

Games and NextGen Graphics – Retrospect and Outlook.

Muenchner Kreis, Munic 2007 - Darmstadt

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Art Director
Electronic Arts, EA Phenomic

EA Corporate Profile

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

1980

Imagination

free

GFX

10,000 \$

History of Games



History of Games



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 ...





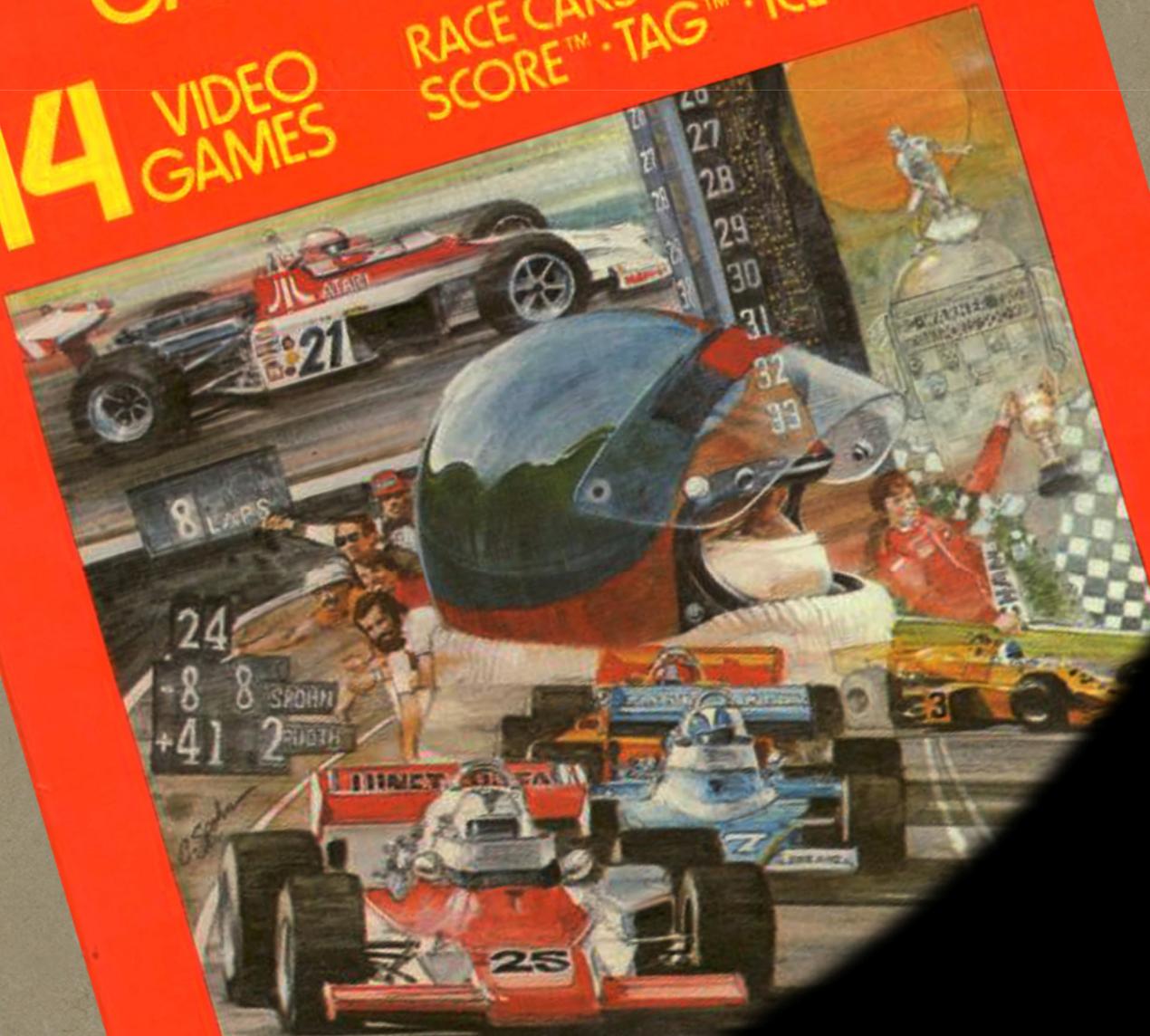
Best game
EVER!

