	$30
3	4	POKÉMON YELLOW/GBOY	NINTENDO OF AMERICA	OCT '99	$26
4	5	POKÉMON BLUE/GBOY	NINTENDO OF AMERICA	SEP '98	$24
5	6	SUPER MARIO BROS. DLX/GBC	NINTENDO OF AMERICA	MAY '99	$29
9	7	SPIDER-MAN/GBC	ACTIVISION	AUG '00	$27
1	8	POKÉMON RED/GBOY	NINTENDO OF AMERICA	SEP '98	$25
**	9	TONY HAWK'S PRO SKAT/GBC	ACTIVISION	MAR '00	$26
**	10	LITTLE MERMAID 2: PIN/GBC	NINTENDO OF AMERICA	SEP '00	$30

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Kristin Barnett-Von Korff • 516.625.2481

Top 10 Nintendo 64 Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
4	1	TONY HAWK'S PRO SKATER	ACTIVISION	MAR '00	$50
1	2	SW EPISODE 1: RACER	LUCASARTS ENT.	MAY '99	$10
3	3	MADDEN NFL 2001	ELECTRONIC ARTS	SEP '00	$50
2	4	POKÉMON PUZZLE LEAGUE	NINTENDO OF AMERICA	SEP '00	$50
5	5	MARIO PARTY 2	NINTENDO OF AMERICA	JAN '00	$50
**	6	MARIO TENNIS	NINTENDO OF AMERICA	SEP '00	$50
6	7	PERFECT DARK	NINTENDO OF AMERICA	MAY '00	$58
7	8	NFL BLITZ 2001	MIDWAY	SEP '00	$50
10	9	POKÉMON STADIUM	NINTENDO OF AMERICA	MAR '00	$60
**	10	POWER RANGERS LGHTSPD	THQ	SEP '00	$50

*** Not in The Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Kristin Barnett-Von Korff • 516.625.2481

Top 10 Mac Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	THE SIMS/(CD MAC)	ASPYR MEDIA	JUN '00	$49
2	2	SCRABBLE DLX/(MAC 3.5)	HASBRO INTERACTIVE	APR '95	$30
4	3	DEER HUNTER/(MAC)	WIZARDWORKS	OCT '98	$20
3	4	DIABLO 2/(CD MAC)	BLIZZARD	JUL '00	$57
5	5	TRAITORS GATE/(CD MAC)	DREAMCATCHER INT.	MAY '00	$20
6	6	DEUS EX/(CD MAC)	ASPYR MEDIA	JUL '00	$40
8	7	R.R. TYCOON 2/(CD MAC)	GATHER. OF DEV.	APR '99	$11
7	8	AGE OF EMPIRES/(CD MAC)	MACSOFT	JUN '99	$20
9	9	THEME PARK/(CD MAC)	ELECTRONIC ARTS	APR '95	$10
**	10	BALDUR'S GATE/(CD MAC)	GRAPHIC SIM.	NOV '99	$49

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Kristin Barnett-Von Korff • 516.625.2481

Top 10 Dreamcast Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	NFL 2K1	SEGA OF AMERICA	SEP '00	$50
3	2	SONIC ADVENTURE	SEGA OF AMERICA	SEP '99	$22
2	3	ULTIMATE FIGHTNG CHAMP	CRAVE ENTERTAINMENT	SEP '00	$47
**	4	SW EPISODE 1: JEDI KNIGHT	LUCASARTS ENT.	OCT '00	$44
**	5	TONY HAWK'S PRO SKATER	CRAVE ENTERTAINMENT	MAY '00	$37
4	6	NFL 2K	SEGA OF AMERICA	SEP '99	$23
9	7	NBA 2K	SEGA OF AMERICA	NOV '99	$24
5	8	STREET FIGHTR 3: 3RD ST	CAPCOM USA	OCT '00	$41
6	9	VIRTUA TENNIS	SEGA OF AMERICA	JUL '00	$41
8	10	POWER STONE 2	CAPCOM USA	AUG '00	$46

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Kristin Barnett-Von Korff • 516.625.2481

