

A large, horizontally-oriented red oval border that frames the central text.

The Game Engine of the Future

Why am I here?

Say anything you want.

It's all about the data.

THE END.

Dialog Window



insomniacgames Insomniac Games
We're working on something new.
12 seconds ago

Secretary



Contract



11/15



Due 6 Wk. 

3/30





Developed Console 2/3



License Negotiation

Yr Profit

\$230.0K

No Project

Dialog Window

Lots of big changes.
What are you going to do?

Secretary



Contract



11/15



Due 6 Wk.



3/30



Shared my personal vision with
team.

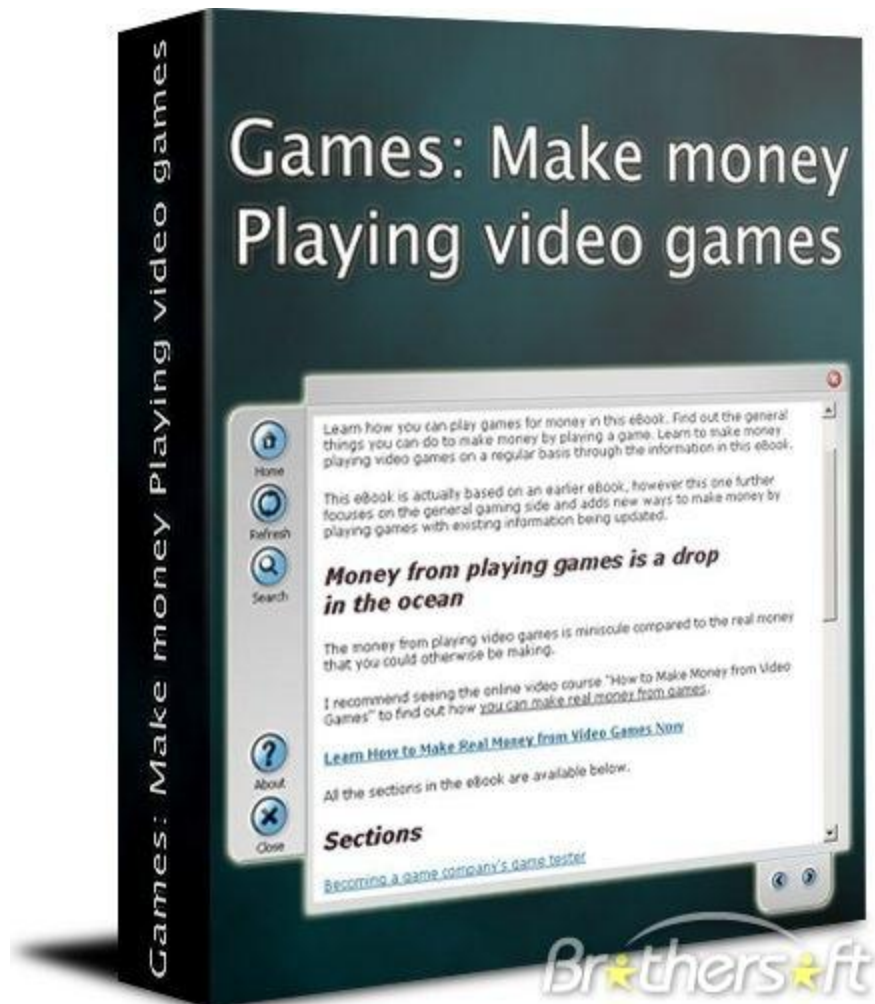


What do I believe?

Games are Important.

For the money?

For the money?



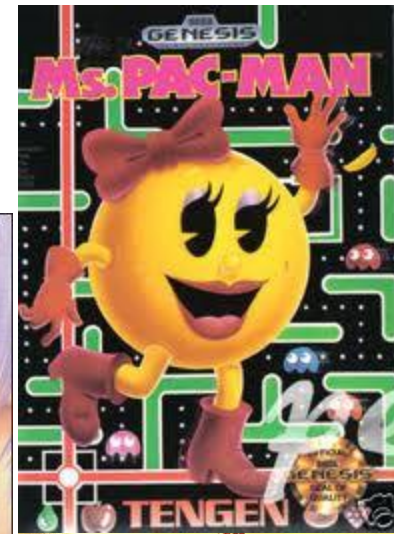
For the fame?

For the fame?

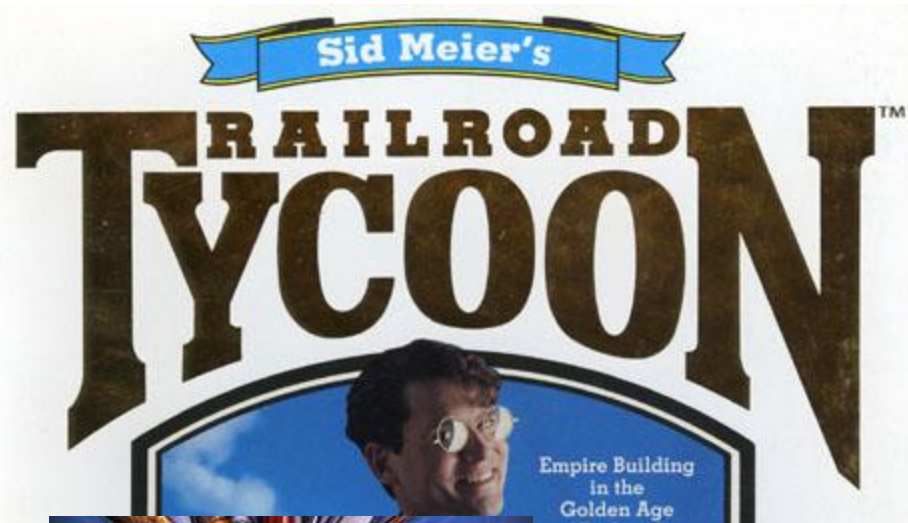


For the girls?

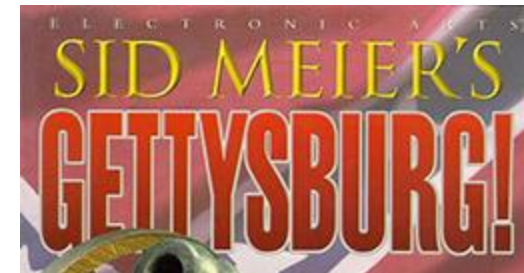
For the girls?



Creation Ego?



Creation Ego?



Maybe a little...



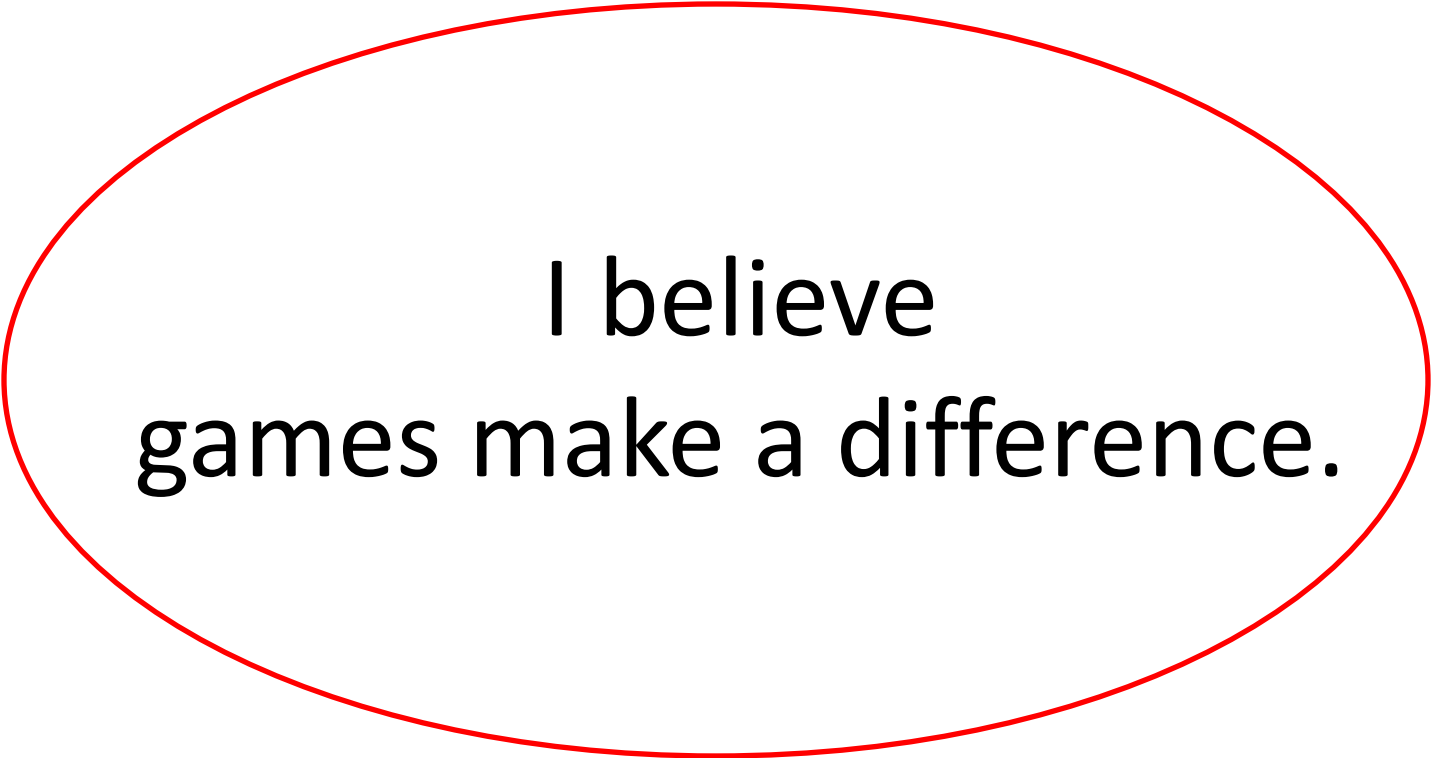
Mike Acton Presents:

Mike Acton's Vision of
The Engine of The Future

Presented by Mike Acton



What do I believe?

A large, thin red oval border encircles the text.

I believe
games make a difference.

Trade Wars!



For QuickBBS
by
Alan Davenport

Author Name : Alan Davenport

Year Written : 1987

Application Type : TW Fork

For Version : Unknown

Download : [tw1000.zip](#)

Description :

Though I have greatly enhanced this game, Chris Sherrick originally wrote it and holds the COPYRIGHT to it. I could not have come up with such a fine, original idea. My programming skills work best at improving already fine software. Remember to give thanks to Chris for the ORIGINAL idea each time your users play and enjoy this fine game! I do not want and WILL NOT accept money for the game. All I ask is that you ENJOY it!

