



# Mobile Entertainment analyst

In-depth coverage of the wireless entertainment business

## CTIA Wireless IT and Entertainment Preview: Mobile Entertainment Gets Star Treatment

By Hal Bringman and Phil McGovern

Entertainment has at last earned its place at CTIA. After years of focusing on cell towers and mind-numbing legislation, mobile entertainment finally has achieved star billing for this fall's wireless industry meet-up, the aptly named CTIA Wireless I.T. and Entertainment 2003. This must-attend event (<http://www.wirelessit.com/>) takes place October 20-23, 2003, at the Sands Expo and Convention Center, Venetian Hotel, in Las Vegas.

There will be a lot to see at the show. Monday, October 20, is the pre-show seminar day; the main event is iHollywoodforum's Mobile

Entertainment Summit (<http://www.mobiletechforum.com/mes2003-Oct20.htm>). Michael Stroud will once again oversee a day of discussion and sponsored presentations. Highlights will include a keynote speech given by Andre Dahan (president of AT&T wireless mobile multimedia services), a "Hot or Not" supersession and a lunchtime GamesFest expo of mobile entertainment.

"With the growing popularity of wireless games, downloadable ring tones and streaming media, wireless and mobile technology is literally changing the face of entertain-

ment," said Michael Stroud, founder of iHollywood Forum and chair of the Mobile Entertainment Summit. "The fast adopters and adapters will be the one ones who survive and prosper."

On October 21 the show begins in earnest. CTIA's educational tracks feature panels on security, wireless ROI and machine-to-machine solutions for the enterprise people as well as a dozen mobile entertainment sessions.

This year's event offers game developers a chance to rub elbows with

*Continued on page 8 ►*

Endorsed by the



Mobile  
Entertainment  
Forum

### Contents

#### CTIA Wireless IT and Entertainment Preview: Mobile Entertainment Gets Star Treatment by Hal Bringman and Phil McGovern 1

Advergaming Brief by Jennifer J. Halpern, PhD

#### Advertisers Exploring the Mobile Medium: An Advergaming Brief by Jennifer J. Halpern, PhD 1

Short Messages: A Letter from the Publisher 2

#### Games We Like: Otagi: Myth of Demons: The Xbox Original by Avery Score 3

Handset Highlights: Holiday Shopping Guide for Gaming Phones by Cashman Andrus 4

Stats

## Advertisers Exploring the Mobile Medium

By Jennifer J. Halpern, PhD

Mobile wireless communication is a rapidly growing market, and the numbers – 400 million handsets sold per year worldwide – are multiples of larger than the PC and game console markets. Datamonitor forecasts that the mobile wireless games market will reach \$7 billion by 2007. This stunning figure is only plausible in light of the size of worldwide mobile wireless network industry.

Some of this revenue, and some percentage of the mobile games that will drive it, will be generated by "advergaming." Advergaming is developed to entertain the consumer and promote a brand. They can comprise anything from a game built around a brand, to the subtle placement of a brand within a game. And they can range from "slapping" a brand name on a standard game to high-quality game products able to stand on their own.

Mobile advergaming is one of the very few ways advertisers can get their message into the handsets of mobile

wireless customers. The brand's potential customers are immersed in that game (and brand) for the duration of the game session, and the customer carries that game almost everywhere he or she goes throughout the day. Any idle moment the customer chooses to fill with game play is an opportunity to make an impression.

Advergaming is familiar to advertisers because of their success on the Web. For example, Candystand, the games section featured on the Kraft.com site, brings in more than 1 million unique visitors per month. New games and giveaways keep the site fresh. Mobile advertising is becoming familiar to agencies due to their experiments with SMS marketing. As reported by WGR, SMS game developers like Small Planet were already creating games in 2001 for Pepsi, Volvo and other corporate entities.