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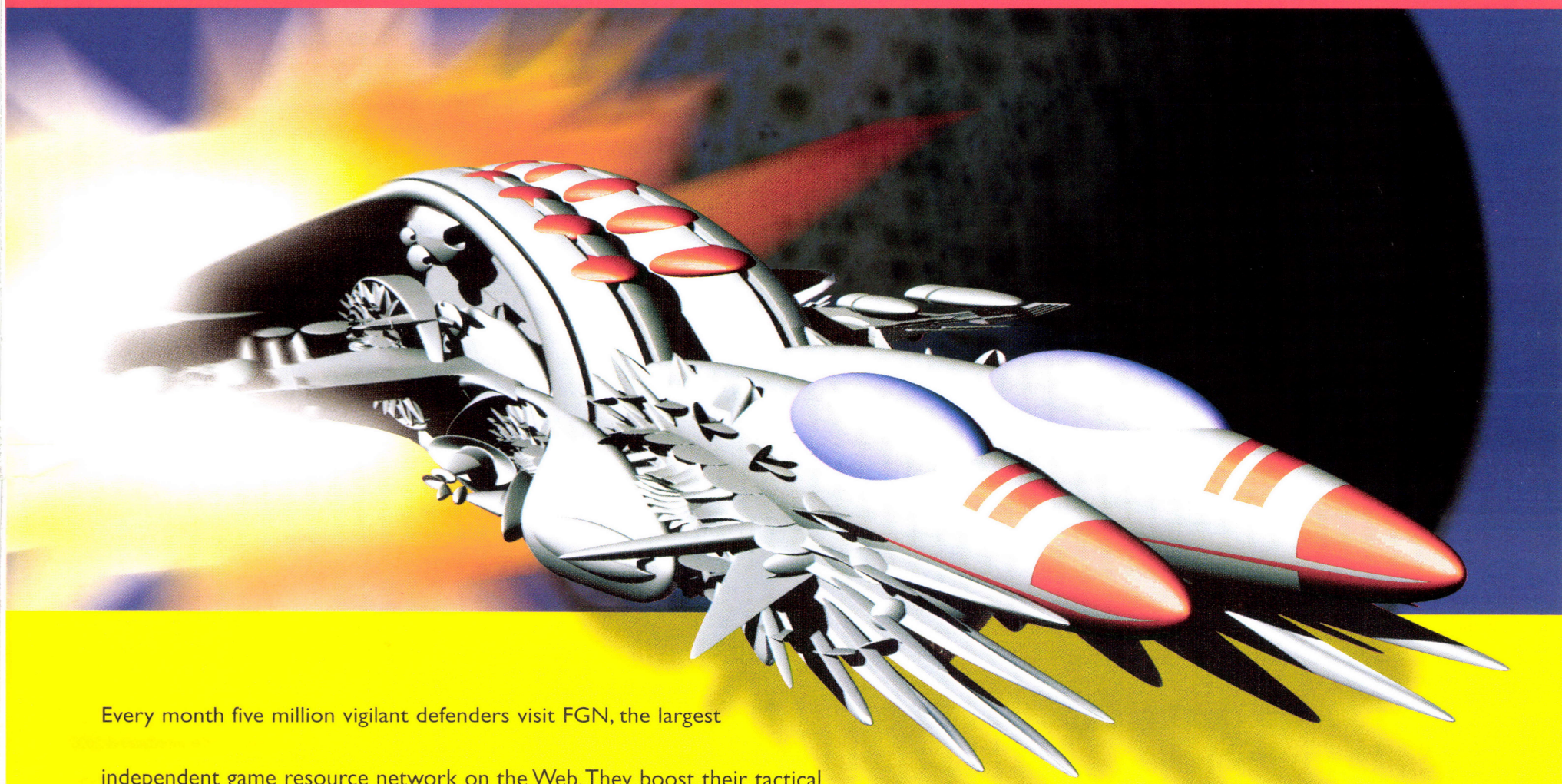

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MARKET TRACKING REPORTS

VATICAL™ ENTERTAINMENT

Top 25 Videogame Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
**	1	POKÉMON SILVER/GBC	NINTENDO OF AMERICA	OCT '00	$32
**	2	POKÉMON GOLD/GBC	NINTENDO OF AMERICA	OCT '00	$32
1	3	TONY HAWK'S PRO SKATR 2/PSX	ACTIVISION	SEP '00	$41
2	4	MADDEN NFL 2001/PSX	ELECTRONIC ARTS	AUG '00	$40
3	5	TONY HAWK'S PRO SKATER/PSX	ACTIVISION	SEP '99	$26
4	6	GRAN TURISMO 2/PSX	SONY COMPUTER ENT.	DEC '99	$27
6	7	SPIDER-MAN/PSX	ACTIVISION	AUG '00	$40
7	8	SPEC OPS/PSX	TAKE 2 INTERACTIVE	APR '00	$9
5	9	NFL 2K1/DC	SEGA OF AMERICA	SEP '00	$50
8	10	DRIVER/PSX	GT INTERACTIVE	JUN '99	$23
10	11	DAVE MIRRA BMX/PSX	ACCLAIM ENT.	SEP '00	$41
9	12	WWF SMACKDOWN!/PSX	THQ	MAR '00	$39
11	13	TEKKEN 3/PSX	NAMCO	APR '98	$23
**	14	NBA LIVE 2001/PSX	ELECTRONIC ARTS	OCT '00	$42
12	15	TOM. NEVER DIES 007/PSX	ELECTRONIC ARTS	NOV '99	$26
20	16	SYPHON FILTER 2/PSX	989 STUDIOS	MAR '00	$40
22	17	SYPHON FILTER/PSX	989 STUDIOS	FEB '99	$20
25	18	METAL GEAR SOLID/PSX	KONAMI OF AMERICA	OCT '98	$19
19	19	CRASH TEAM RACING/PSX	SONY COMPUTER ENT.	OCT '99	$25
23	20	NAMCO MUSEUM VOL 3/PSX	NAMCO	FEB '97	$20
**	21	TONY HAWK'S PRO SKATER/N64	ACTIVISION	MAR '00	$50
15	22	SW EPISODE 1: RACER/N64	LUCASARTS ENT.	MAY '99	$10
18	23	FINAL FANTASY VIII/PSX	SQUARE EA	SEP '99	$25
**	24	POKÉMON PINBALL/GBC	NINTENDO OF AMERICA	JUN '99	$30
**	25	KNOCKOUT KINGS 2000/PSX	ELECTRONIC ARTS	NOV '99	$22