-Alan Davenport




PlayStation®

PC CD-ROM

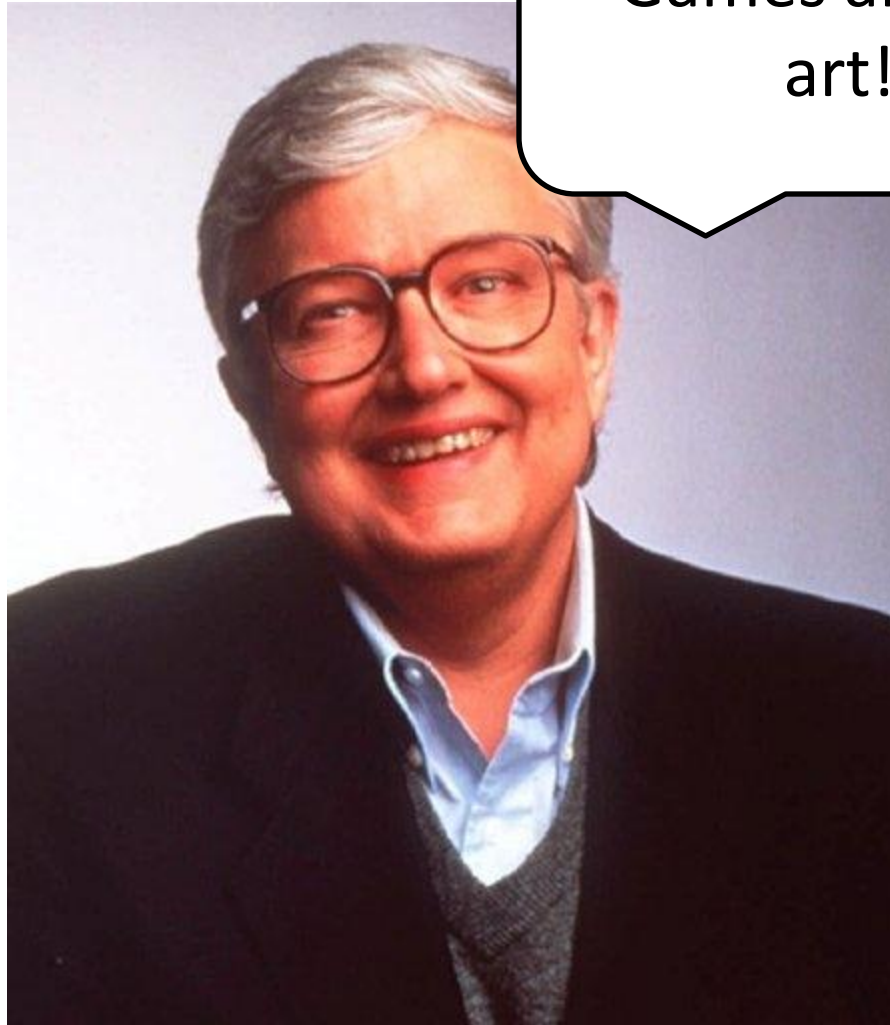
The SIMS 2



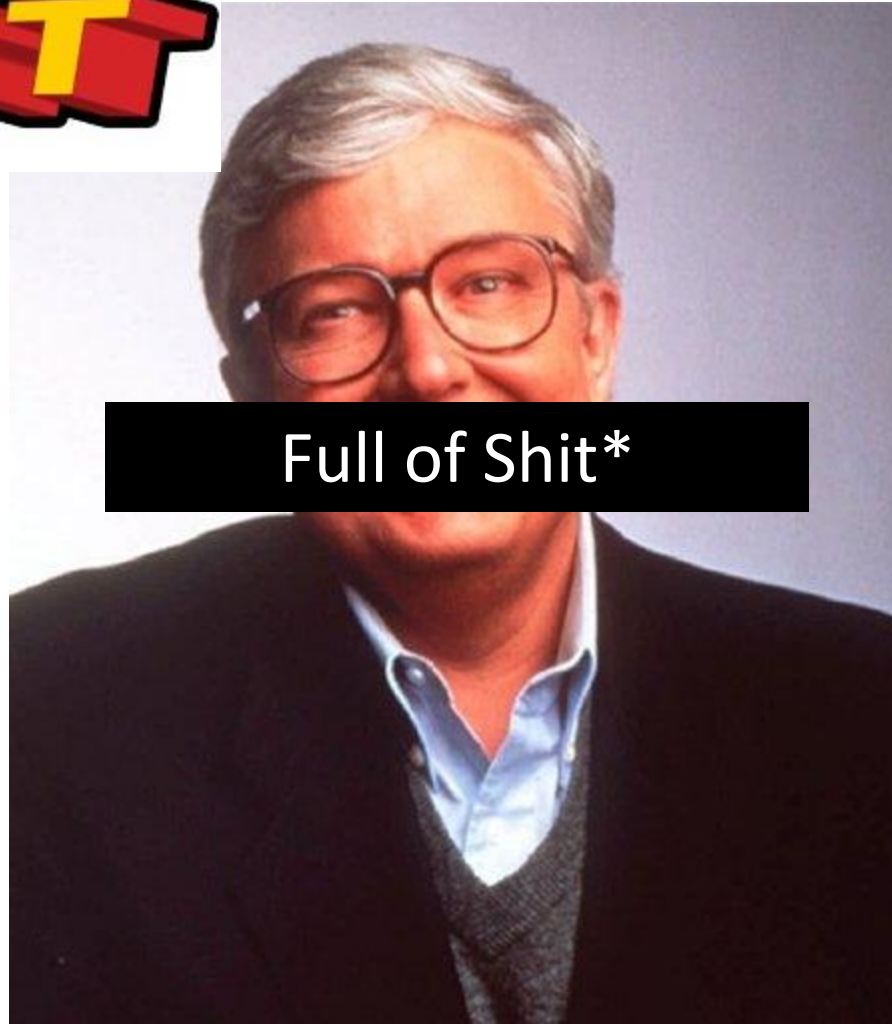
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I believe
games are art

Games are not
art!



**GAMES
ARE ART**



*About video games



[@mike_acton](#)

Mike Acton

Movies are just a degenerate form of games. They're a one-button game (Play) with a single 90 minute quick time event (QTE). [@ebertchicago](#)

18 Apr via web [☆ Favorite](#) [↩ Reply](#) [🗑 Delete](#)

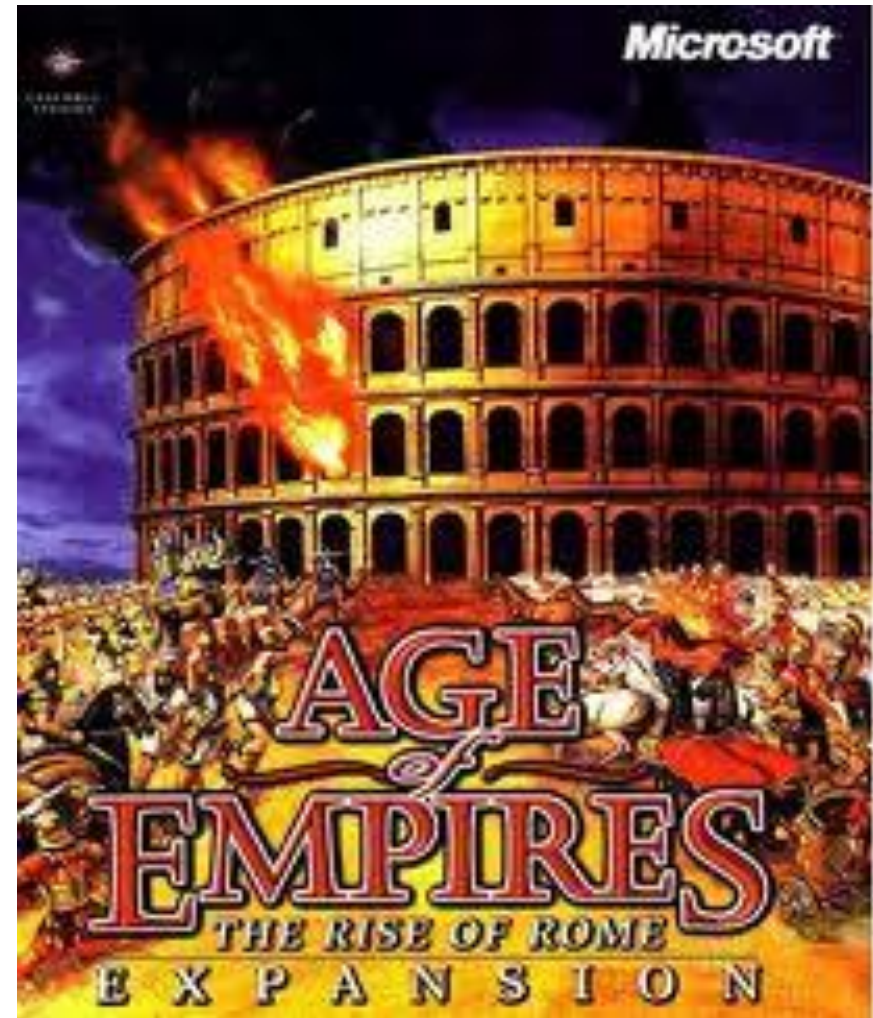
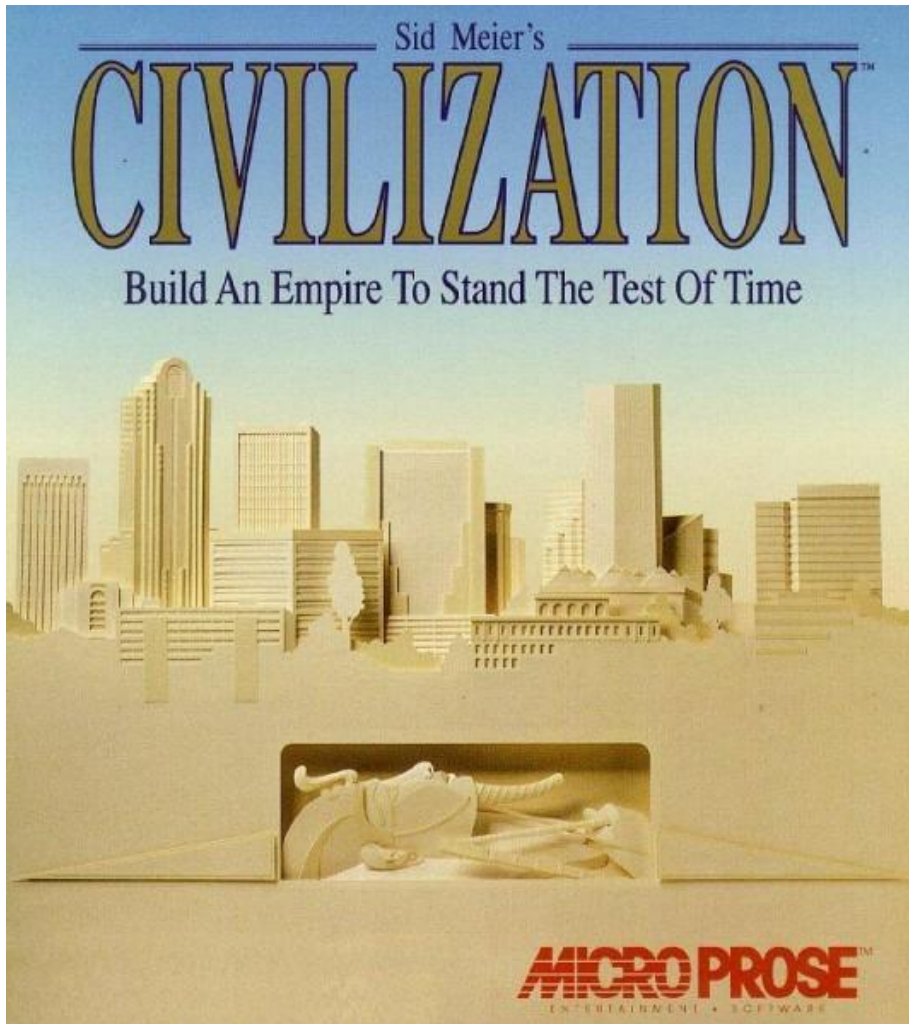
Participatory Fantasy



Augmented Dreams



Augmented Dreams



Augmented Dreams

Other dreams?

Interactive Creativity

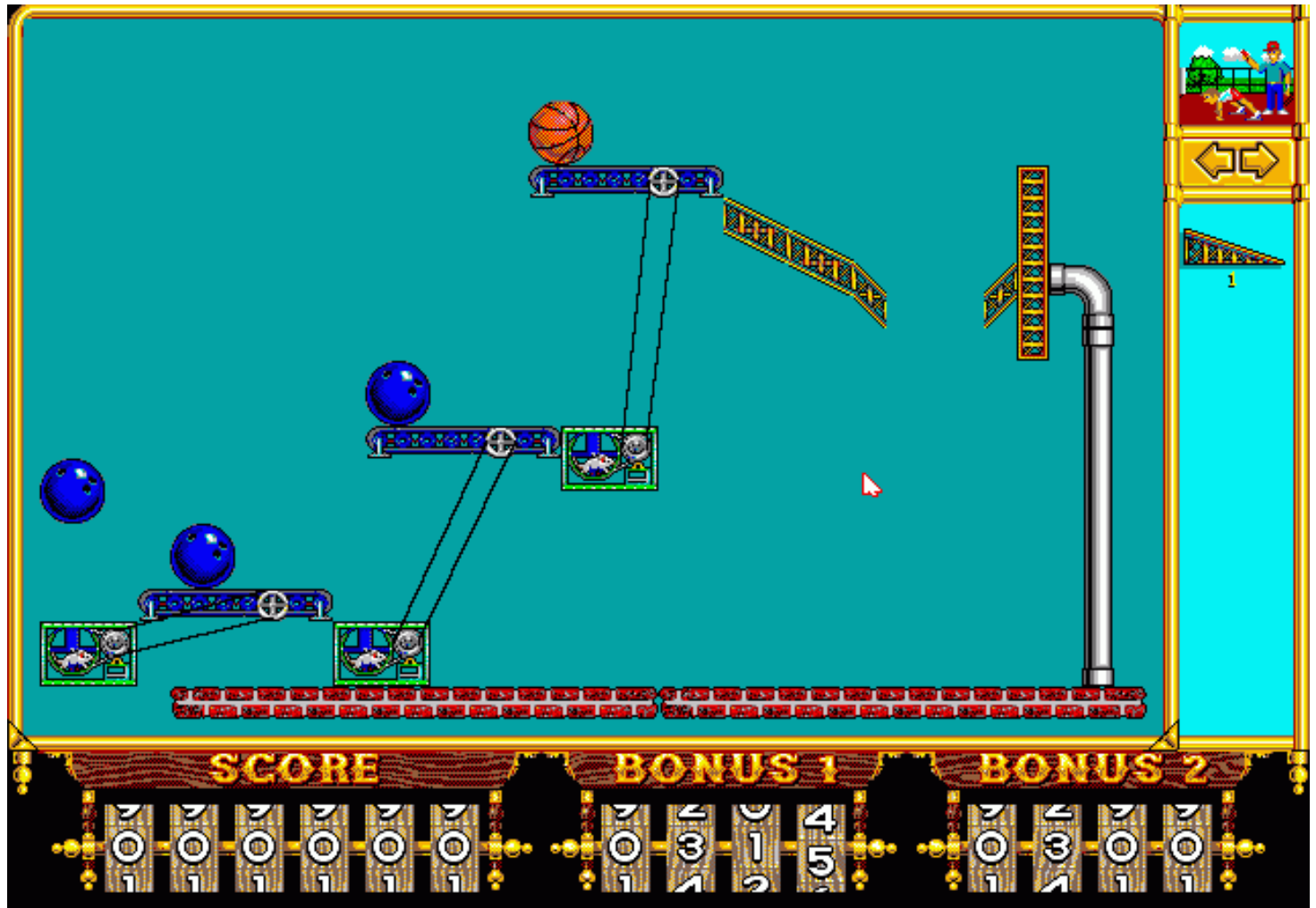


Interactive Creativity



Pinball Construction Set (1983)