INDY 500

GAME PROGRAM™

14 VIDEO GAMES

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

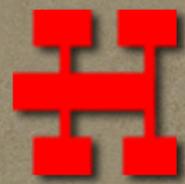


1977

History of Games

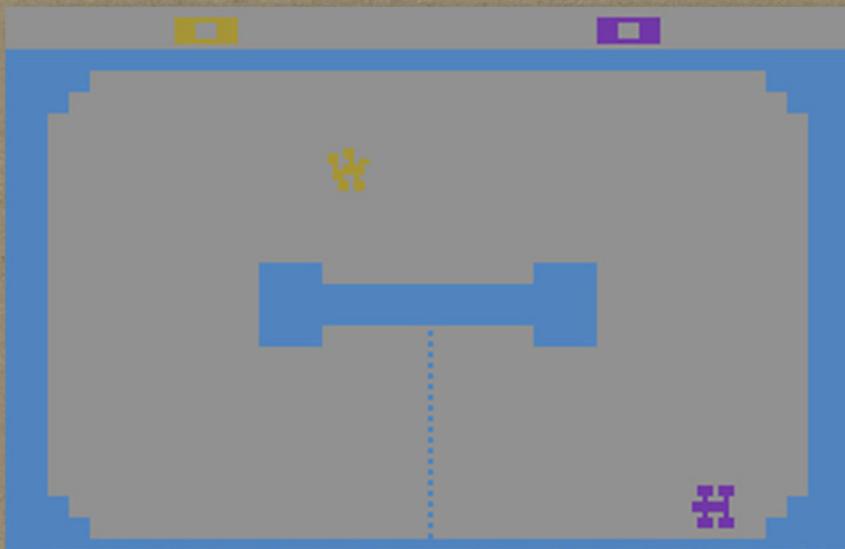
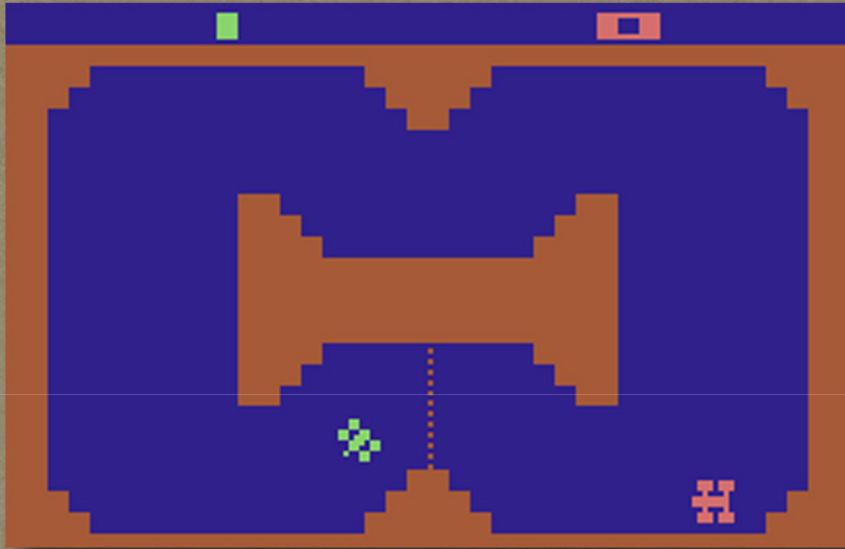