***Not In Top 25 Last Week*

Source: NPD Interactive Entertainment Service • Kristin Barnett-Von Korff • 516.625.2481

Top 20 Entertainment Software Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
11	1	THE SIMS: LIVIN LARGE/(CD W95/98)	MAXIS	SEP '00	$25
3	2	THE SIMS/(CD W95/W98)	MAXIS	FEB '00	$40
4	3	BALDUR'S GATE 2: SHADOW AMN/(CD W95/98)	INTERPLAY PRODUCTIONS	SEP '00	$48
2	4	R.C. TYCOON: LOOPY/(CD W95/98)	HASBRO INTERACTIVE	SEP '00	$27
10	5	NHL 2001/(CD W95/98)	ELECTRONIC ARTS	SEP '00	$27
5	6	R.C. TYCOON/(CD W95/W98)	HASBRO INTERACTIVE	MAR '99	$28
6	7	AGE OF EMP. 2: CONQUERORS/(CD W95/98)	MICROSOFT	AUG '00	$30
7	8	DIABLO 2/(CD W95/98/2K)	BLIZZARD	JUN '00	$49
11	9	SIM THEME PARK WORLD/(CD W95/W98)	MAXIS	NOV '99	$18
13	10	MADDEN NFL 2001/(CD W95/98)	ELECTRONIC ARTS	AUG '00	$32
**	11	COMBAT FLT. SIM 2: WWII/(CD W95/98/2K)	MICROSOFT	OCT '00	$42
8	12	WHO WANTS TO MILL. 2/(CD W95/98/M)	DISNEY INTERACTIVE	MAY '00	$19
**	13	DEER HUNTER 4/(CD W95/98)	WIZARDWORKS	SEP '00	$17
12	14	WHO WANTS TO BE MILL./(CD W95/WNT)	DISNEY INTERACTIVE	NOV '99	$10
16	15	DELTA FORCE 2/(CD W95/WNT/W98)	NOVALOGIC	NOV '99	$19
15	16	AGE OF EMPIRES II/(CD W95/W98)	MICROSOFT	SEP '99	$45
**	17	SIMCITY 3000 UNLIMITED/(CD W95/98)	MAXIS	MAY '00	$35
17	18	SLOTS/(CD W95/W98/MAC)	MASQUE PUBLISHING	NOV '99	$13
18	19	C&C: TIBERIAN SUN/(CD W95/W98)	WESTWOOD STUDIOS	AUG '99	$19
20	20	HARD TRUCK 2/(CD W95/98/2K)	VALUSOFT	MAY '00	$16

***Not In Top 20 Last Week*

Source: NPD Interactive Entertainment Service • Kristin Barnett-Von Korff • 516.625.2481

Top 30 Interactive Entertainment Software Publishers

Based on Units Sold

LAST WEEK	THIS WEEK	PUBLISHER	LAST WEEK	THIS WEEK	PUBLISHER
4	1	NINTENDO OF AMERICA	14	16	SEGA OF AMERICA
1	2	ELECTRONIC ARTS	16	17	EIDOS INTERACTIVE
3	3	SONY	20	18	THE 3DO COMPANY
2	4	ACTIVISION	18	19	INTERPLAY PRODUCTIONS
5	5	HASBRO	19	20	SQUARE EA
6	6	INFOGRAMES	21	21	LUCASARTS ENT.
7	7	HAVAS	22	22	KONAMI OF AMERICA
9	8	THQ	23	23	DISNEY INTERACTIVE
10	9	MIDWAY	25	24	VALUSOFT
8	10	ACCLAIM ENT.	26	25	CRAVE ENTERTAINMENT
11	11	NAMCO	24	26	FOX INTERACTIVE
12	12	TAKE 2 INTERACTIVE	27	27	UBI SOFT
13	13	CAPCOM USA	28	28	SOUTHPEAK INTERACTIVE
17	14	MICROSOFT	29	29	RED STORM
15	15	MATTEL	30	30	EGAMES

Source: NPD Interactive Entertainment Service • Kristin Barnett-Von Korff • 516.625.2481

Top 10 Video Game Titles

Based on Titles Introduced in 2000

LAST WEEK'S RANK	TITLE/ACCESSORY	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	POKÉMON SILVER/GBC	NINTENDO OF AMERICA	OCT '00	$32
2	POKÉMON GOLD/GBC	NINTENDO OF AMERICA	OCT '00	$32
3	TONY HAWK'S PRO SKATR2/PSX	ACTIVISION	SEP '00	$41
4	MADDEN NFL 2001/PSX	ELECTRONIC ARTS	AUG '00	$40
5	SPIDER-MAN/PSX	ACTIVISION	AUG '00	$40
6	SPEC OPS/PSX	TAKE 2 INTERACTIVE	APR '00	$9
7	NFL 2K1/DC	SEGA OF AMERICA	SEP '00	$50
8	DAVE MIRRA BMX/PSX	ACCLAIM ENT.	SEP '00	$41
9	WWF SMACKDOWN!/PSX	THQ	MAR '00	$39
10	NBA LIVE 2001/PSX	ELECTRONIC ARTS	OCT '00	$42