Mobile wireless advergaming will make sense to advertising agencies in part because they are relatively inex-

*Continued on page 6 ►*

# Short Messages

## Editor & Publisher

Matthew Bellows  
matthew@wirelessgamingreview.com

## Technology Editor

Cashman Andrus  
cashman@wirelessgamingreview.com

## Copy Editor

Amy Monaghan  
amy@wirelessgamingreview.com

## Design & Production

Anne McLellan Design  
annemcclellan@comcast.net  
781 326 8007

## Published by:

WGR Media Inc.  
PO Box 390764  
Cambridge, MA 02139  
(US) 617 628 1210

## Web Site:

www.mobenta.com

## To Subscribe:

www.mobenta.com

## For Help With Existing Subscriptions:

mea@wirelessgamingreview.com

## "Printed" via Adobe PDF

12 times per year

## PDF and online archives access

\$695 per year

## A Note From the Publisher

It's always an honor to hear people complement Mobile Entertainment Analyst. When Cashman and I, on the good advice of Dan Scherlis, started publishing this monthly journal, our goal was to become the most focused, cost-effective and

widely read publication of our industry. We've accomplished a lot in the past year. In fact, now we might be too widely read and too cost-effective.

Not everyone who reads MEA subscribes to it. People increasingly comment on an article we publish, or use a stat we uncover to illus-



trate a presentation. That's great. Often, however, those people are not MEA subscribers. That's not great. That's stealing.

If you are one of those people who read MEA but don't have a subscription, please subscribe today. At the risk of sounding like a public television channel, we cannot afford the time and effort that goes into MEA without having readers pay for their copies.

You can subscribe on the Web: <http://www.mobenta.com/mea/> If you have an individual subscription but want to share it with the rest of your company without violating our copyright, please contact me to discuss our (reasonable) terms for a corporate license.

If you are one of our scores of paid subscribers, thanks for your ongoing support. We want to continue improving Mobile Entertainment Analyst. Your subscription lets us do just that.

Here's to the growth of mobile entertainment,

*Matthew Bellows  
Publisher and Editor  
Mobile Entertainment Analyst*

## Stat!

### Upcoming Mobile Entertainment Tradeshows

#### October 2003

- Mobile Entertainment Summit: 10/20, Las Vegas, Nevada, USA  
<http://www.mobiletechforum.com/mes2003-Oct20.htm>
- CTIA: 10/21 - 10/23, Las Vegas, Nevada, USA  
<http://www.wirelessit.com/general/>
- Mobile Games 2003: 10/23 - 10/24, Madrid, Spain  
[http://www.ef-telecoms.co.uk/at\\_contentframes.cfm?ID=2220&page=Telecoms](http://www.ef-telecoms.co.uk/at_contentframes.cfm?ID=2220&page=Telecoms)

#### November 2003

- World Telemedia: 11/3 - 11/5, Prague, Czech Republic  
<http://www.noconline.org/NOCworld/prague2003/generalinfo.htm>
- Mobile Internet Expo: 11/20 - 11/21, Paris, France  
[http://www.ibcglobal.com/cod/oinfo\\_lower.asp?pid=UKCC01029&pname=abstract](http://www.ibcglobal.com/cod/oinfo_lower.asp?pid=UKCC01029&pname=abstract)

#### December 2003

- CDMA Americas Congress: 12/8 - 12/10, Miami, FL, USA  
[http://www.cdg.org/news/events/03\\_AmCong/more\\_info.asp](http://www.cdg.org/news/events/03_AmCong/more_info.asp)
- HP Bazaar Mobile Developer's Camp: 12/9 - 12/11  
<http://www.event-solutions.info/pages/event.asp?ecode=CD1020>

#### January 2004

- Consumer Electronics Show: 1/8 - 1/11, Las Vegas, Nevada, USA  
<http://www.cesweb.org/default.asp>

*If you've got other shows in mind or in production, please post them on this discussion thread:*

<http://www.wgamer.com/forum/showthread.php?&threadid=1267>

# Games We Like

By Avery Score

## Otogi: Myth of Demons

If isolationism had worked, and Japan's feudal society been allowed to flourish, untainted by western thought, the secret to immortality would have been discovered and powerful demons would have roamed the land. At least, that's the scenario in *Otogi: Myth of Demons*, a hot new Xbox game by From Software.

*Lilies that fester  
smell far worse  
than weeds.*

*Otogi's* backstory may be convoluted, mired in references to Japanese mythology and folklore that are somewhat wasted on my untutored ear, but it basically chronicles the tragic downfall of an enlightened, celestial empire that experienced a golden age lasting a thousand years. Having long ago learned the secrets of magic and immortality, that glorious civilization, dissatisfied with sempiternal life, grew stagnant; and its idleness soon bred corruption. *Lilies that fester smell far worse*

*than weeds.* The Emperor, dissatisfied with the immortality of his gentry, banished all offending parties outside a magical seal, to a barren, unforgiving land, where former nobility became the prey of demonic hellspawn.