History of Games



History of Games

1977



VIDEO OLYMPICS GAME PROGRAM™

50 VIDEO
GAMES

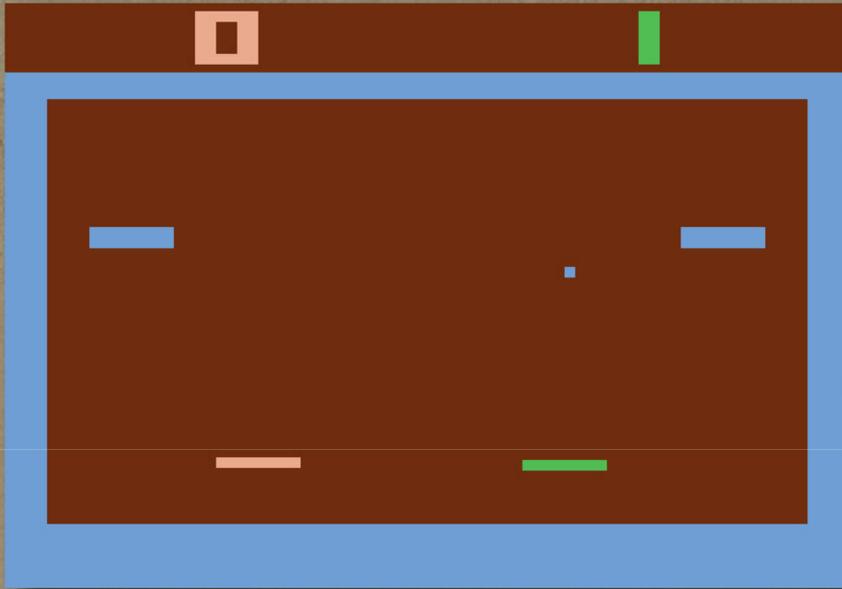
PONG™ · SUPERPONG™ · FOOZPONG™ ·
SOCCER · HOCKEY · QUADRAPONG™ ·
HANDBALL · VOLLEYBALL · BASKETBALL



