

Chapter 1.1

A Brief History of Video Games

(Note the use of the term "video"
and not "computer")

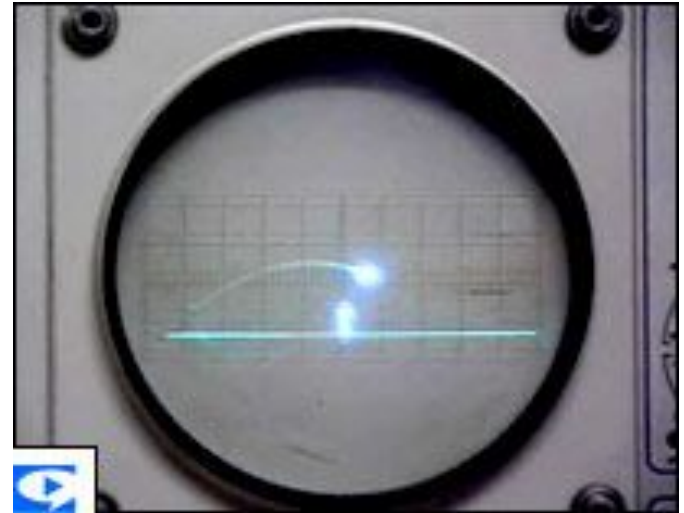


The First Video Games

- William Higginbotham and *Tennis for Two*
 - Created in 1958 for the Brookhaven National Laboratory's annual visitor day
 - Display was an oscilloscope
 - Sound effects were a side-effect of the relays that made the game run
 - No one realized its significance



Tennis for Two



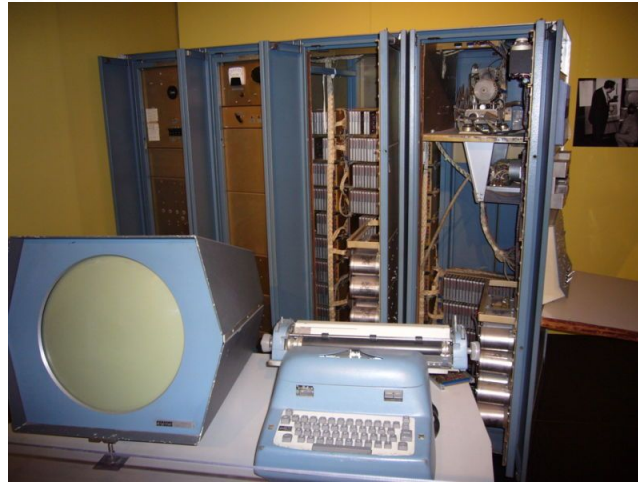
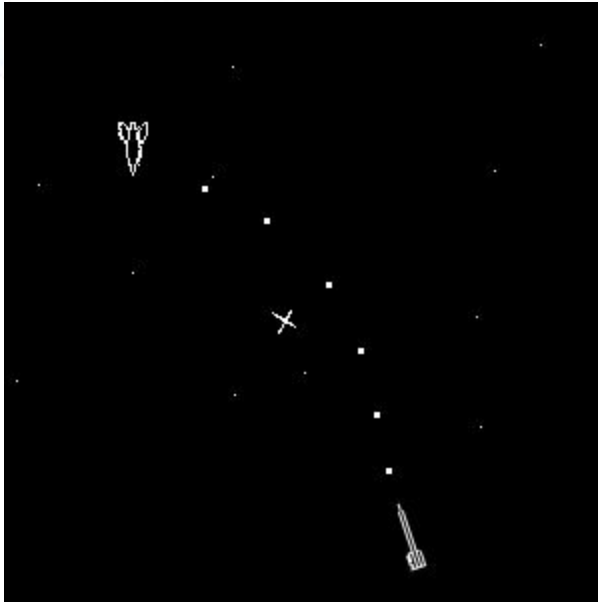


The First Video Games

- Steve Russell and *Spacewar*
 - Created in 1961 at MIT for the DEC PDP-1 computer
 - Hugely popular within MIT
 - Required prohibitively expensive equipment
 - Eventually shipped as a diagnostic program with PDP-1s



Spacewar





Games for the Masses

- The Advent of Home Video Games: Ralph Baer and the Magnavox Odyssey
 - 1966, initial idea for a game machine that would work on home TVs
 - Created a shooting game and ice hockey game
 - Sold to Magnavox in 1972



Magnavox Odyssey

ODYSSEY



www.pong-story.com



Games for the Masses

- Breaking Into the Amusement Business:
Nolan Bushnell and Atari
 - Engineering major at the University of Utah
 - Background in coin-operated amusement devices
 - Tried to bring *Spacewar* to arcades as *Computer War*