There were a few who escaped death, albeit not with their humanity intact. Ostracized completely, the internal hatred of the Imperial outcasts perverted their physical forms into cruel mockeries of their former selves. They became the black, winged hellions of the air and the bloated, limbless leviathans of the sea. They embraced chaos, delightfully and recklessly feeding on the souls of the living, until one voice pierced the pandemonium. He reshaped the outer world with pure will - like a god. Mob rule once again yielded to hierarchy, but under a new name: Michizane. An embittered former arch-sorcerer, Michizane rallied his minions, ordering them to join him and break the Seal that expelled them from their Eden. He could not be stopped, until a mysterious princess resurrected Raikoh, a fallen warrior sustained in the corporeal realm through the constant absorption of souls.



In *Otogi*, you control Raikoh. As a being brought back from the spirit world, Raikoh is ethereal and empyreal. His extreme pallor and inhuman facial features make him look almost demonic; yet Raikoh, never uttering a word, seems to embody a sort of sublime serenity. He's a little like a Buddhist monk with a big, horking sword.

*He's a little like a  
Buddhist monk with  
a big, horking sword.*



Speaking of swords, the game, through an ingenious shopping system, lets you choose among a wide array of épées, big or small, straight or serpentine, for purchase. Each weapon is imbued with specific abilities, such as the power to give Raikoh faster healing or better magic capacity. Each weapon has its own, idiosyncratic strike. Some are more effective against fire creatures; some against water. Every weapon has its own legend and lore. This is wicked gangster.

The real appeal of *Otogi*, though, isn't in its stylish weaponry or

*Continued on page 9 ►*

## Handset Highlights

## WGR's Mobile Phone Buying Guide

By Cashman Andrus

At a loss for what to request during the holiday gift-receiving time? Contract (finally) up? Or are you just ready for a new toy? Don't settle for a lame phone - you can do better. To help, we've picked out the two best options from each carrier.

Prices will vary depending on carrier promotions, where you live, and the ferocity of your bargaining skills, so we can't tell you exactly how much these phones will cost when you go shopping. But you can be sure that they're all good choices for both talking and playing.

## AT&amp;T

## First Class: Nokia 3650

Yeah, it's on the large side and the keypad is whack, but the screen is awesome and the speedy processor means that games tuned for the 3650 are consistently slicker than the same titles on other phones. In fact, this is almost exactly the same hardware used on the N-Gage. While it can't actually run N-Gage ROMs, it does pretty much everything else and includes a camera, too.

<http://wgamer.com/phone-52>

## Economy: Motorola T721

Motorola's T720 was the flagship phone when AT&T launched its downloadable games service last year. The T721 is the same phone (with a slightly different faceplate), so you're basically getting last year's technology. On the plus side, there are a staggering number of games available.

<http://wgamer.com/phone-150>

## Cingular

## First Class: Sony Ericsson T616

Sony Ericsson's top of the line phone manages to cram an amazing amount of stuff into a stylish little package. In addition to a camera, large color screen, infrared and Bluetooth, there is support for not one, but two different downloadable application platforms: J2ME and Mophun, which should keep you covered for games (at least, until next year...)

<http://wgamer.com/phone-130>

Nokia 3595



## Economy: Nokia 3595

Just the basics, but it's very well done. This phone is solid but not clunky, pleasant but not flashy, and it doesn't bother with the extra features most people never use. Sound dull? It would be, if it didn't also come with a color screen, support for hundreds of J2ME games, and a price tag almost anyone can stomach.

<http://wgamer.com/phone-144>

## Sprint

## First Class: Samsung VGA 1000

Yes, it has the impressive list of features we've come to expect from a Sprint Vision phone - big color screen, polyphonic sound, solid J2ME game support - but this clamshell phone also offers support for a clip-on gamepad accessory. There's a sophisticated setup for the integrated camera: electronic flash, digital zoom, multi-shot mode and a variety of editing options.

<http://wgamer.com/phone-157>

## Economy: Sanyo SCP-8100

Compared to the other "Economy" phones, this one feels a lot more like the top of the line - beautiful screen, quality feel and excellent gameplay features will keep you traveling in style. Unfortunately, you still have to shell

out a few beans, even with a new contract, but you get more than your money's worth.