Interactive Creativity

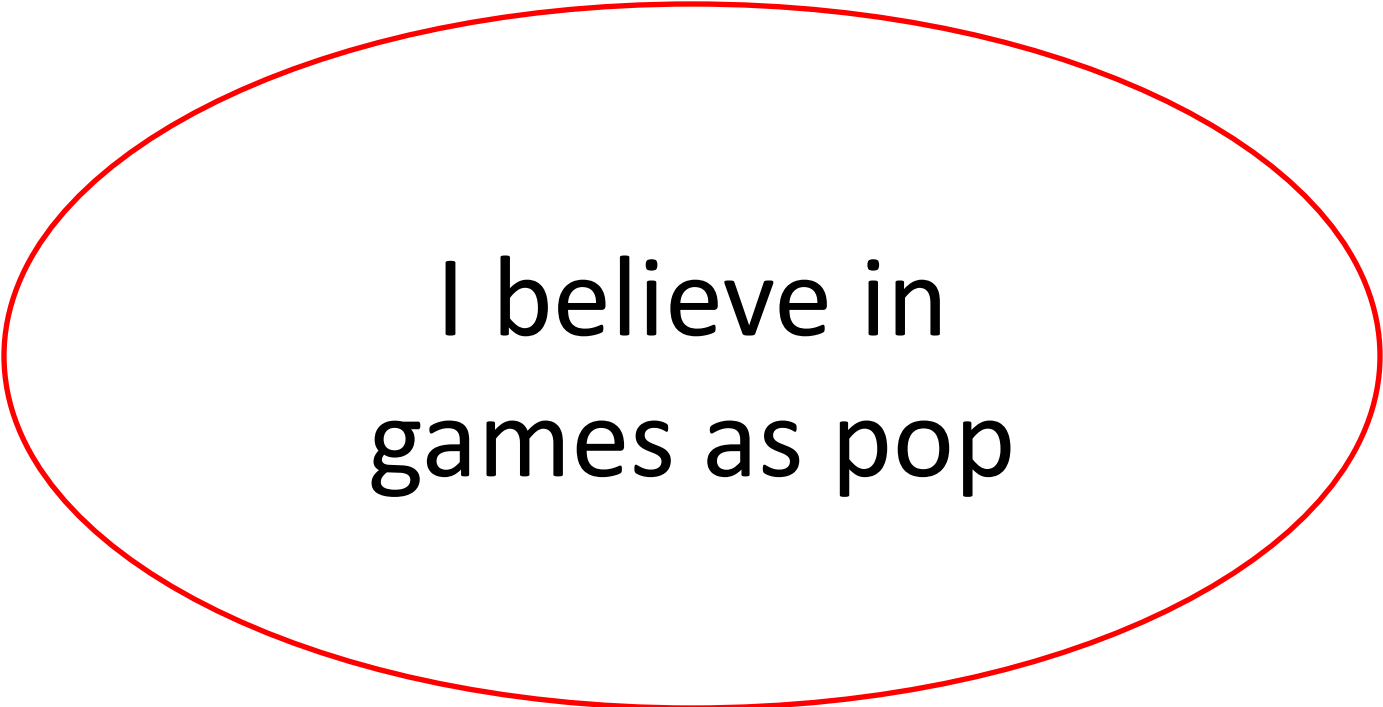


The Incredible Machine (1992)

Interactive Creativity





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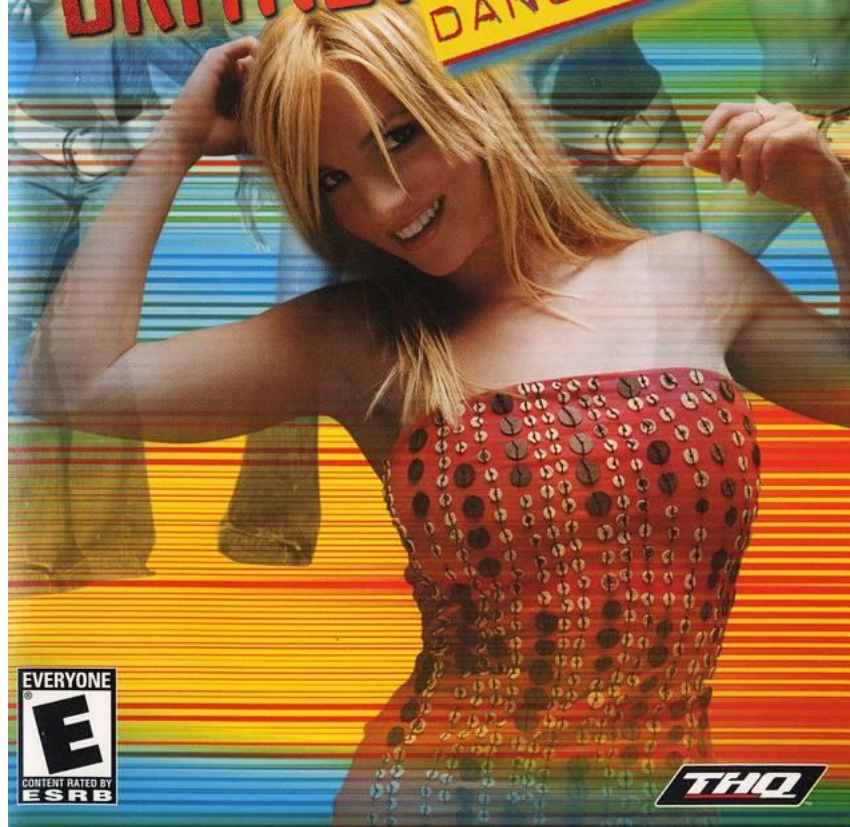
I believe in
games as pop

PlayStation®2



NTSC | U/C

BRITNEY'S DANCE BEAT™



Business vs. Art

POP CULTURE
REVOLUTIONS

GAMERS UNITE!

THE VIDEO GAME
REVOLUTION

by Shane Frederick



Don't get hung up...

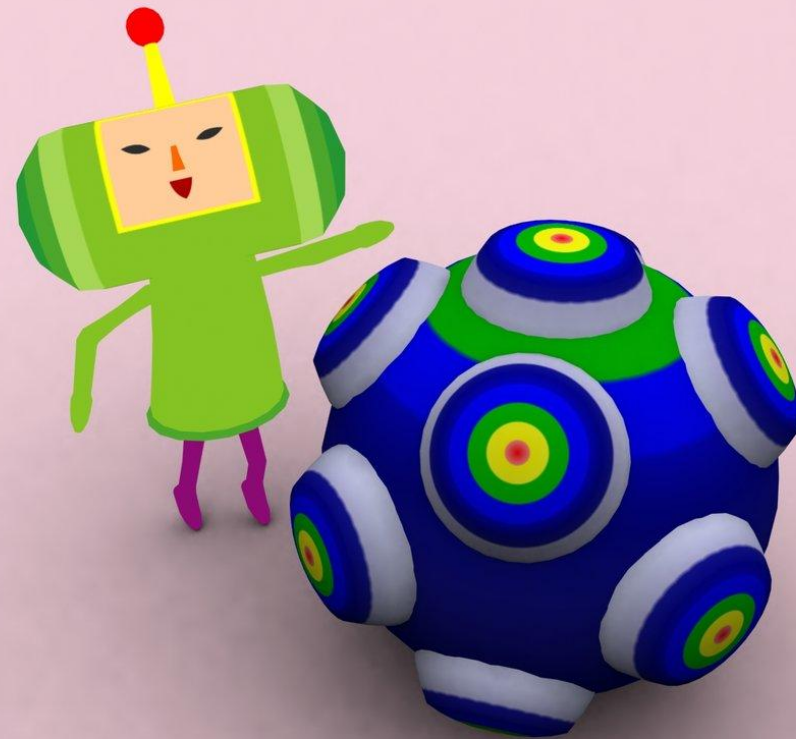
Innovation != Sales

(Radical) Innovation \neq Sales

Rez



Katamari Damacy



Braid

Are we short-sighted?

Are we short-sighted?

Only sometimes. Mostly impatient.

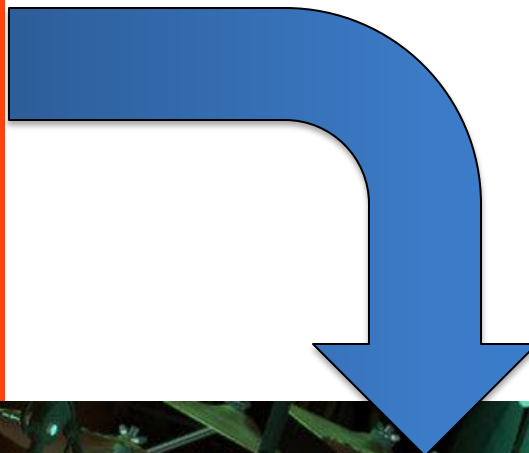
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Innovation by degrees

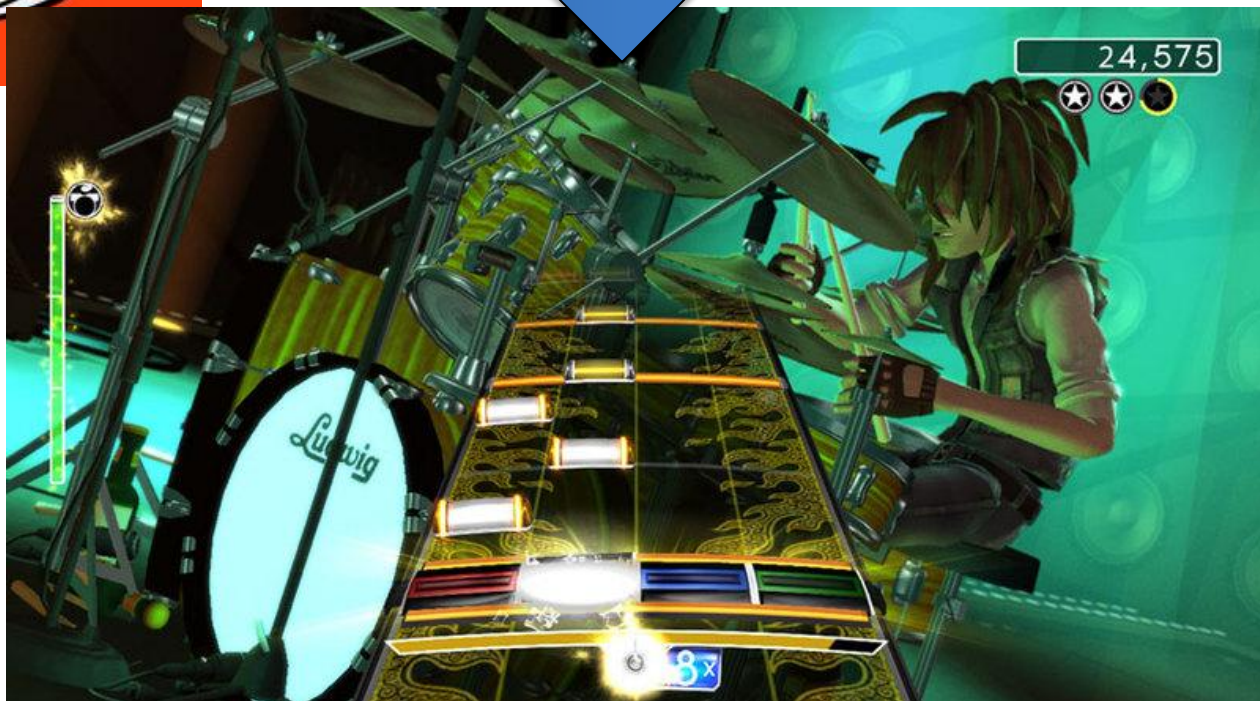
(Many games theory)



Parappa the Rapper




Rock Band





Business + Art



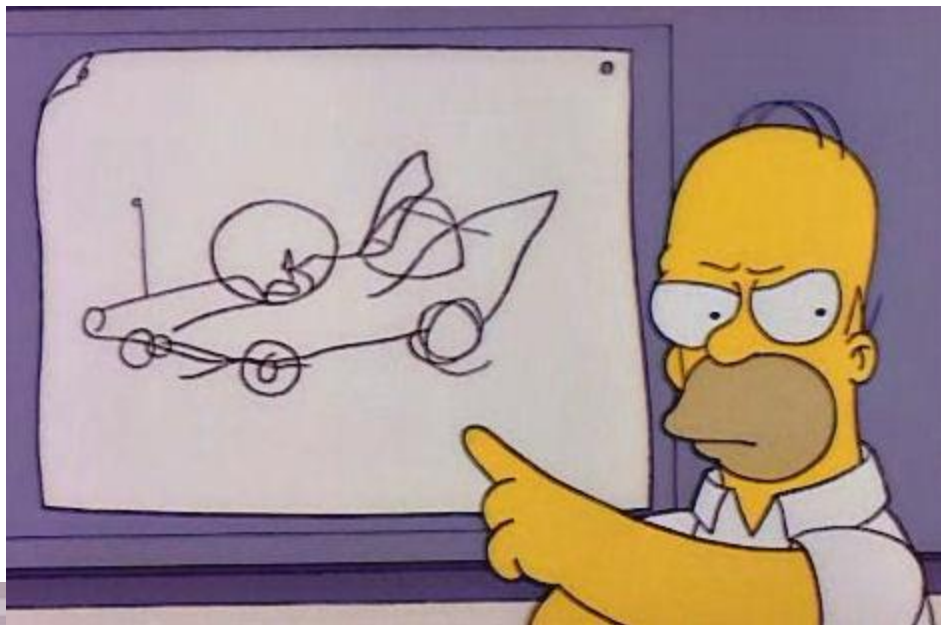
Business + Art

The Art of Pop

Production value matters...
Marketing matters...



Players Matter.