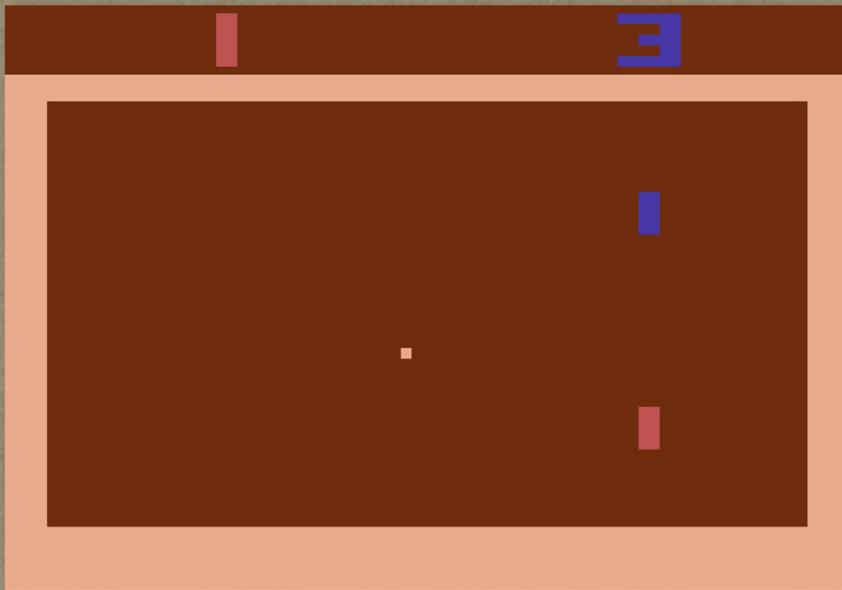
1977

History of Games

1977



Basketball



Handball

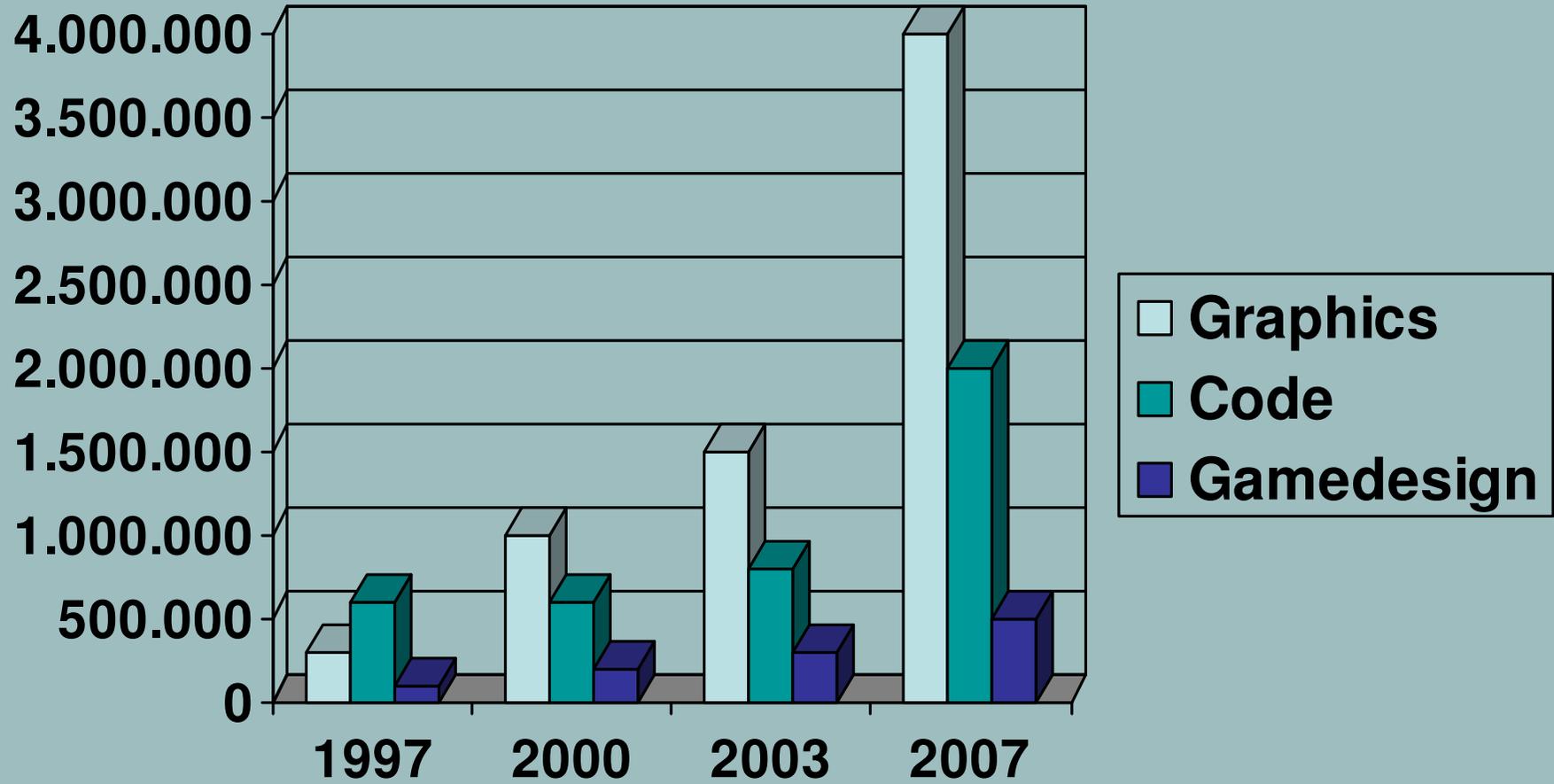
2006

GFX

2,000,000 \$

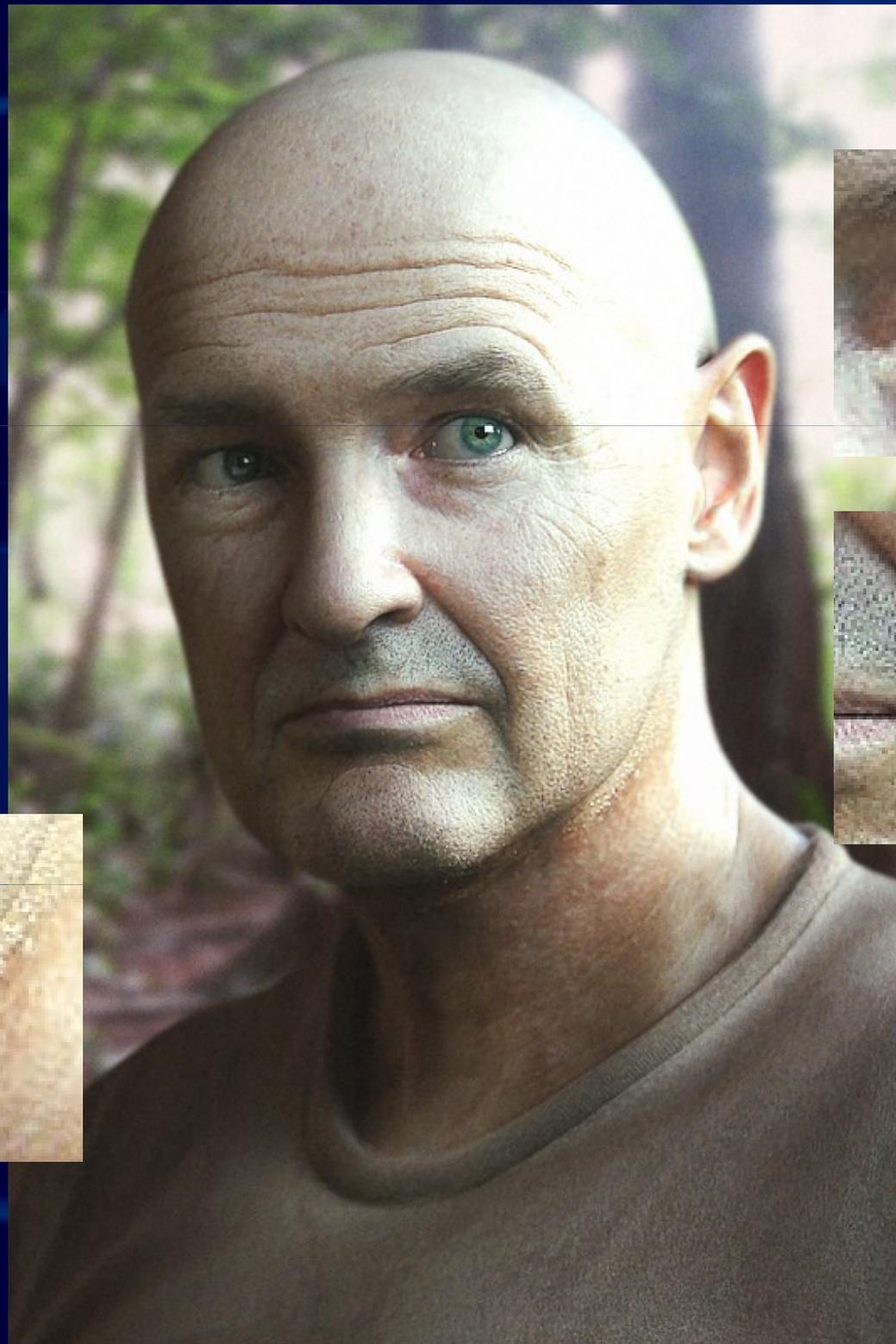