<http://wgamer.com/phone-137>

Samsung VGA 1000



## T-Mobile

## First Class: Nokia 6610

One of Nokia's first color phones, the 6610 was a rare and expensive item just a few months ago.

Sanyo SCP-8100



Motorola T721

Though it's been surpassed technologically, it is still a good all-around choice. The size and shape are pocket friendly, the features are good, and the build quality is very solid. Plus, T-Mobile isn't stocking the N-Gage in their stores.

<http://wgamer.com/phone-6>

#### Economy: Sony Ericsson T300

With Mophun game support, a color screen and simultaneous keypress support, some surprisingly good games are available on this phone. This is the handset that blazed a new trail for Sony Ericsson's mainstream line. Several of the newer models are essentially this phone using different plastics, so you can pick your favorite, or maybe save a few bucks by sticking with the original.

<http://wgamer.com/phone-22>



#### Verizon

##### First Class: LG VX6000

From its curvy silhouette to the extra-crispy color status screen, this phone is a thing of beauty. It's got brains and brawn to back it up, too, with cutting edge BREW 2.0 support to run the latest games from Verizon's Get It Now service, a built-in camera and all the features you'd expect from a top-shelf phone.

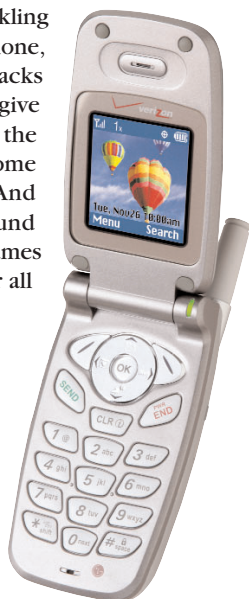
<http://wgamer.com/phone-142>

#### Economy: LG VX4400

It's a bit of an ugly duckling compared to its sister phone, but the VX4400 still quacks with the best of them. You give up the camera and some of the sleekness, but you keep some dollars in your wallet. And because it's been around longer, there are more games available - a perfect use for all the money you just saved.

<http://wgamer.com/phone-89> ■

LG VX4400



## If You Can Wait...

### Phones in the pipeline - Hot off the rumor mill

By Cashman Andrus

New phones aren't usually the best-kept secrets - from tradeshow booth workers to beta-testers to the FCC, a lot of people know about new phones in advance. We've put our ears to the ground to find out what's coming. All of these phones should appear around the end of the year, but no dates were confirmed at press time.

#### Nokia 3200

High-end features move into the mass market, plus you can draw, paint or print your own unique faceplates.

#### Sony Ericsson Z600

Sony Ericsson's new top of the line is finally a flip phone. It also has more integrated features than anything you can buy yet, and a gamepad accessory that supports simultaneous keypresses.

#### NEC 525

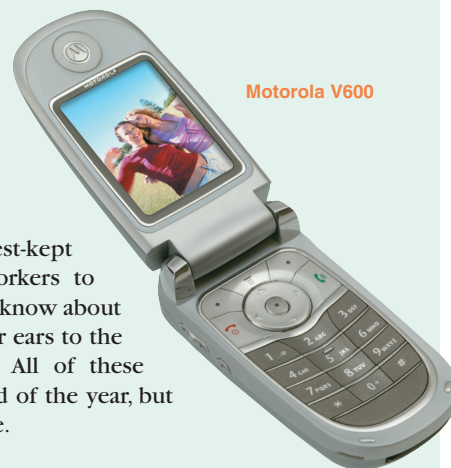
Wish you could get your hands on the same phones the Japanese get? Well, here's one - sort of. This phone adds a built-in camera to the dedicated DoJa processor in its predecessor, the 515, and could appear on AT&T any day now.

#### Nokia 6600

The successor to the 3650, this phone will be smaller, lighter and more refined. Bonus: finally, a usable keypad!