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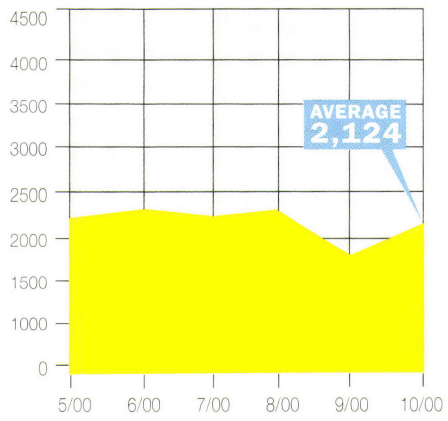
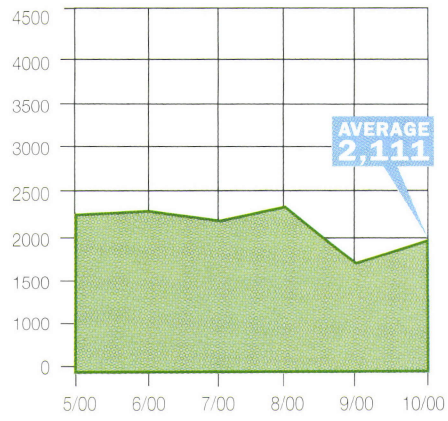
Index Comparisons

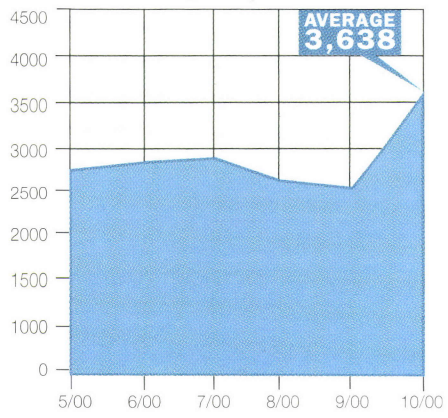
GameWEEK Composite Index



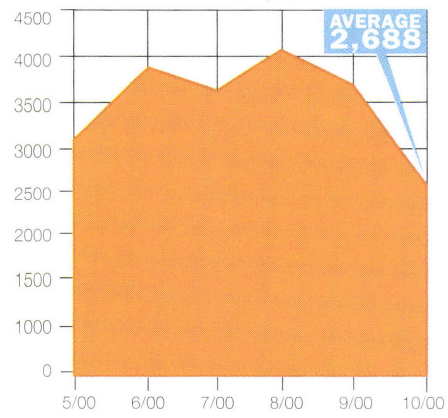
GameWEEK Publishers Index



NASDAQ Composite Index



GameWEEK Ret./Dist. Index



Summary of Results

Advances: 28 ***Declines:*** 32 ***Unchanged:*** 3

GAINERS	% CHANGE
Voxware Inc	46.15%
3D Labs Inc Ltd	31.58%
Logitech	19.23%
Amazon.Com Inc	15.62%
Good Guys	15.48%

LOSERS	% CHANGE
3DO	-37.11%
CenterSpan	-31.91%
McGlen Internet Group	-26.67%
Immersion	-16.67%
Navarre	-16.13%

INDEX COMPARISONS	10.20.00	10.27.00	NET CHANGE	% CHANGE
GameDaily Composite Index	1816.66	1814.93	-1.73	-0.10
GameDaily Publishers Index	1793.05	1810.10	17.05	0.95
GameDaily Retailers/Distributors	2361.70	2252.66	-109.04	-4.62
NASDAQ Composite	3483.14	3278.36	-204.78	-5.88
Dow Jones Industrial Average	10226.59	10590.62	364.03	3.56
S&P 500 Stock Index	1396.92	1379.56	-17.36	-1.24
Russell 2000	487.45	479.85	-7.60	-1.56

Source: CNET Investor (investor.cnet.com) "This information is based on sources believed to be reliable, and while extensive efforts are made to assure its accuracy, no guarantees can be made." CNET Investor assumes no liability for any inaccuracies."