POWELL MOTORS

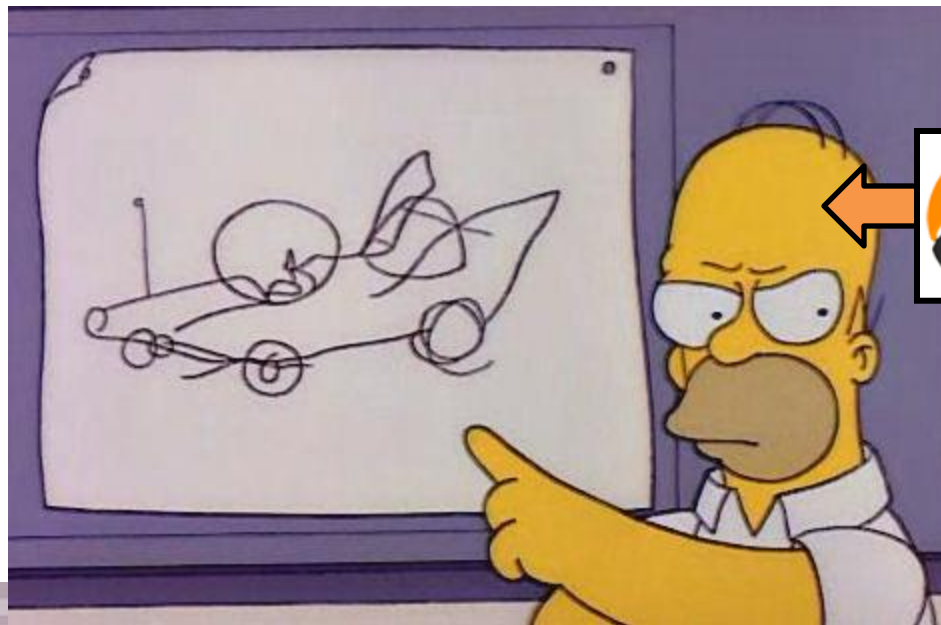
Presents

The Homer

Powerful like a Gorilla



Carlos R. Bisquertt - © 2007



POWELL MOTORS

Presents

The Homer

Powerful like a Gorilla



Carlos R. Bisquertt - © 2007

Reflect the world and the world
will surprise you.

Discover unknown uses.



Come to the dark side,
we have cookies...

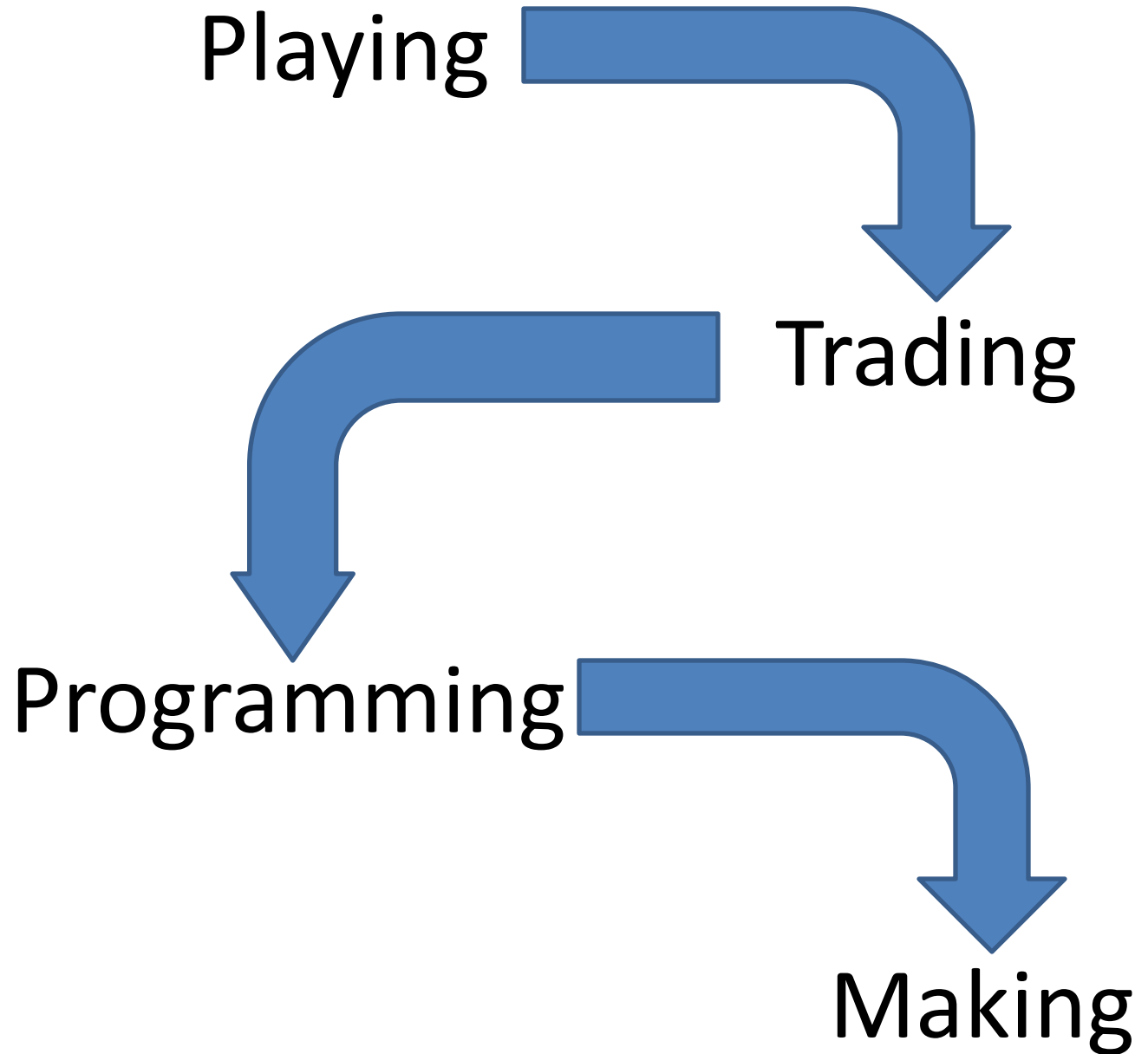
-V

Small company vs. big company

Individual & Professional

Why does it matter what I
believe?

Defined me and what I do.



Inspire me

“So we need some standardization for data interchange among development tools and products. The more developers that adopt a standard, the better for all of us and our customers.”

-- Jerry Morrison, EA IFF 85

CellPerformance

Sharing tips and experience with the cell processor, performance, data design and game programming.

INSOMNIAC RESEARCH AND DEVELOPMENT

R&D



"Simple things should be simple and complex things should be possible."

-- Alan Kay

Color all of my choices
every single day

Why are you here now?



So...what do I believe?

I Believe...

- Games are important.
- Games make a difference.
- Games are art.
- Games as pop.
- Innovation by degrees.



What ELSE do I believe?

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Engines enable

Reflect *developers'* vision

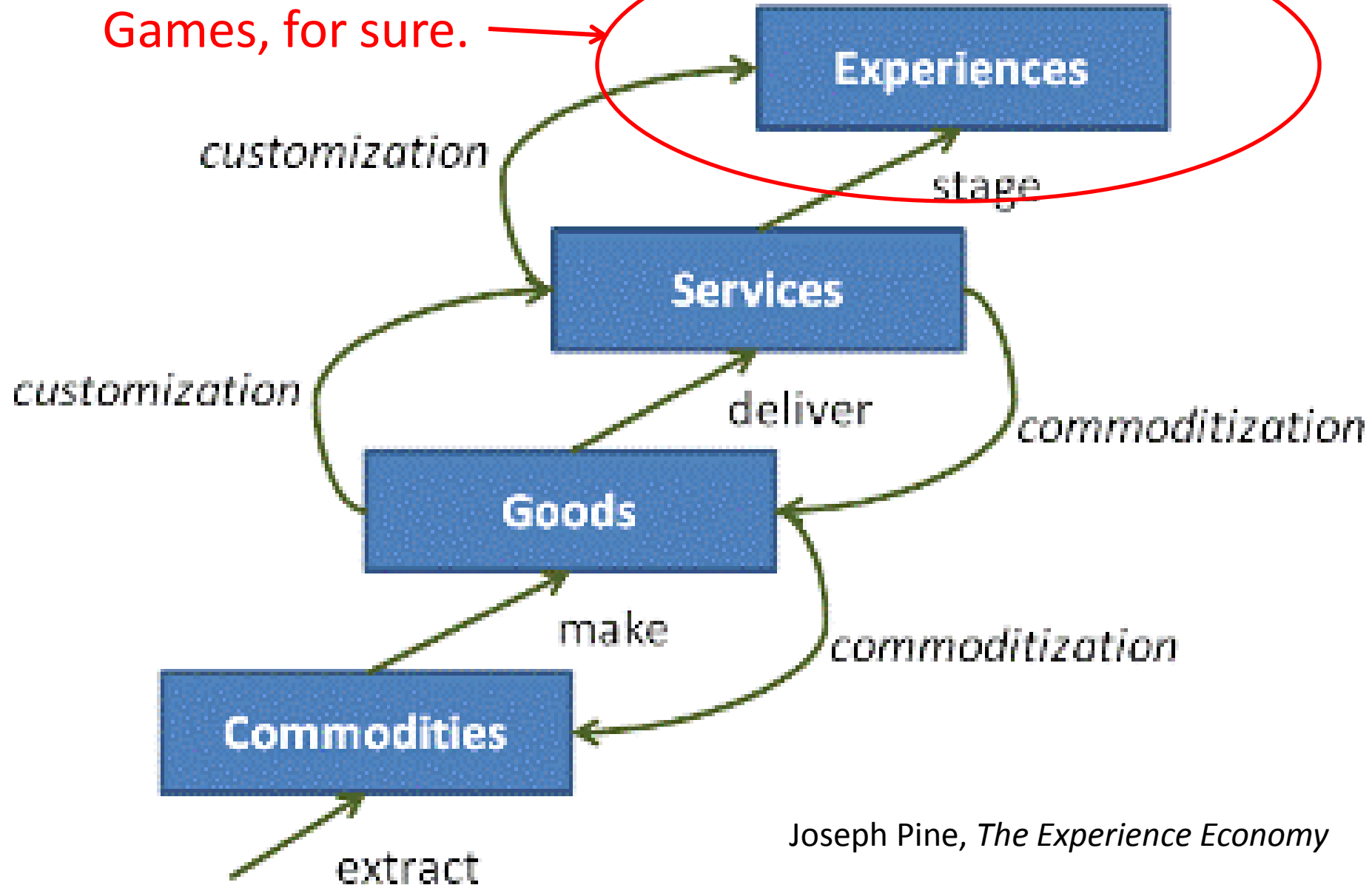
Technology-driven industry cycle

- Experimental (One person only)
- Sophisticated (Many people)
- Simple (Combine, disruptive, chaos)
- Ubiquitous
- Experimental (One person can)

The Programmer Bias

The Progression of Economic Value

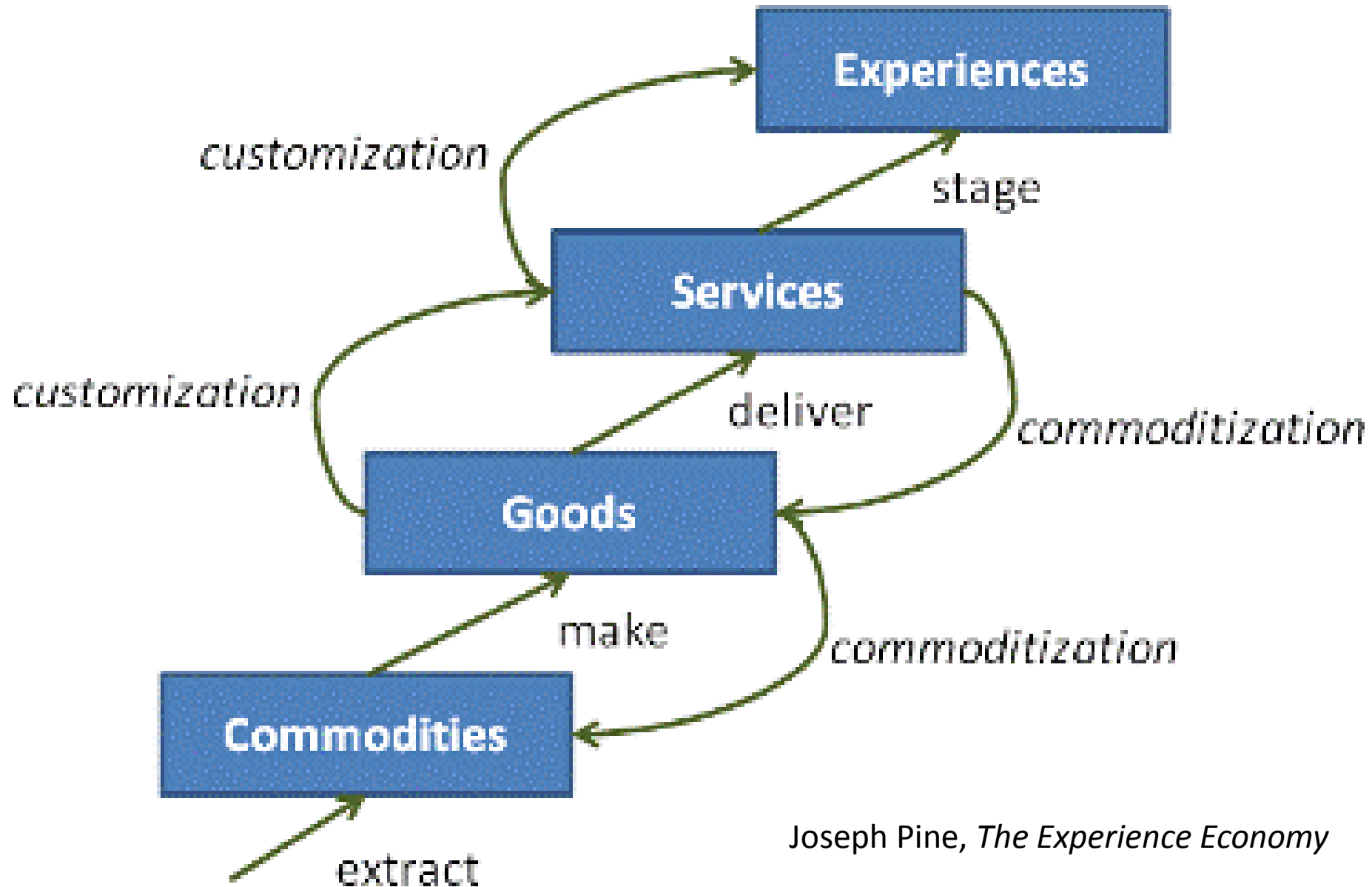
Games, for sure.