#### Motorola V600

Do you like Motorola's style but wish the T720 would finally stop getting re-released as though it were a new phone? Relief is here. Quad band, integrated camera, and all the rest. ■



Motorola V600

## Stat!

### Best N-Gage Launch Title

Title	Votes	%
<b>Pandemonium</b>	<b>20</b>	<b>31%</b>
<b>Tomb Raider</b>	<b>19</b>	<b>29%</b>
<b>Sonic N</b>	<b>12</b>	<b>18.5%</b>
<b>Super Monkey</b>	<b>12</b>	<b>18.5%</b>
<b>Puzzle Bobb</b>	<b>2</b>	<b>3%</b>
<b>Puyo Pop</b>	<b>0</b>	<b>0%</b>
<b>Total</b>	<b>65</b>	<b>100%</b>

Source: WGR Readers poll

## Advertisers

*Continued from page 1*

pensive. From a game developer/publisher perspective, each brand also has a lot to offer: Anheuser-Busch's advertising budget in 2001 (most recent report) was \$792.9 million, up 14% from the previous year. Roughly \$432 million of AB's spend was for "measured media" (newspapers, magazines, TV, radio, Internet), leaving more than \$300 million for "unmeasured media". Nike, another brand that might be of interest to game developers, has a budget of \$623.5 million (up 8%); they are number 50 on the list of top 100 domestic advertisers. A price tag of \$100,000 or more to develop the right game to go with a brand's image and message doesn't make much of a dent in a major ad budget. And, as a result, some game will have the Nike swoosh and the cachet associated with it.

...they can range from "slapping" a brand name on a standard game to high-quality game products able to stand on their own.

The first mover in US advergaming was probably Thumbworks. In early 2003, Thumbworks launched Suzuki Motocross, a J2ME downloadable adverage. Craig Holland, president and CEO of Thumbworks said, "We work with brands like Suzuki for their name recognition to the consumer and for their contribution to our development expenses. Still, our main business is game design. If the game isn't great, people won't download it, and we'll be out of luck."

Mcommercetimes.com (7/22/2003) reported that consumers downloaded more than 350,000 copies of the Suzuki Motocross demo and bought almost 100,000 full versions. From the advertisers' perspective, each player saw the logo a minimum of five times, and most

players probably saw it more. Thumbworks is now in the process of creating advergimes for a number of motor vehicle manufacturers, including Jeep and Daimler/Chrysler.

## Reluctance

Some advertising agencies are reluctant to take on a new technology, and some game publishers are skeptical about advergimes' potential for success. A technology director for the media division of one of the top 10 advertising agencies commented that he could easily learn what he needed to know about getting advergimes onto cell phones based on his expertise with online advergimes and interactive TV. When I asked him why he was not pushing mobile handsets as an advertising medium, he said the technology is not ready yet. With at most 10% of operator handsets currently download capable, and with significant platform fragmentation across the market, the mass market is still not reachable via mobile advertising.

Most mobile game publishers aren't convinced, either. Mitch Lasky, CEO of JAMDAT Mobile says there are several challenges facing advergimes, the most significant of which is that, unlike on the Inter-

The first mover in US advergaming was probably Thumbworks.

net, where advergimes are generally found on the brand-holder's Web site, advergimes are likely to be listed alongside better non-advertising games on wireless carriers' decks. "It's a bit of a stretch to think advergimes will work other than from a purely mercenary perspective," he said.

## Overcoming Reluctance

Reluctance based on unfamiliarity with mobile technology, and reluctance based on the current lack of large-scale attempts of any form of promotion in the mobile wireless medium, must be balanced against the huge numbers of mobile phone users and the attraction of putting a promotional message in their pockets. The following three factors encourage the advergaming trend:

**1. Content will improve.** The challenge with any innovation in advertising delivery is to create content that maximizes the opportunities provided by that new delivery system. Initially, advertisements on TV were simply radio jingles with pictures, but advertisers quickly got ideas for more innovative approaches. The same will happen with mobile.

**2. Time is on its side.** "GenWireless" take their mobile phones everywhere they go. So while they may not sit for hours using the phone other than to communicate, they may "revisit" games or other apps frequently. This means minutes for carriers and brand immersion for the advertisers.

**3. New is good.** Advertising agencies want to get their clients' messages out in fresh, new ways. The combined package of media and message is important for integrated-marketing oriented campaigns. While neither the adverage nor any other particular component of the campaign is intended to carry all the weight, advergimes can be a substantial addition to the marketing plan for specific products.

Konny Zsigo of Wireless Developer, an agency representing mobile application developers, sees opportunities for game developers in advergaming. "I think there are actually three separate opportunities in the advergaming space, all three of which will come to fruition over the next 12 months. The first is product placement,

with brands appearing within the context of a level or a setting. The second is pure advergaming, like Suzuki Motocross. The third is 'sponsorship', where a brand sponsors an application the way companies used to sponsor a particular TV show."