EXCH	TICKER	COMPANY	52-WEEK HIGH	52-WEEK LOW	P/E RATIO	10.20.00 CLOSE	10.27.00 CLOSE	% CHANGE IN PERIOD	% CHANGE IN YEAR
PUBLISHERS AND MANUFACTURERS									
NASD	TDDD	3D Labs Inc Ltd	10.50	1.37	-	1.78	2.34	31.58%	-60.11%
NASD	TDFX	3Dfx	14.50	2.12	-	3.88	3.97	2.42%	-60.06%
NASD	THDO	3DO	17.12	3.43	-	6.06	3.81	-37.11%	-57.93%
NASD	AKLM	Acclaim	8.68	1.25	-	1.38	1.34	-2.27%	-73.62%
NASD	ATVI	Activision	18.25	5.37	-	14.44	13.56	-6.06%	-11.43%
NASD	MIGS	McGlen Internet Group	15.00	0.50	-	0.94	0.69	-26.67%	-83.08%
NYSE	AMD	Advanced Micro Devices Inc	48.50	8.18	7.7	22.13	20.44	-7.63%	-29.37%
NASD	AAPL	Apple Computer	75.18	17.50	8.5	19.50	18.56	-4.81%	-63.89%
NYSE	BDE	Brilliant Digital Enmt Inc	14.93	2.00	-	2.19	2.19	0.00%	-44.44%
NYSE	CRUS	Cirrus Logic	47.67	9.31	17.6	45.00	46.00	2.22%	247.17%
NYSE	CPQ	Compaq Comp.	34.87	18.25	32.9	28.63	29.95	4.61%	10.67%
NASD	CREAF	Creative Labs	38.81	10.00	9.0	17.00	16.63	-2.21%	-4.32%
NASD	DELL	Dell	59.68	22.06	41.1	28.44	27.94	-1.76%	-45.22%
NYSE	DIS	Disney	43.87	23.37	68.6	36.38	34.31	-5.67%	-17.31%
NASD	EIDSY	Eidos Interactive†††	21.00	3.50	9.8	3.88	4.00	3.23%	-76.61%
NASD	ERTS	Electronic Arts	62.21	24.50	89.1	53.56	49.88	-6.88%	-40.63%
NASD	IFGM	Infogrames	25.62	4.31	-	7.50	8.06	7.50%	-2.63%
AMEX	HAS	Hasbro	24.25	9.00	12.3	10.00	10.25	2.50%	-45.87%
NYSE	HWP	Hewlett Packard	155.50	0.86	25.6	96.00	87.19	-9.18%	5.60%
NYSE	IBM	IBM	134.93	86.93	22.9	94.75	93.69	-1.12%	-13.15%
NASD	INTC	Intel	75.81	32.50	31.1	43.06	46.38	7.69%	12.68%
NASD	IENT	Interactive Magic	6.68	0.68	-	1.03	1.03	0.00%	-46.77%
NASD	INGR	Intergraph	9.00	3.18	-	5.50	5.44	-1.14%	14.47%
NASD	IPLY	Interplay	4.68	1.56	-	3.25	3.38	3.85%	14.89%
NASD	LOGIY	Logitech	39.00	7.93	13.4	26.00	31.00	19.23%	12.47%
NASD	MACR	Macromedia	120.87	39.87	158.2	84.56	77.50	-8.35%	5.98%
NASD	MVSN	Macrovision	108.25	21.00	187.7	72.13	75.06	4.07%	102.87%
NYSE	MAT	Mattel Inc	19.06	8.93	-	11.31	12.25	8.29%	-6.67%
NASD	MSFT	Microsoft	119.93	48.43	38.5	65.19	67.69	3.84%	-42.02%
NYSE	MWY	Midway	24.87	6.06	-	6.75	6.50	-3.70%	-72.85%
NASD	RCOT	Recoton	16.93	5.43	-	14.31	12.44	-13.10%	34.46%
NASD	EGAM	eGames Inc.	4.25	0.53	25.0	0.84	0.75	-11.11%	-76.47%
NYSE	SIII	S3 Inc	24.81	6.50	1.9	7.53	8.25	9.54%	-28.26%
NYSE	SNE	Sony Corp.	157.37	71.62	70.2	97.00	87.06	-10.25%	-69.43%
NASD	TTWO	Take Two	18.93	8.00	14.4	12.69	12.25	-3.45%	-5.31%
NASD	THQI	T-HQ	39.25	7.62	26.3	24.06	20.75	-13.77%	-10.75%
NASD	CSCC	CenterSpan	35.37	4.00	-	8.81	6.00	-31.91%	-81.25%
NASD	UPRO	Uproar	35.00	1.75	-	2.25	2.31	2.78%	-90.80%
AMEX	VIA	Viacom	76.06	40.31	-	54.25	56.19	3.57%	-7.03%
NASD	VOXW	Voxware Inc	13.25	0.65	-	1.63	2.38	46.15%	130.30%
RETAILERS AND DISTRIBUTORS									
NASD	AMZN	Amazon.Com Inc	113.00	19.37	-	30.81	35.63	15.62%	-53.20%
NASD	AMES	Ames Stores	36.62	3.62	4.6	4.00	3.94	-1.56%	-86.30%
NYSE	BKS	Barnes & Noble	27.50	16.31	13.8	17.56	17.88	1.78%	-13.33%
NYSE	BBY	Best Buy	88.87	39.00	24.7	40.13	45.50	13.40%	-9.45%
NASD	BYND	Beyond.Com Corp	15.93	0.68	-	0.84	0.72	-14.81%	-90.80%
NYSE	CC	Circuit City	65.18	11.56	7.4	13.81	11.75	-14.93%	-73.93%
NASD	COOL	Cyberian Outpost Inc	15.93	2.59	-	3.22	3.19	-0.97%	-67.92%
NASD	DRIV	Digital River Inc	43.62	3.37	-	6.38	5.94	-6.86%	-82.18%
NASD	EBAY	eBay Inc	127.50	43.50	-	58.06	51.38	-11.52%	-58.96%
NASD	ELBO	Electronics Boutique	25.87	12.75	23.8	20.63	22.63	9.70%	25.69%
NASD	GGUY	Good Guys	11.00	2.06	-	5.25	6.06	15.48%	-33.10%
AMEX	GIG	GTR Group	3.75	0.62	16.7	1.00	1.00	0.00%	-65.22%
NASD	IMMR	Immersion	79.00	7.12	-	9.00	7.50	-16.67%	-80.46%
NYSE	KM	K Mart Corp.	12.25	5.06	296.9	5.75	5.94	3.26%	-40.99%
NYSE	MAY	May Dept Stores	39.75	19.18	8.9	21.31	22.94	7.62%	-29.01%
NASD	NAVR	Navarre	15.50	1.18	-	1.94	1.63	-16.13%	-71.74%
NASD	RADA	Radica Games	10.50	2.12	-	2.50	2.19	-12.50%	-69.30%
NYSE	RSH	Radio Shack	79.50	35.06	32.3	52.75	54.56	3.44%	10.93%
NYSE	S	Sears	43.50	25.25	6.6	29.98	28.75	-4.10%	-5.35%
NASD	SPLS	Staples	28.75	10.25	19.8	12.06	12.88	6.74%	-37.95%
NYSE	TOY	Toys R Us	19.25	9.75	8.0	15.56	15.94	2.41%	11.35%
NYSE	WMT	Walmart	70.25	41.43	31.3	46.56	43.25	-7.11%	-37.43%
NASD	ZANY	Zany-Brainy	14.87	1.25	-	1.38	1.41	2.27%	-86.20%