Joseph Pine, *The Experience Economy*

The Progression of Economic Value

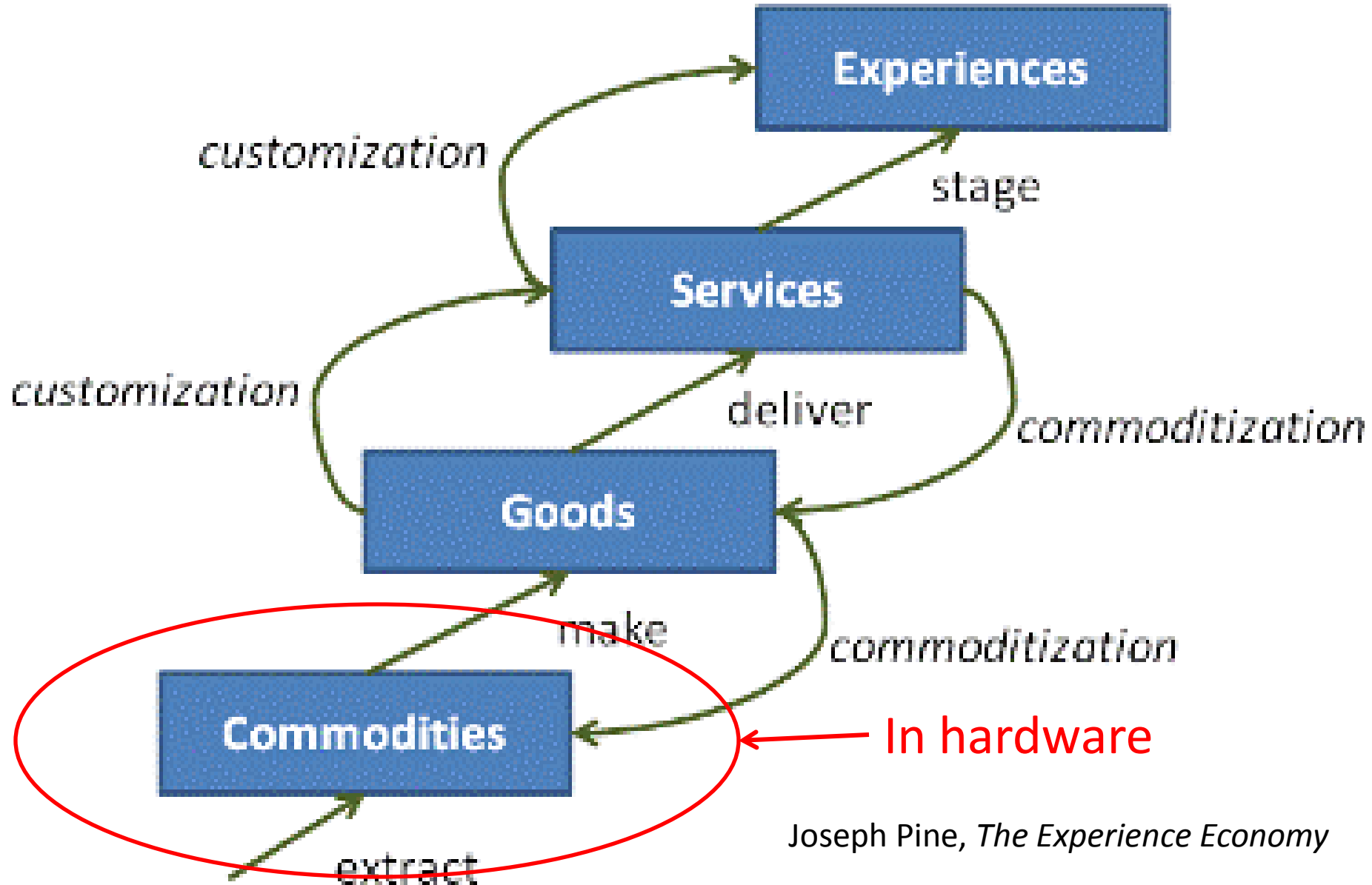
(For developers)



Joseph Pine, *The Experience Economy*

The Progression of Economic Value

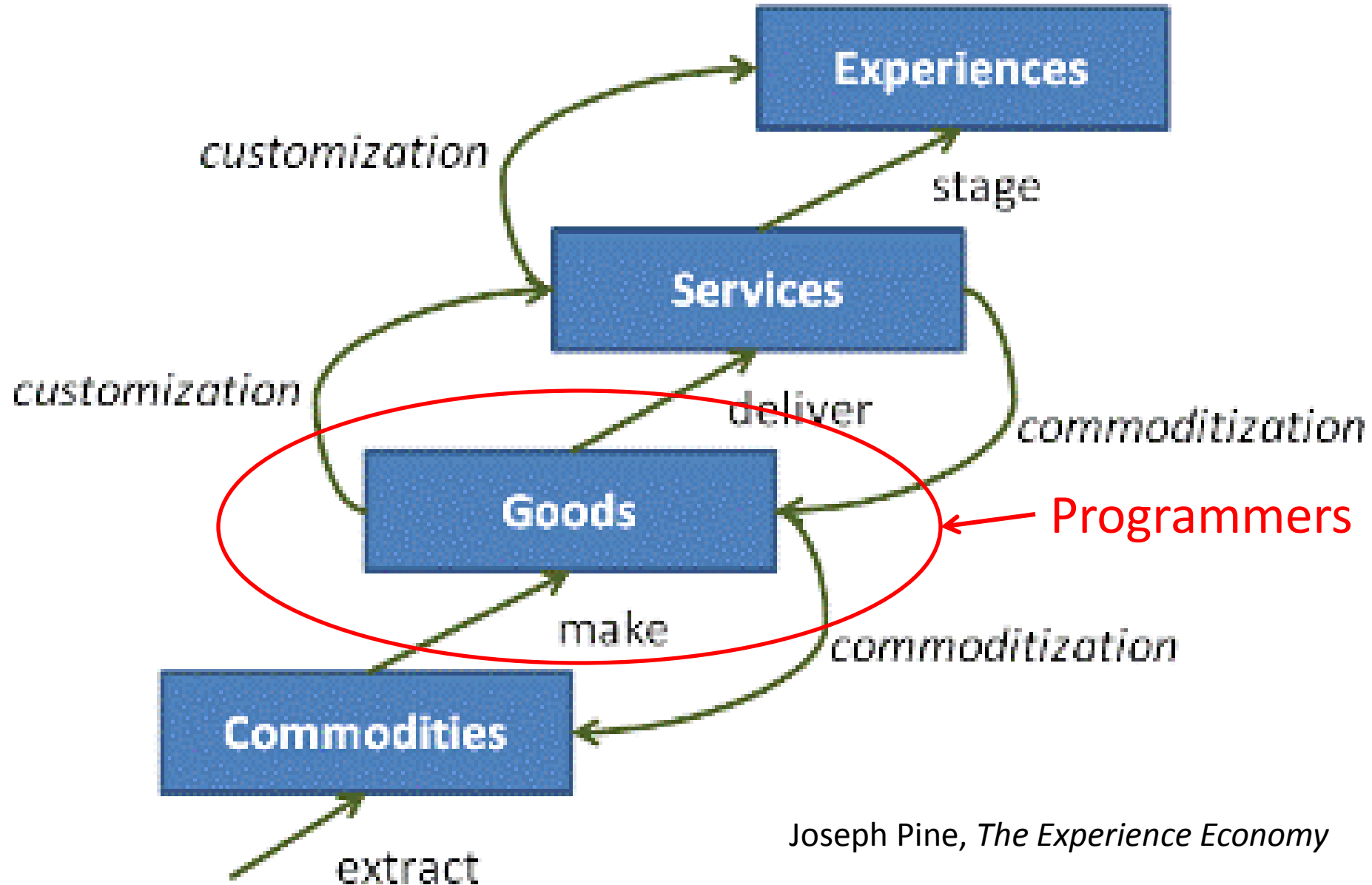
(For developers)



Joseph Pine, *The Experience Economy*

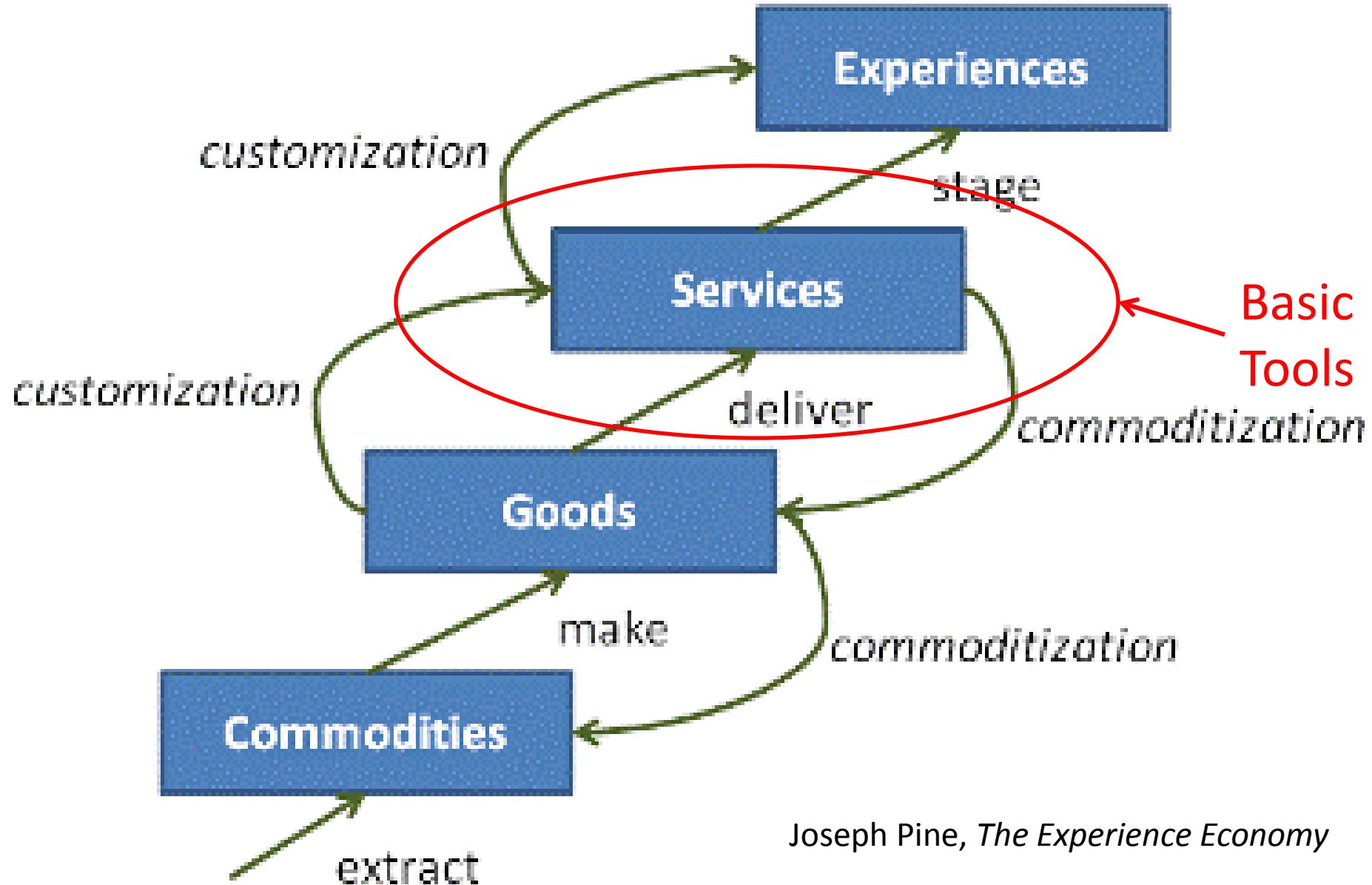
The Progression of Economic Value

(For developers)



The Progression of Economic Value

(For developers)

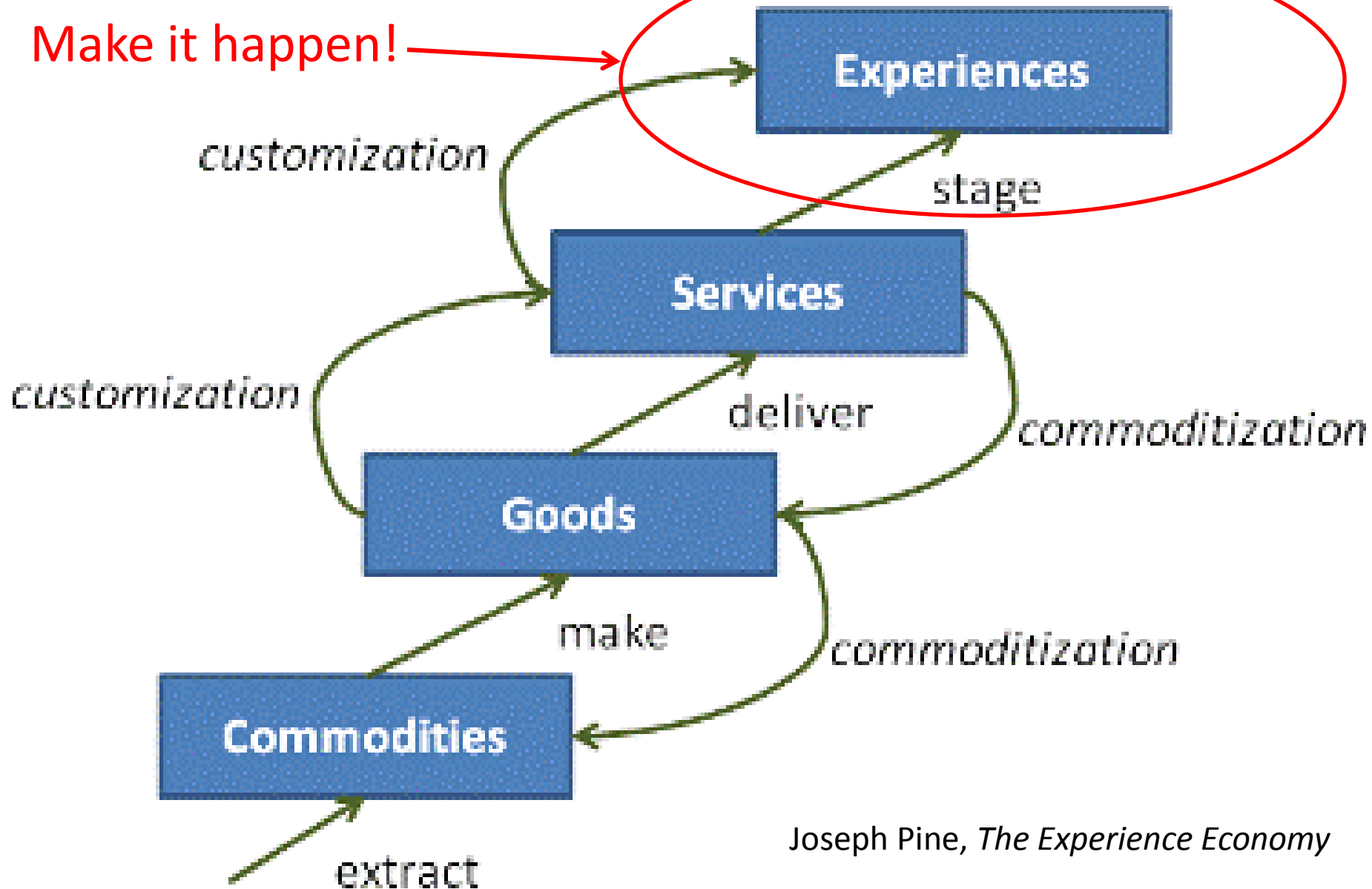


Joseph Pine, *The Experience Economy*

The Progression of Economic Value

(For developers)

Make it happen!