**"It's a bit of a stretch to think advergames will work other than from a purely mercenary perspective..."**

### **Making Your Studio An Advergame Winner**

There are two challenges to creating advergames that ad agencies will buy: the first is finding the right person to handle and guide both the advertising and game-creation sides; the second is facilitating the interaction in your studio. Zigurd Mednieks, chief technology officer at Chasma Interactive Publishing, observes, "There are a lot of challenges in doing this right. Publishers like Chasma have to be confident that advergames will be well-received in the channels they would be providing. It's going to take someone who understands the advertising point of view, and who functions like a producer at a game studio to span the gap between ad people and game people."

Chances are you don't think of yourself as a potential advergaming developer, but you do want the licenses and the development budgets that advergaming might offer. The effort that an independent studio would have to make to find the right opportunity among advertisers or ad agencies thinking about advergaming, and to get all

the project requirements right on the first try, is daunting.

### **A New Kind of Producer**

The advergaming producer is a boundary spanner: someone who has to understand the role of games in advertising and in the general population; who has a good understanding of the different game genres and platforms; and who understands the goals of advertising, especially agencies' requirements for making the impact of advergaming measurable and billable. Simultaneously, this individual must understand the goals of game developers and publishers and be able to explain games' limitations and potential to advertisers and advertising to game people. Time is money. While game producers or advertisers could easily learn the additional information and make the contacts, outsourcing is far more economical.

**Publishers like Chasma have to be confident that advergaming will be well-received in the channels they would be providing.**

Game developers and publishers can help by understanding the opportunity and being ready to work in an advergaming context.

Be prepared to explain what you as developers and publishers need from and offer to clients. Do you have a framework for game specifications? Is there a "definitions page," so that clients who don't speak game developers' language can understand you and can

Stat!		
Vodafone Japan Java Enabled Handsets		
month	total	% of customer base
August '02	4,154,500	32.2%
November '02	5,057,200	38.4%
February '03	6,049,200	44.4%
May '03	6,547,200	45.8%
August '03	6,986,000	48.0%
Source: Vodafone Japan		

request specifically what they want?

Be prepared to bid on incoming proposals in a reasonable amount of time.

When you win the contract, be sure you can perform on the client's schedule. You may need excess capacity to play in this arena. Can you get the additional help you need to get an advergaming out on time and on spec?

Advergaming must use server-based measurements via the multi-user servers that publishers provide to deliver the measurements that advertisers crave. Are you willing and able to program measurement technology into your games?

Combining the goals of clients of top advertising agencies and of developers of mobile wireless gaming is natural and inevitable. Coordinating with ad agencies, instead of wildcatting for opportunities, enables developers to access a substantial revenue stream. The result is a new medium of advertising that accesses the power and reach of mobile entertainment and allows advertisers to measure the impact of each dollar they spend. ■

## Stat!

Average Game Prices by US Operator  
as of August 2003

	30 days	60 days	90 days	unlimited	Total Games
Sprint	\$2.20	\$2.97	\$4.14	\$3.65	179
AT&T	\$2.74	\$4.27	\$3.99	\$4.19	301
Cingular				\$3.97	166
Verizon	\$2.33			\$5.14	142
Alltel	\$2.16			\$4.69	124
Nextel				\$5.49	91
T-Mobile USA				\$4.28	35

Source: WGR's Wireless Content Tracking Service

©WGR Media, 2003. Do not reproduce without attribution.

## CTIA Wireless IT

Continued from page 1

wireless carriers. The carriers have made it abundantly clear that they will own the customers through billing, thus making it essential for software publishers to cozy up to the gatekeepers within the carriers themselves. Education seminars and exhibit booths are expected to swarm with developers vying for the attention of critical carrier and portal partners,

Entertainment has  
at last earned its  
place at CTIA.

who hold the key to their success and their future in the competitive mobile applications market. With a limited number of carrier decks and portal storefronts, billing and marketing reach become critical factors for the survival of game and entertainment makers.

The CTIA has assembled an impressive lineup of speakers: operator representatives from all

the major US providers; content owners like Disney, ESPN, ABC and Time Warner; and industry pundits from all stages of the value chain.

David "DC" Collier from Namco will examine the burgeoning wireless game industry and present a case study of the process required to port a popular console-based game to a wireless platform, while keeping in mind the consumer experience.

WGR's own Matthew Bellows tackles "Games and Gamers," moderating speakers from a host of leading game companies, including NuvoStudios, Etherplay, and Sorrent.