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iEntertainment's Road to Recovery

Patented gameplay technology key to valuing the company going forward

By Paul Palumbo

iEntertainment Network (Nasdaq: IENT) achieved a major milestone in the June 2000 quarter by reporting positive net income after a period of internal reorganization and shift in content strategy, but a patent recently issued to the company to better enable massively multi-player games could do what Wall Street has failed to do to date, namely attach a higher valuation to the company. "This is a multi-player game latency technology that could advance the art of online gaming," according to Mike Pearce, CEO of iENT.

The patent was granted in March 2000 (patent 6,042,477), and predates the interest of several major media players that have entered into discussions about acquiring the company. Even if a sale is not eminent, however, part of the negotiations now taking place also involve issues related to developing a licensing framework for the technology, according Pearce during an exclusive interview with *GameWEEK*.

"There is a heightened level of activity at iEntertainment Network. Our intent has been to continue operating as an stand-alone company, and we've worked hard to get to profitability, and we made money last quarter. Unfortunately, the stock market, or market conditions have not rewarded our performance. That's evidenced by our share price. We've said all along that we well do what is right for our shareholders. But, beyond that, we can't comment on where we are in negotiations with interested parties," said Pearce.

The company's stock has been hovering under $2 per share since May 2000, but recently spiked up on rumors of a buyout. The viability of a stand-alone game company, particularly a public one, considering the current volatility on Wall Street, and the fact that major media companies like Electronic Arts and Excite@Home have been buying online game assets and folding them into larger organizations remains an open question.

Considering the level of finance and co-promotional support (including distribution and sales) that game entities gain when merging into larger media combines and the level of execution expertise needed by larger media companies, the market has been in a period of consolidation. One of the thing that has hindered iEntertainment Network, is that we don't have the resources of AOL, AT&T and others. That has hurt us. But, our intent is go at this business alone. We've received inquires from parties in the Internet, entertainment and media related companies, and we're at different levels of discussion with a variety of partners," said Pearce. The most current usage data for iENT is that 75 available are games, and the site logged close to 2.1 million unique visitors in June 2000.

say there are several key industry players examining the technology. The technology, which mitigates some of the latency issues associated with Internet gaming, might be of interest to companies like Sony (and its *EverQuest* product) and Microsoft (for *Asheron's Call*)