Joseph Pine, *The Experience Economy*

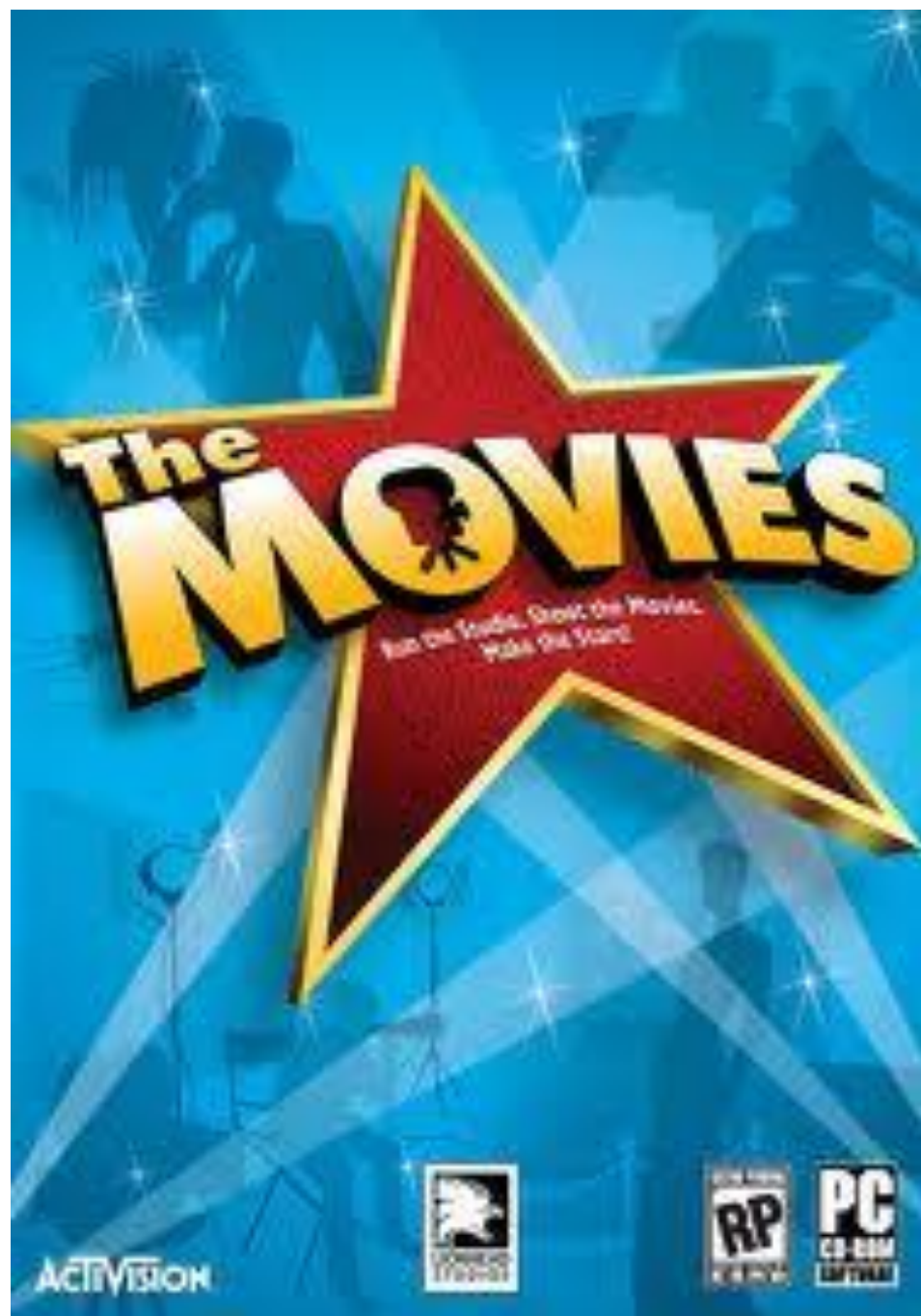
Negativity Bias

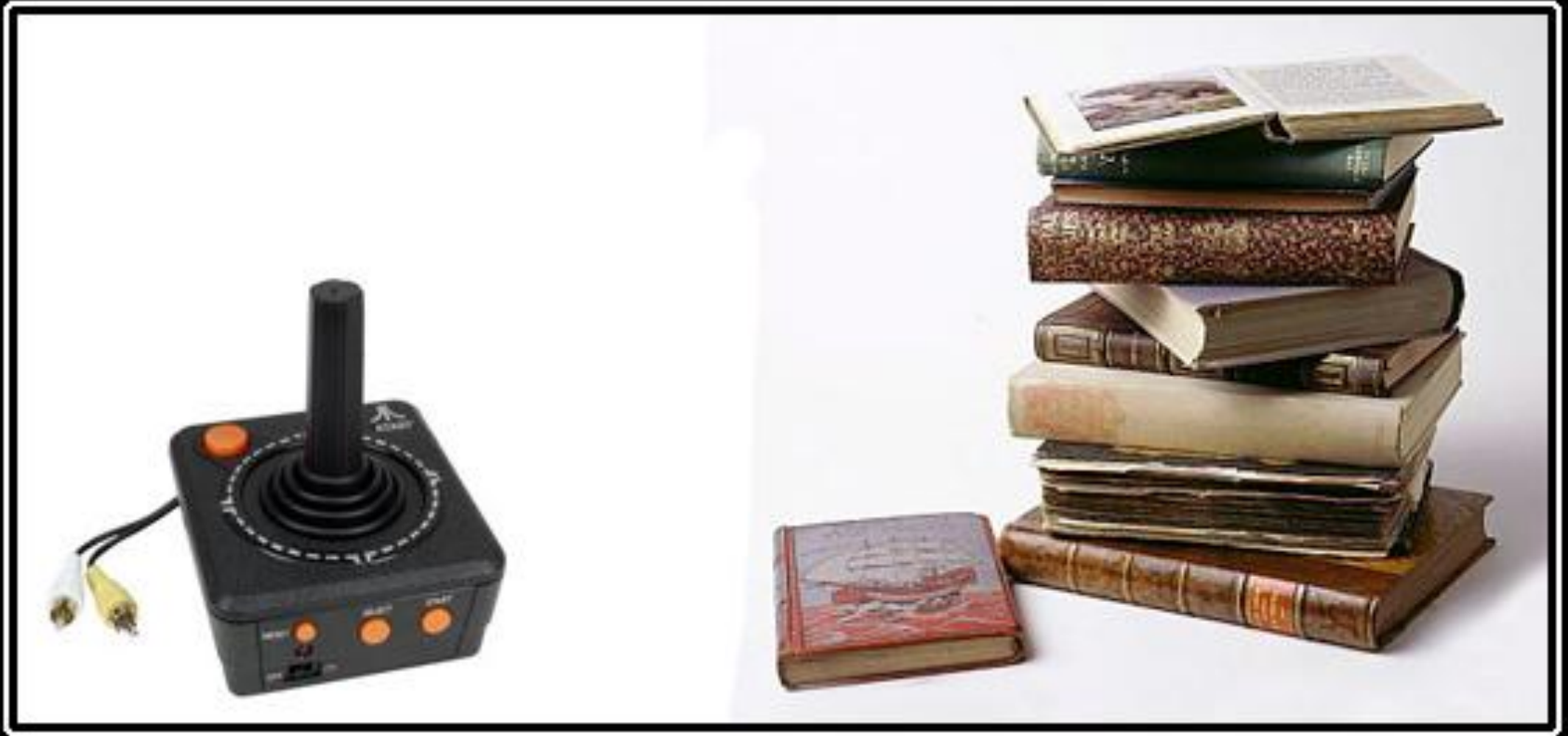
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Realtime

Realtime = Reflect player choice







CHALLENGER

they always appear

Shaders

Post

Camera

Environment

How else can you reflect players' choices?