Imagination
free

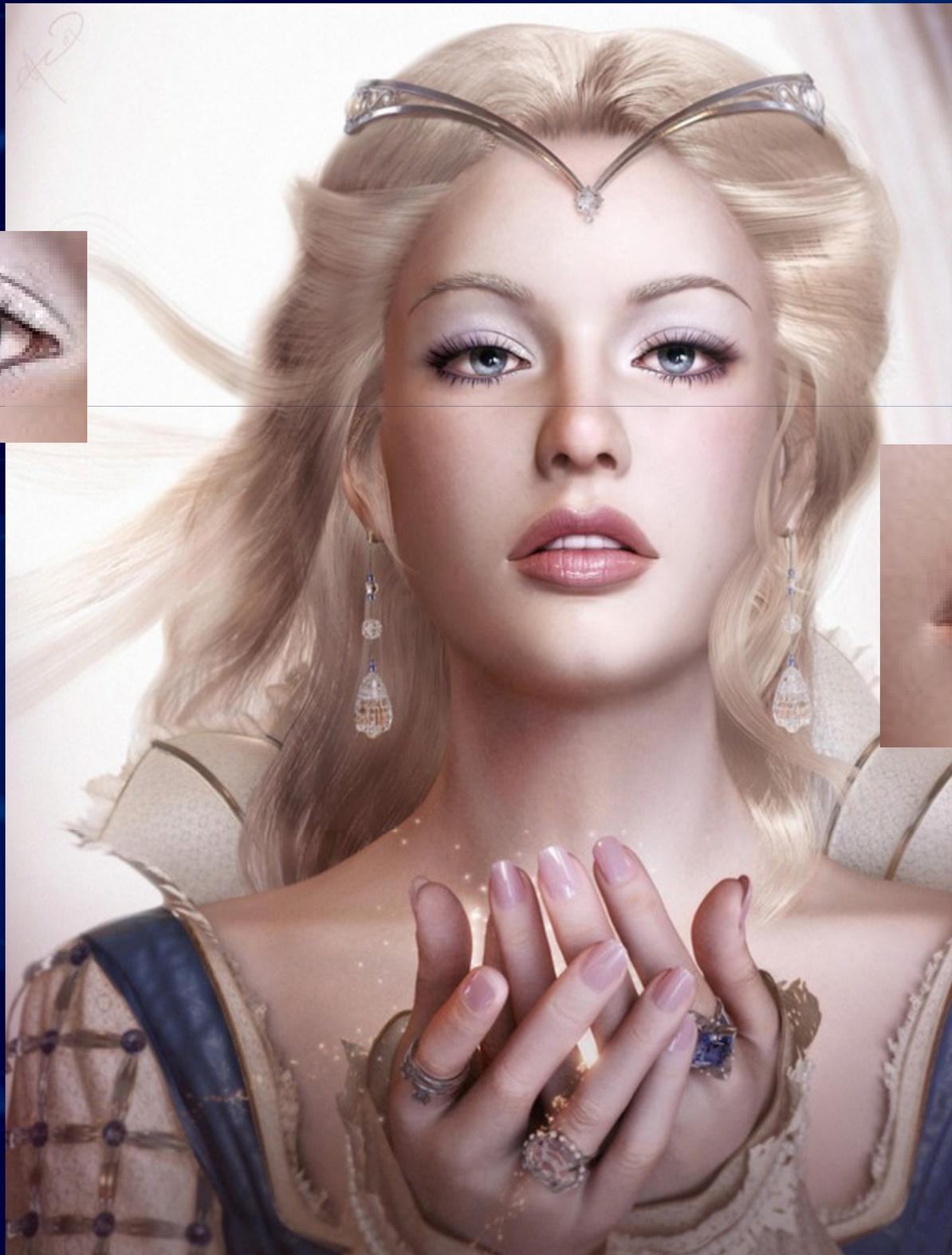
History of Games





**Spielspaß und Character
Design.**









Is there hope?

YES!





HL2 Team Fortress

**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.

Sven Liebich

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Electronic Arts, EA Phenomic

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