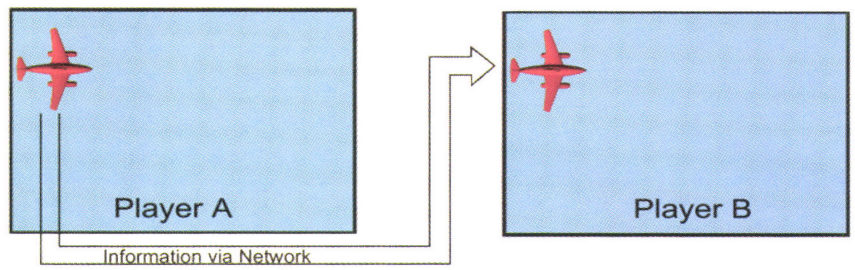

Diagram A

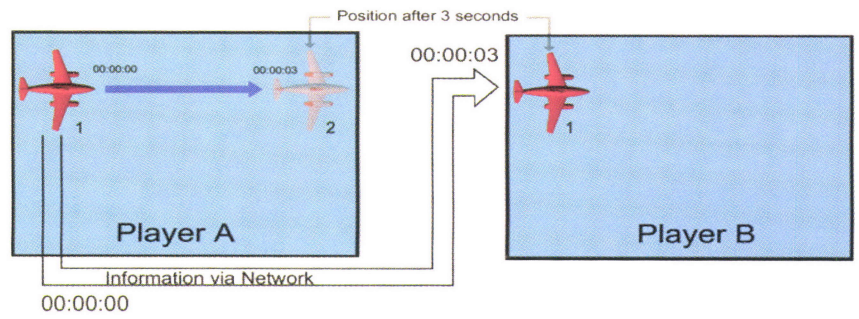

Diagram B

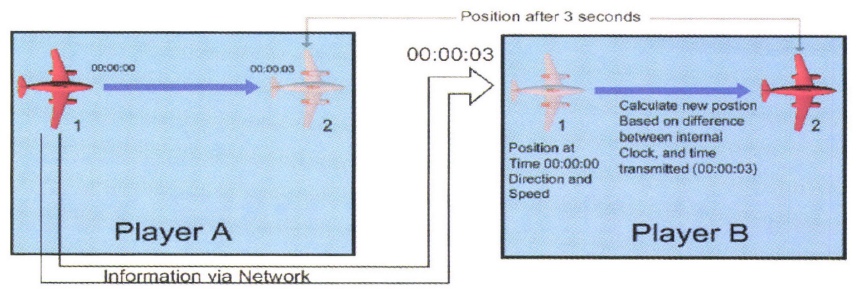

Diagram C

Latency Examples

PEGGING THE PATENT'S VALUE TO iENT

iENT executives during a conference call said there was QA testing undertaken after the patent was issued to ensure the technology was commercially sound. "The feedback we are receiving is that we have a very powerful technology, that is viable and potentially worth quite a bit. We utilized it in our *Warbirds* product, and it's time to start talking about it," commented Pearce.

Whether the strategy is to pump up the potential sale valuation of iEntertainment Network, gain additional negotiating leverage, or simply catch the attention of Wall Street which could result in a stock price spike, iEntertainment Network executives

Latency over the Internet can cause a signal to be delayed several seconds, which can have a dramatic on player performance. For example, a multi-player videogame is required to display the game information from one player's computer to another player.

In the first illustration (diagram A), players A's screen shows a jet on the left side. Players A's computer must then send information to Player B's computer. Player B's computer receives the information and then displays the jet. This is how two videogame players see the same game information.

Taking into account latency, however, there is now moving across Player A's screen (at time 00:00:00). Player A's computer now sends the information about the jet position to Player B. Player A's computer transmission takes three seconds to reach Player B's computer (Time 00:00:03). During this time, the jet on Players A's screen has continued across, and at the end of three seconds (00:00:03), is now on the right side (diagram B, position two).

Since it has taken three seconds for the information from Players A's computer to reach Player B's computer, Player B's screen now shows the jet on the left side (position 1) at time 00:00:03.

The methods described in patent 6,042,477 significantly reduce the problems of latency illustrated in example two. Example three (diagram C), in simple form, demonstrates how.

The benefit of patent 6,042,477 is that during transmission of the jet's position, Player A's computer now provides the time the jet was at position one, and the speed. It is information about time that is the method for overcoming latency. Since Player B computer now has time information, it can compare the time the information was transmitted, to the time it was received.

TECHNOLOGY AND TRAFFIC

What could make the difference for iENT during any buyout negotiations is a combination of both profitability (and traffic), plus the opportunities that might result from a licensable networking technology. On the finance side, iENT earned adjusted operating profit of $0.1 million for the three-month period ended June 30, 2000. The company posted an adjusted operating loss of $3.9 million in the year ago period ending June 30, 1999, and an adjusted operating loss of $0.5 million in the quarter ended March 31, 2000.

Internet revenues for the quarter were $2.0 million, an increase of 152% versus Internet revenues during the same period in the prior year. Internet revenues in the year ago quarter ending June 30, 1999 were $0.8 million, and were $1.5 million in the period ending March 31, 2000.

The company has reports Internet advertising revenues on a net basis, exclusive of agency commission expense. For example, second quarter revenues presented on a gross basis were $2.6 million.

The key is that future impact of net revenue reporting may be lessened by the company's intention to derive a greater percentage of its advertising revenue through its internal sales effort. Indeed, advertising revenue generated by internal sales equaled 26% of total advertising revenue, versus 4% in Q1 2000. **GW**

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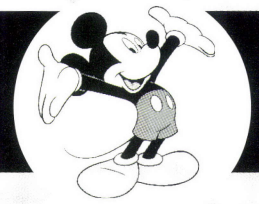

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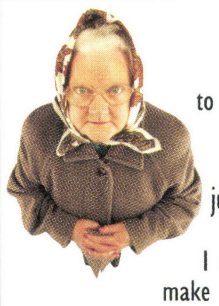