The uncanny valley



NTSC U/C

PlayStation

TEEN



AGES 13+

CONTENT RATED BY

ESRB

SLUS-00554

788405

FINAL FANTASY VII
ファイナルファンタジーVII

**Sampler CD
INCLUDED!**

SQUARESOFT

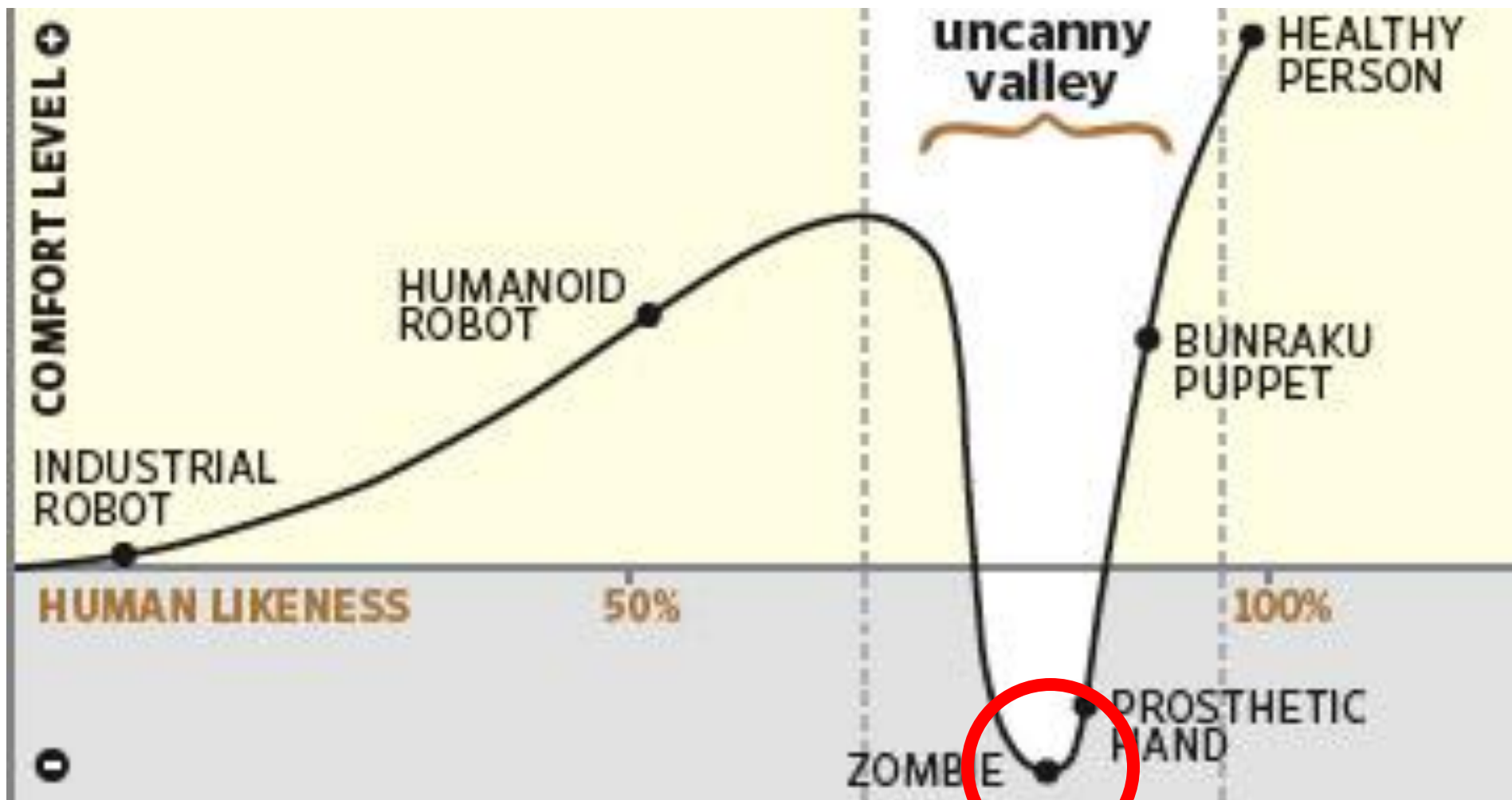
**TO BAL
No. 1**

SONY



1 Disc

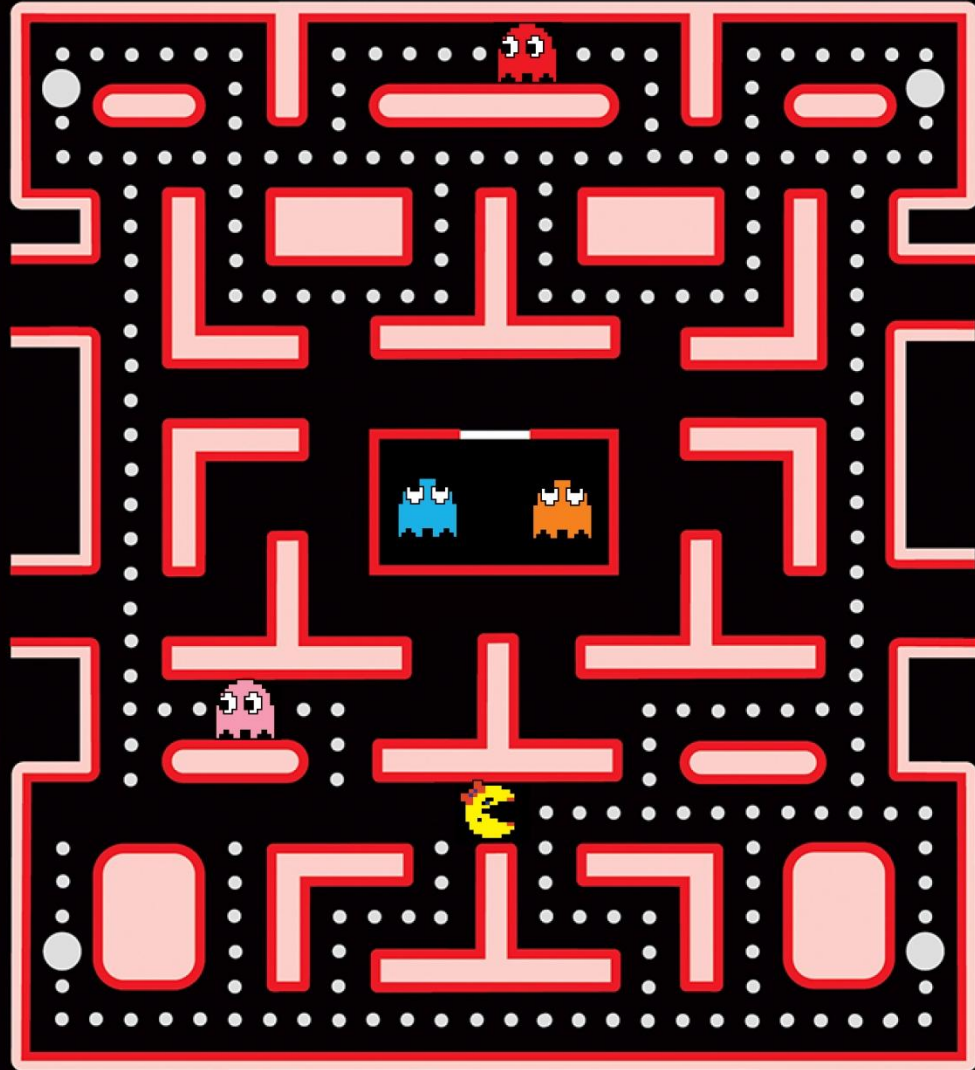
COMPUTER



We are here

1UP

120



INSTRUCTIONS

- INSERT COIN
- SELECT 1 OR 2 PLAYERS
- AVOIDS
- CCCCCC DOTS
SCORE 10 POINTS
- FLASHING
ENERGIZERS SCORE
50 POINTS
- AFTER ENERGIZING
CAN ATTACK
- BEWARE OF FLASHING
MONSTERS WHICH ARE
ABOUT TO CHANGE TO
THE DANGEROUS COLORS

MONSTER
POINT VALUE

EXTRA POINTS	100	200	500	700	1,000	2,000	5,000



Usability

I LAUGH AT YOUR PAIN





ArmyOfBruce Bruce Mitchener

@jtilander all software sucks.

57 minutes ago



— in reply to @ArmyOfBruce ↑



@jtilander

Jim Tilander

@ArmyOfBruce "That's the thing about people who think they hate computers. What they really hate is lousy programmers." -- Niven

53 minutes ago via web ★ Unfavorite ↻ Retweet ↩ Reply

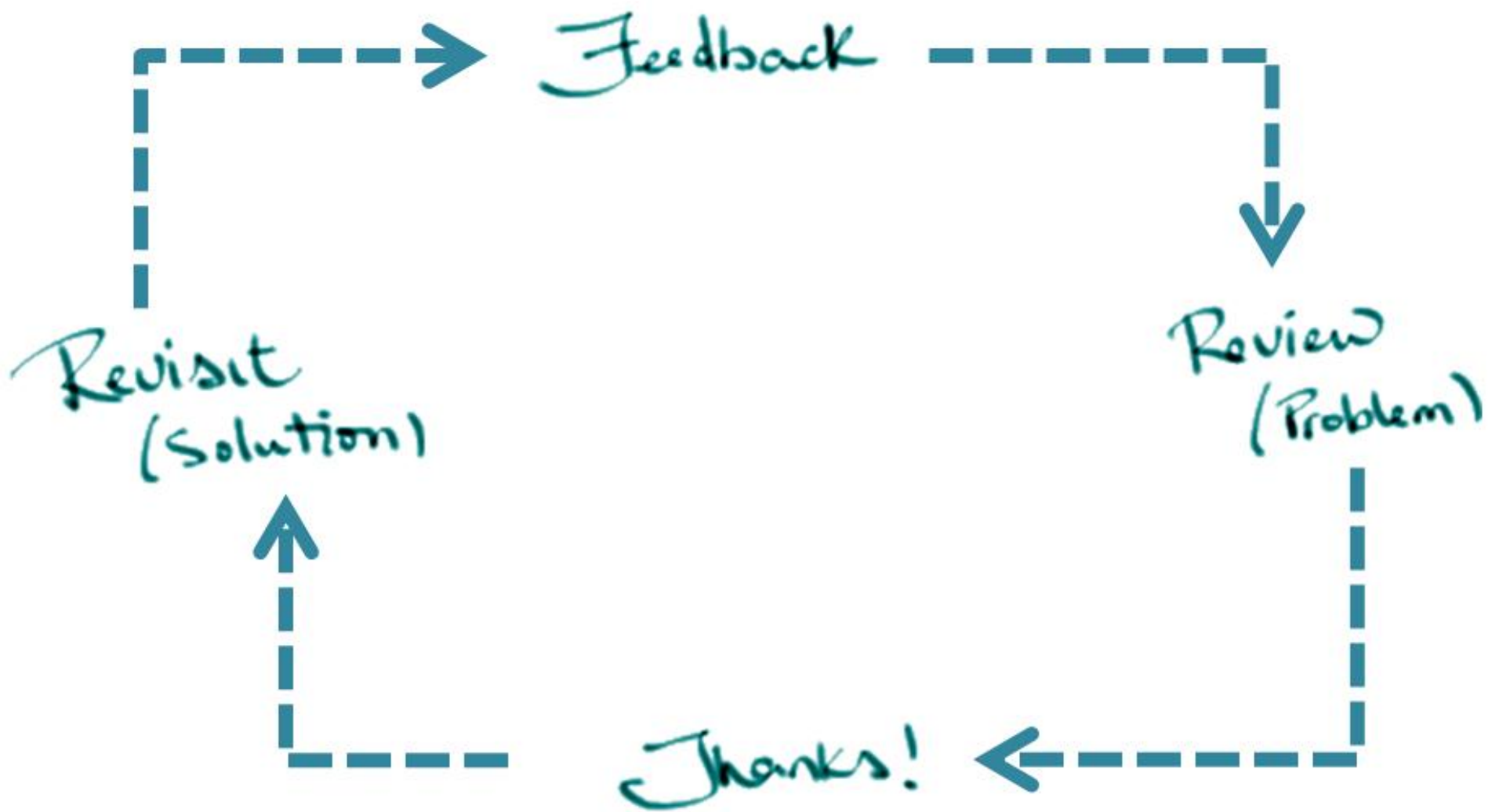
Retweeted by ArmyOfBruce



Usability cart stories



Feedback



A large, horizontally-oriented red oval border that frames the central text.

Performance

“Never underestimate the power
of speed.”

-- Eric Schmidt, CEO of Google



INSIDER: MIKE ACTON

How much does framerate matter?

Posted on Oct 29, 2009

+70

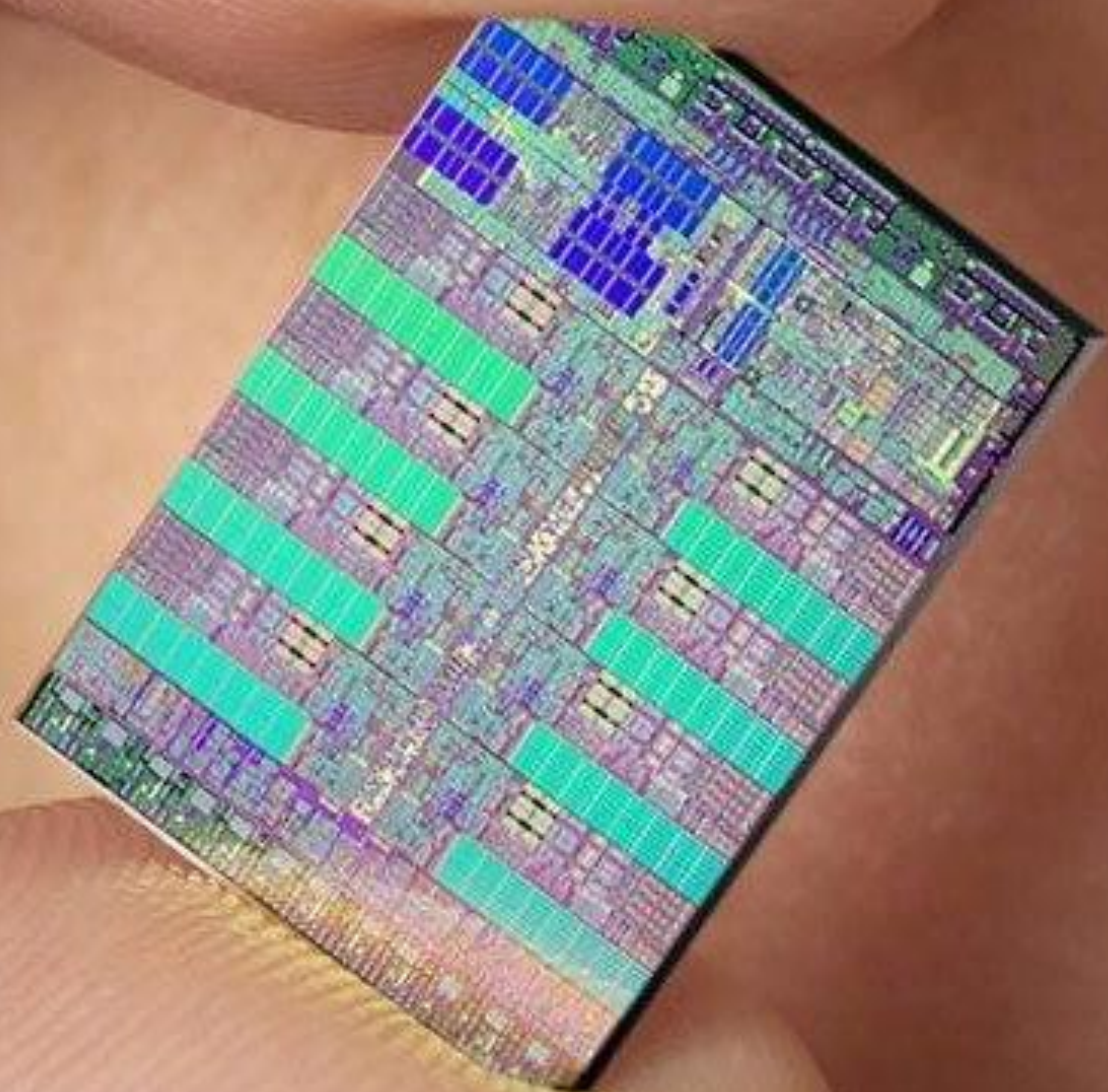
Recently we've been asking ourselves some hard questions:

- What is it that we want to focus on?
- What's most important to us?
- What do we want to make?

It means that framerate is still important to us here at Insomniac, but it's not on the same pedestal it was before. **And that Ratchet and Clank Future: A Crack in Time will *probably* be Insomniac's last 60fps game.**



Hardware



A red oval outline is centered on the page, enclosing the word "Data".

Data

ONLY PURPOSE OF ANY
CODE IS TO TRANSFORM
DATA .



I Believe ...

- Games are important.
- Games make a difference.
- Games are art.
- Games as pop.
- Innovation by degrees.
- Engines enable.
- Realtime.
- Usability
- Feedback.
- Performance.
- Hardware.
- Data.



