Games and NextGen Graphics – Retrospect and Outlook.
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Sven Liebich
Art Director
Electronic Arts, EA Phenomic
Electronic Arts (EA), founded 1982, headquartered in Redwood City, California, is the world's leading interactive entertainment software company.

Electronic Arts markets its products under four brand names: EA, EA SPORTS, EA SPORTS BIG, and POGO.

In fiscal 2006, EA posted revenue of $2.95 billion and had 27 titles that sold more than one million copies.

EA's homepage and online game site is www.ea.com.
The more we try to rebuild reality the more we will fail.
brief history of games
Imagination
free

GFX 10,000 $
YOU
Female Woodelf, needs to save the world from DANGER!!
TENTACLE MONSTER

Ugly red Monster that wants to kill you and the rest of the world, bla bla, has a big badass sword and spits on your head when you come closer, bla bla ...
Best game EVER!
INDY 500 GAME PROGRAM

14 VIDEO GAMES

RACE CARS - CRASH N' SCORE™ - TAG™ - ICE RACE

1977

History of Games
History of Games
Spielspaß und Character Design.
Is there hope?
YES!
Rebuilding reality means you need a lot of experience.
Experience is the death of creativity
What can we do to cut costs?
- Think global
- Think creative
- Think procedural
- Use 3rd Party Development
- Use Outsourcing
Thank you!

It’s time for questions.

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sliebich@ea.com