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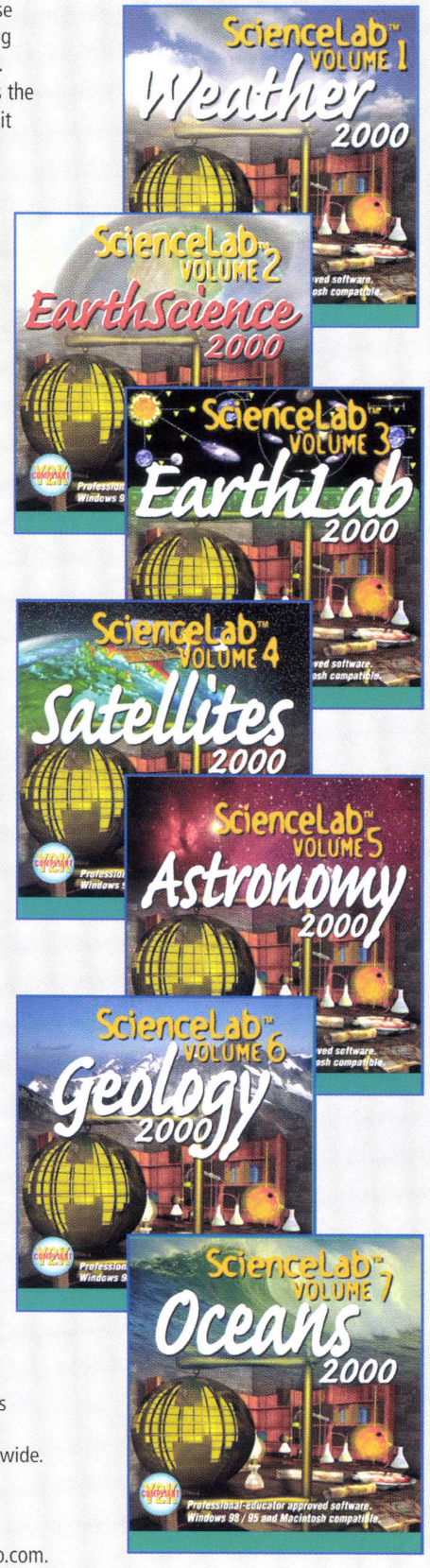

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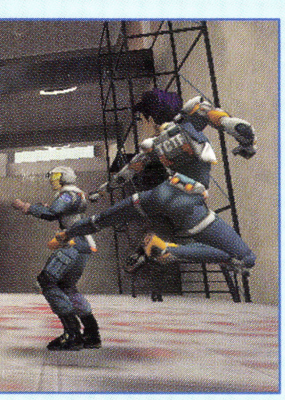

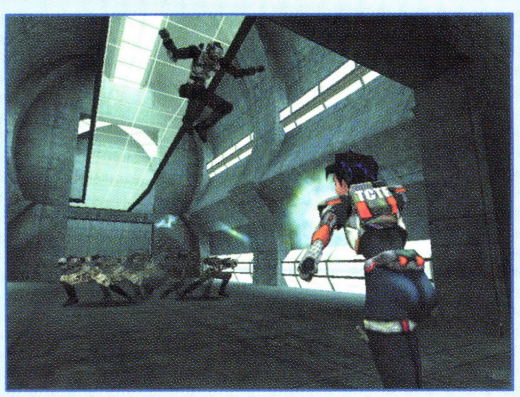

The Retail Forum

Chat with other retailers or react to content on the site and get rewarded! The more you post, the cooler the prize!

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GATHERING OF DEVELOPERS

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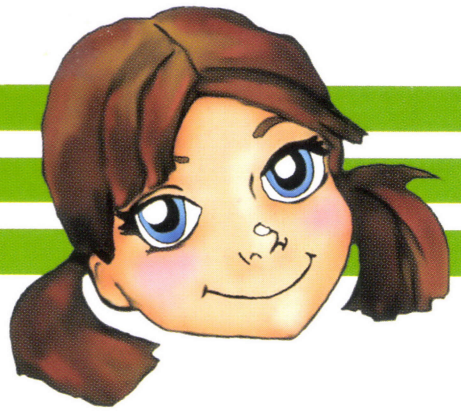

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(everything you ever wanted to know about Gathering but were afraid to ask)

Say hello to Jenny, editor-in-chief of Gathering of Developer's Retailer Resource Site. She'll give you the goods on all our games way before they ever hit your shelves. The retail site distributes information on a need to know basis. And you need to know more than anyone. Bet you were wondering when someone would notice that.

← Wants to hold your hand

"The highest caliber spookery, tying off some loose ends of the cultish movie and tying others into new knots." — *PC Gamer*

Blair Witch, Volume III:

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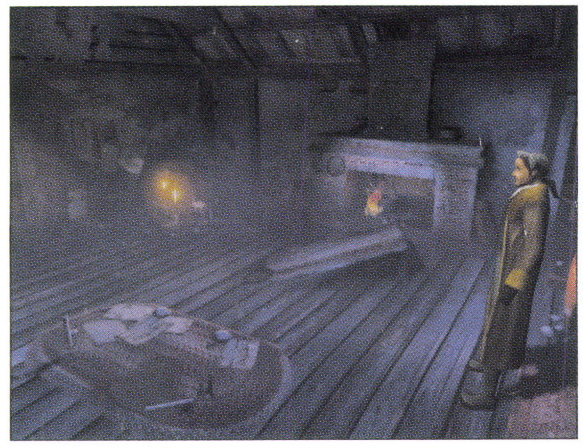

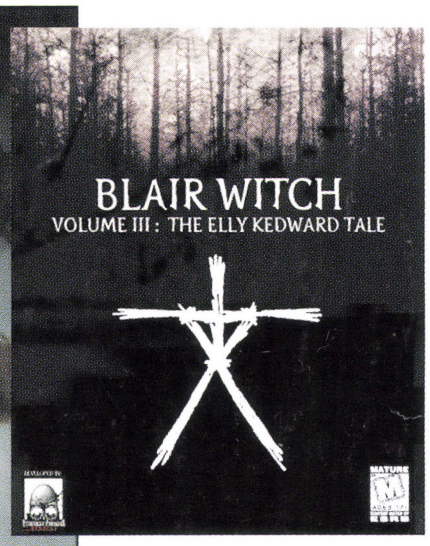

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