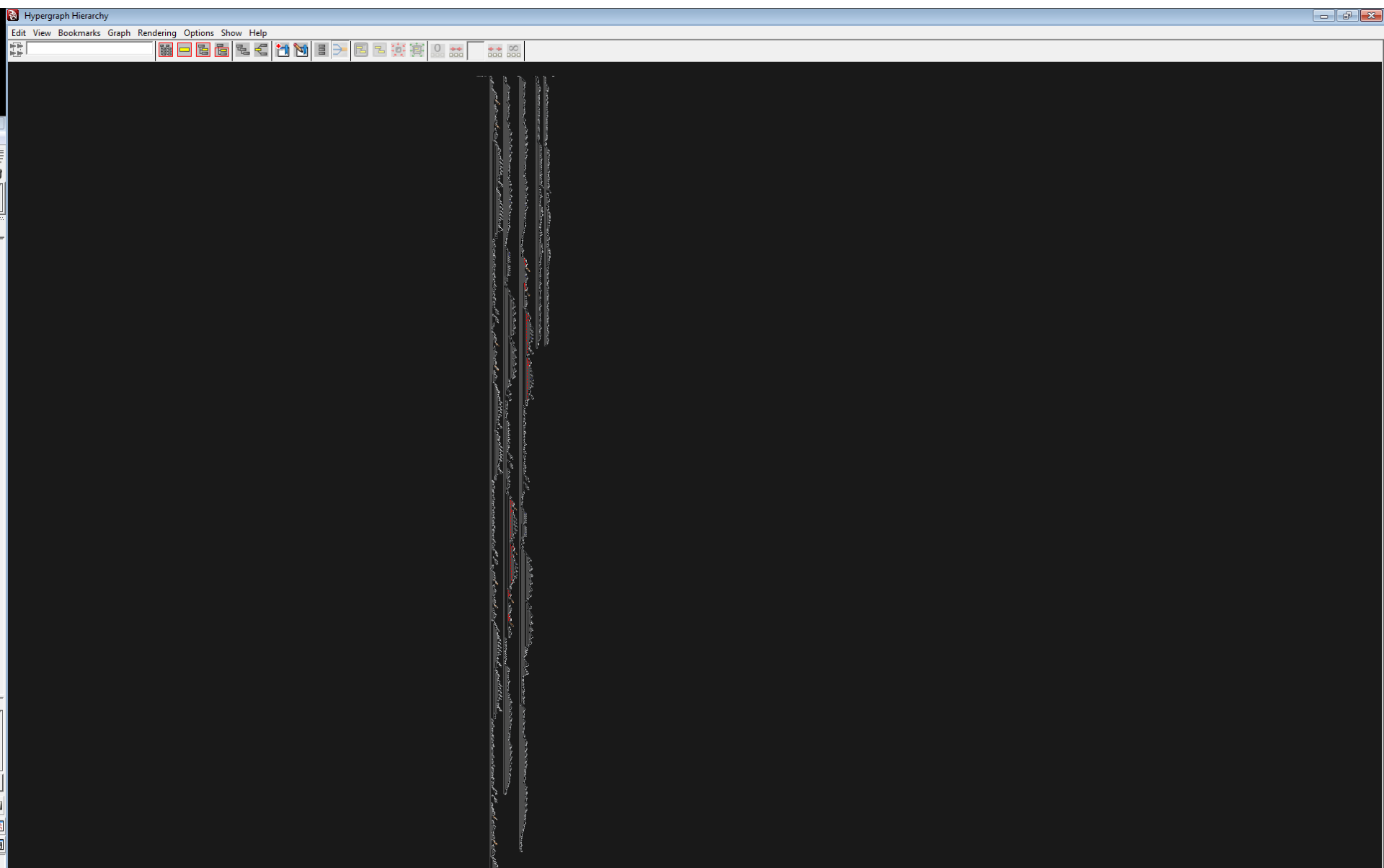
Anything *Else*?



Magic

Value in magic

The magic of
the unexpected



The magic of play

The magic of failure



Dialog Window

You failed.
Try again?

Secretary



Contract



11/15



Due 6 Wk.



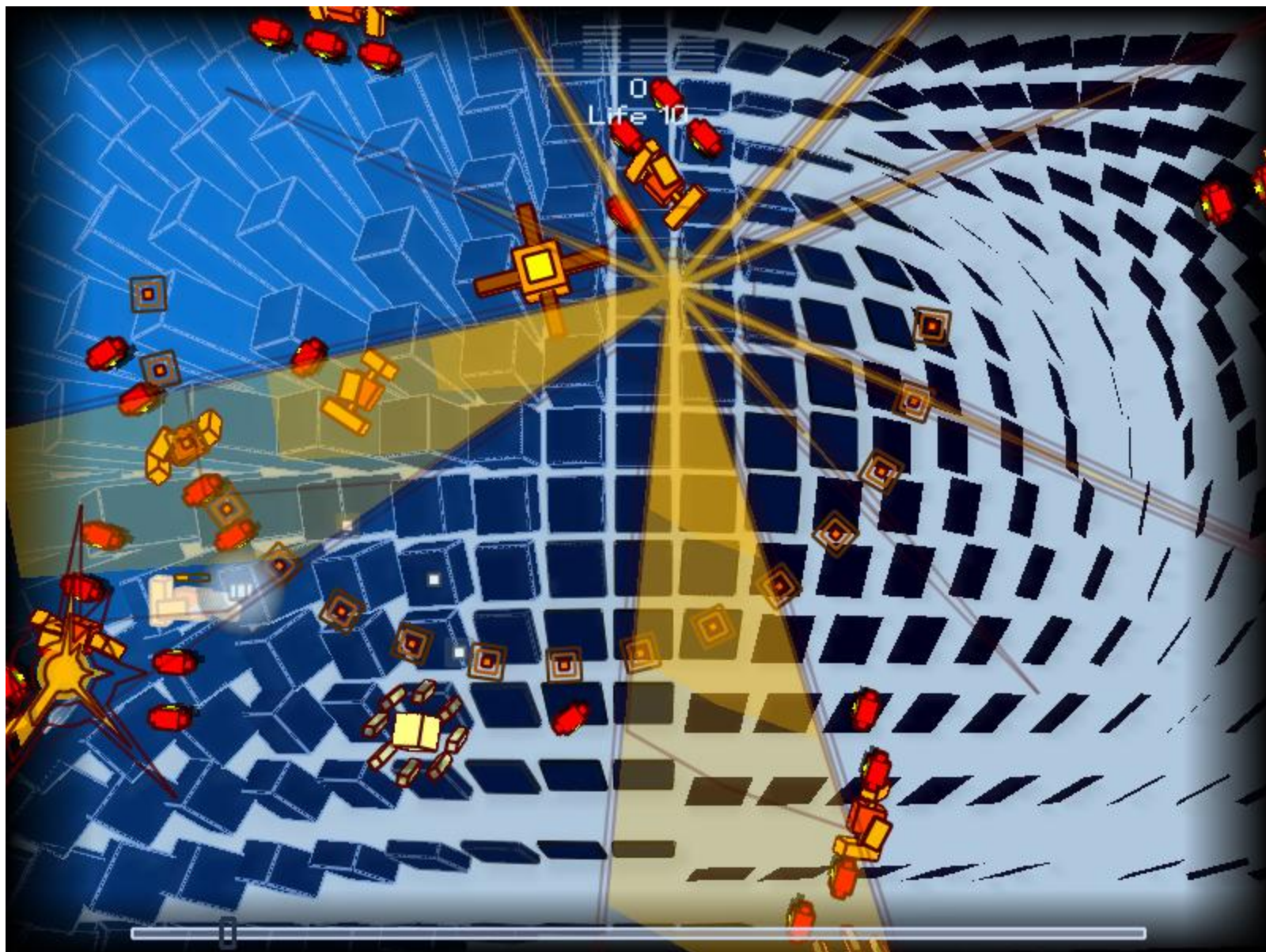
3/30



“If you don't fail at least 90 percent of the time, you're not aiming high enough.”

-- Alan Kay

The magic of one person



Everyday Shooter, Jonathan Mak

Impact on a team

Our job is what we make it.

Prediction:
50% - 5 years
100% - 10 years

Growth (2x)

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- Feedback.
- Performance.
- Hardware.
- Data.
- Magic.

A large, horizontally-oriented red oval border that frames the text in the center of the image.

Why are *you* here?

Knowing what's drives me.

Breaking the rules

Making mistakes

Being curious

Asking questions

Finding alternatives

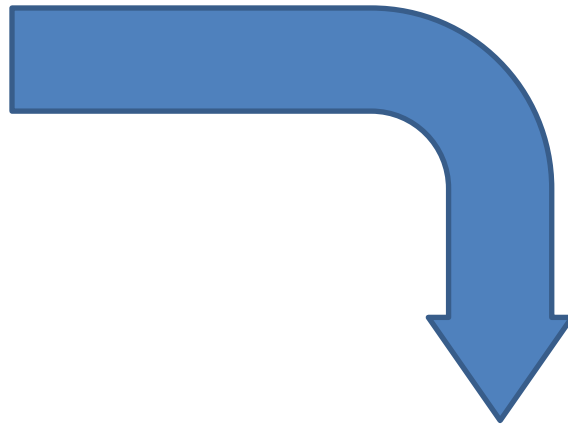
Having fun

The data.

Be a real person

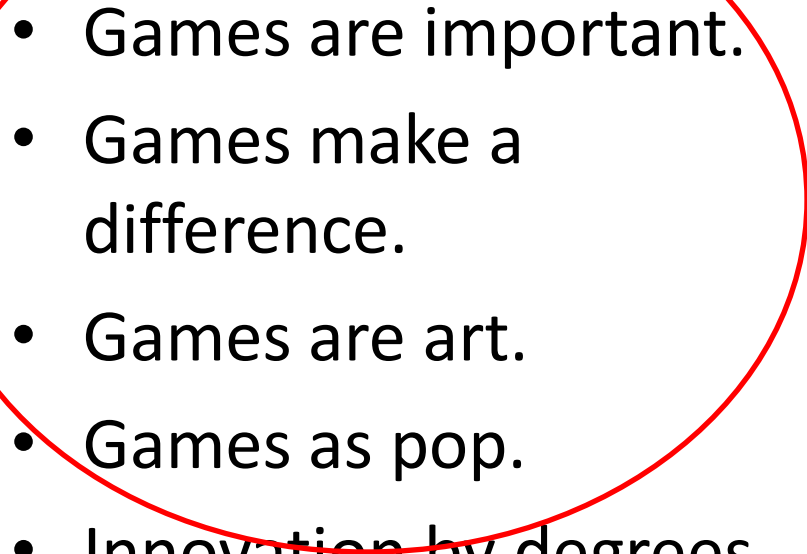


passions



choices

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- 
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Why?

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How?

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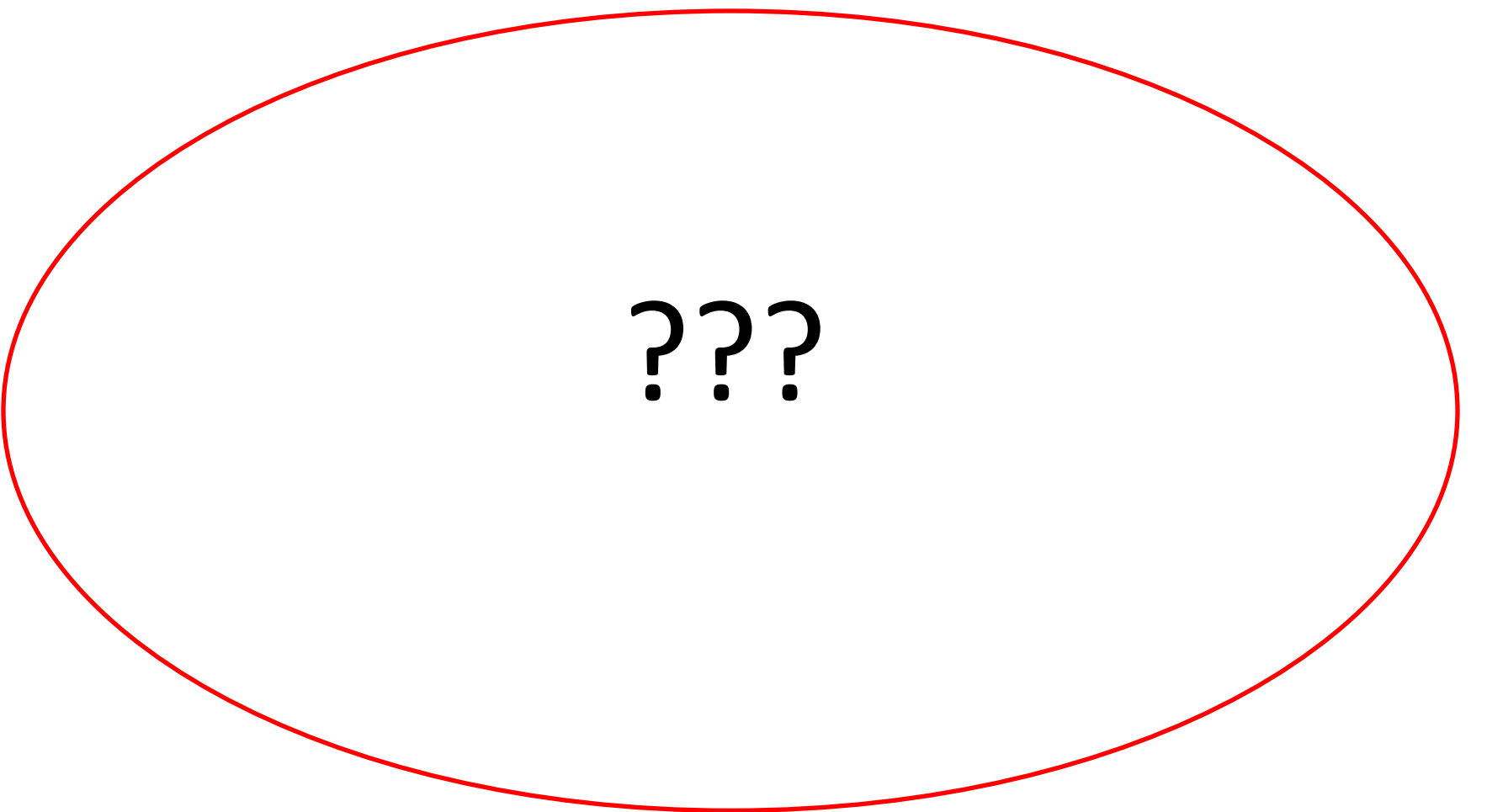
What?

Vehicle for passion



I'm taking action!





???