The "Wireless Gaming Landscape" will attempt to sum up the new interactive segment of the market via an introspective journey with industry titans Siemens, Spring, Electronic Arts, JAMDAT, and Mforma. A plenary called "Mobile Gaming: The Next Big Thing or the Next Big Hype?" seeks to examine whether gaming on wireless devices is as substantive as hoped.

The event is also an opportunity for leaders to review their successes and explore new solutions

as the new medium solidifies into a pillar of the wireless industry. Faith West's Carolynne Schloeder, who will examine the ringtone market, projected by IDC to reach \$400 million by 2005, will be joined by Zingy's Fabrice Grinda, Andy Volanakis from Sprint PCS, and Jon Vlassopoulos of AT&T Wireless, and others on the panel "Building on Ringtones".

"Wireless I.T. and Entertainment 2003 is the breeding ground for the next popular applications," said Tom Wheeler, president and CEO of CTIA. "The wireless market is so immense and diverse, staying ahead of the curve can be a challenge."

The CTIA has  
assembled an  
impressive lineup  
of speakers:...

There are several special-interest seminars taking place alongside the CTIA educational programs. Among them, the Japan External Trade Organization's "Goin' Mobile Japan" aims to help bridge the content and the technology gulf between our two countries. Representatives from Bandai, DoCoMo, NEC and Ninja Technologies will present. Representatives from Symbian and Series 60 will give seminars, and the Microsoft camp will be well represented at the Pocket PC Summit.

On the show floor, many mobile phone manufacturers, including Nokia, Samsung, and Kyocera, will be pushing hardware with greater fidelity, resolution, and processing power. Cingular, Sprint, AT&T and Verizon are all expected to display at least some of their holiday season lineup of multimedia phones. Taking advantage of the strengths of new technologies will be critical for all developers and producers competing to lead the market.

Continued on page 9 ►

## Games We Like

*Continued from page 3*

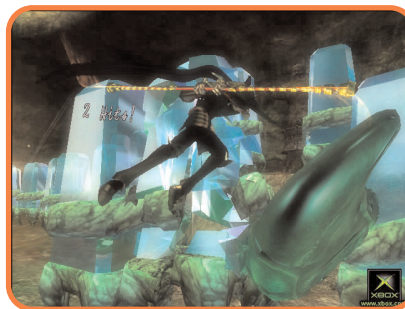
innovative stat system. Its most engaging features are its gorgeous, fully destructable environments and the incredibly beautiful way in which you interact with them. Raikoh is, apparently, light as gilt. An upward slash with his sword will lift him a dozen feet upward. Another slash will lift him yet higher into the heavens. While airborne, he can jump, swing his weapon and dash across the stages. Many of the game's confrontations take place leagues above the earth, making for some sweet boss battles. As Raikoh swings at his enemies, he glides slowly, ever so slowly, downward, as though made of papyrus.

In addition, you can cast a variety of spells to aid you, summoning phoenix and dragon alike. Otogi is an intensely stylized, aerial ballet of death. It is pure, unadulterated action that somehow approaches a Tai Chi calm. Also wicked gangster. It's not all peace and relaxation, though. You'll need to be constantly killing to harvest enough souls to retain your physical presence. These spirits recharge your magic meter, which is depleted every time you cast a spell, perform a dash, or slash yourself into the sky. When your magic meter is emptied, you rapidly lose life, quickly fading into nonexistence.

Otogi's one weakness is that, halfway through the game, it makes

you repeat levels, under the flimsy pretext of having to "fight through your memories," or something. It's not as repetitive as you might think, though, because Raikoh gets concussed a lot. The memories are strange, surrealistic reflections of their real-world counterparts; and are, therefore, barely recognizable.

Otogi does a great job of evoking atmosphere. It takes hold of you and pulls you deep into its world, the way Raikoh absorbs a soul. After playing the game, you'll find yourself unusually attracted to windows. You'll look far into the distance – the very picture of Zen-Buddhist foresight. Ever seen a photo of Steve Jobs, Bill Gates or Andy Groves? Those guys didn't practice for hours, learning the "visionary stare." They just played Otogi: Myth of Demons. You should, too. ■



## Stat!

### EB's N-Gage Product Release Schedule

Release Date	Game/Product	Expected Price
10/16/03	Super Game Pack	\$14.99
10/25/03	Disney Game Pack	\$19.99
10/25/03	Holiday Pack	\$9.99
11/16/03	Tetris	\$19.99
11/18/03	Tony Hawk	\$34.99
11/18/03	Virtua Tennis	\$29.99
11/18/03	Xtreme Snowboarding	\$14.99
11/16/03	Metal Slug	\$19.99
11/18/03	MLB Slam	\$34.99
11/18/03	Moto GP	\$34.99
12/16/03	Rayman3 Hoodlum	\$34.99
12/16/03	Red Faction	\$34.99
12/16/03	NCAA NSB 2004	\$34.99
12/16/03	FIFA Soccer	\$34.99
12/16/03	Marcel D Soccer	\$34.99
12/16/03	Tom Clancy Splinter Cell	\$34.99
1/06/04	Sega Rally	\$29.99

*Source: Electronics Boutique*

## CTIA Wireless IT

*Continued from page 8*

CTIA Wireless I.T. and Entertainment promises to accelerate mobile entertainment and gaming enormously. The networking alone will form new partnerships, alliances, and agreements that will further propel mobile multimedia more broadly into the mainstream. ■

## Contributors:

**Jennifer J. Halpern, PhD**, is a management psychologist with diverse interests in technology, the psychology of gaming, the advertising industry, and other areas of human communication. She has expertise in measurement and consults on organizational strategy and planning; decision making; marketing; communication; conflict management; and staff selection, motivation, and retention. She can be reached at [jhalpern\\_cellad@zevgroup.com](mailto:jhalpern_cellad@zevgroup.com).

**Hal Bringman and Phil McGovern** are founders of Hollywood Syndicate, a media syndicate based in Los Angeles. They are also principles at HBPR, LLC.

**Cashman Andrus** left a career of slinging code and herding cats to co-found Wireless Gaming Review. Before WGR, Cashman was Director of Development at Yesmail and an award-winning application developer for the Palm platform. He earned a Bachelor of Science degree in Brain and Cognitive Science, with a concentration in Computer Science and Linguistics, from the Massachusetts Institute of Technology.

**Matthew Bellows'** first job in the videogame industry was as a tester at Infocom, where he spent the bloom of his youth playing Leather Goddesses of Phobos. Matthew co-founded WGR Media, Inc. with Cashman in August of 2001. Before that, he received his MBA with high honors from the Olin School of Management at Babson College.

**Anne McLellan** ([annemcclellan@attbi.com](mailto:annemcclellan@attbi.com)) has varied experience in graphic design, specializing in publications. Anne has worked as a consultant in corporate training and development, and in marketing, for education and arts clients. She has a BA from Brandeis University, and has studied graphic design and illustration at Mass College of Art, the Art Institute of Boston and Rhode Island School of Design.

**Amy Monaghan** Before joining WGR, Amy was an editor with Forrester Research Inc. (NASDAQ: FORR). She has also edited publications for Harvard Business School Publishing, Boston Common Press, Rockefeller University Press, and Cell Press. Amy holds an MA in English literature from the University of Chicago and a BA in English literature from Wellesley College. She is not as boring as her résumé might suggest, and she rides a black Schwinn Classic cruiser.

**Avery Score** is a self-proclaimed otaku who constantly partakes in such involved, athletic endeavors as playing old-school RPGs. Avery has the looks of Camui Gackst and the mind of Yu Suzuki, and has been likened to several deities. When not providing content of truly extraordinary quality for WGR, Avery is an honor-roll student at Milton Academy.

## Order Form

### Subscribe to the Mobile Entertainment Analyst

On the web go to: <http://www.wirelessgamingreview.com/mea>

Or mail this form to the address below.

### Individual Readers

Monthly PDF delivered via email  
and online archive access

☐ \$695

### Corporate Subscribers

If your company is interested in distributing MEA across the organization, please contact [sales@mobenta.com](mailto:sales@mobenta.com) for volume pricing and delivery information.

### Payment

- ☐ Check (to WGR Media Inc.) enclosed  
☐ American Express  
☐ Visa  
☐ MasterCard

Card number \_\_\_\_\_

Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City / State \_\_\_\_\_

Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

**For Subscriber Services** contact:  
[mea@mobenta.com](mailto:mea@mobenta.com)

### Mail To:

MEA Subscriptions  
WGR Media Inc.  
PO Box 390764  
Cambridge, MA 02139 USA  
Attn. Rosie Webb