Games for the Masses

- Bringing Games to the Masses
 - Atari founded by Nolan Bushnell in 1972
 - Brought *Pong* to arcades
 - Sued by Baer and Magnavox
 - Paid a one-time license fee of \$700,000



Pong & Space War





Console Kings (Past, Present Future)



The Console Kings

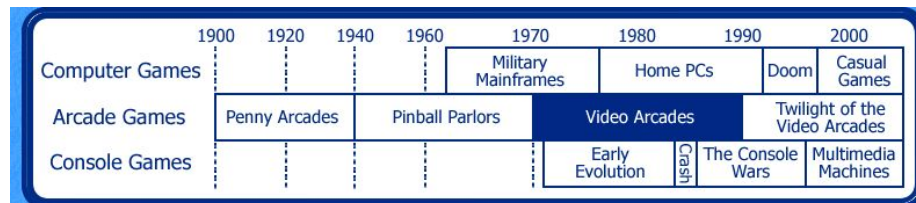
- Atari and the 2600
 - Released October, 1977
 - Not quite the first cartridge-based home system
 - Open architecture allowed easy development
 - First to introduce licensing of a system





The Console Kings

- Video Game Crash of 1983
 - Factors leading to the crash
 - Poor economy
 - Natural market cycle
 - Video games perceived as fad
 - Glut of poor 2600 games
 - Introduction of home computers





The Console Kings



■ Nintendo and Shigeru Miyamoto

- Released *Donkey Kong* arcade machine in 1981
- Released Nintendo Entertainment System in 1985
- By late 80's Nintendo owned 90% of the market





The Console Kings

- Sega
 - Created in 1952 in Japan to sell amusement games on US army bases
 - Released the popular Sega Genesis in 1990
 - Final console was 1999's Sega Dreamcast
 - Now dedicated to software

Sega (in memoriam)

SEGA GENESIS

YOUR WORLD WILL NEVER BE THE SAME

THE DAWN OF A NEW ERA.
Only Sega, the master of arcade entertainment could introduce a whole new dimension in home video entertainment - the Genesis System. The first and only system with true 16-bit technology to bring you the ultimate in game play fun and excitement. Your world will never be the same again since you've experienced Genesis' high definition, incredible quality graphics, stereo music and sound effects, realistic voices and unsurpassed game play.

YOU'RE IN CONTROL.
Masterfully designed to rest comfortably in your hands, the Genesis Control Pad is ready to let the games begin. Feel Sega's years of arcade experience as you get ready to hit a new scoring record. All it takes is one press of the start button and you're set to call the shots.

STEREO SOUND
Sounded powerful in street sound when you connect Genesis to a stereo system. Or play in a pair of stereo headphones and listen to the digitized voices that heighten Genesis' thrilling adventures even more with their human quality.

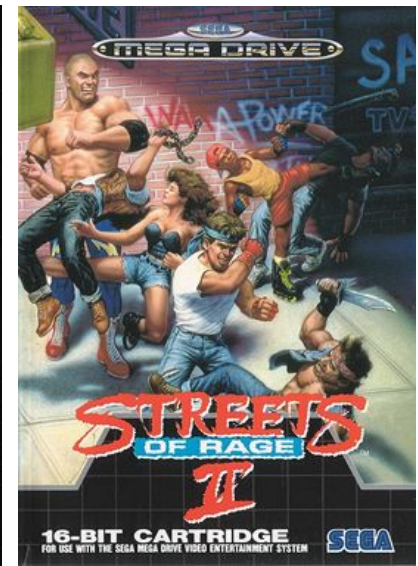
ATTEND BEAST IS INCLUDED!
Attend Beast, the great Sega arcade hit is included with every Genesis system. You're introduced to the game by the voice of Zax to single-handedly defeat on seven kinds of enemies from the underworld and rescue his daughter. To help you in your quest, Zax has bestowed upon you the power to transform into the powerful and mighty Attend Beast.

THE POWER RAGE CONVERTER
With the Power Rage Converter sold separately you can play over 80 original games designed for the Super 32X, Master and SuperScope 3-D systems. Classic games return for their hours and hours of fun and excitement!

Twice the intelligence. Twice the power. Twice the challenge. Twice the fun.
With Genesis you'll be able to play games that look, play and sound exactly like the arcade. Opponents come alive in challenging sports competitions. And dangerous expeditions put you on the edge of your seat with real and menacing foes.

Tommy Lasorda Baseball™ The ultimate Baseball Game. Pick your players, defend your pitcher, control your fielders and try to pick off the runner on base.	Super Thunder Blade™ Take the controls of the most powerful battleship around and defend your country from vicious alien land and sea.	Space Hunter II™ It's just you, your robot jack and your powerful laser against alien forces of intergalactic fury.	World Championship Soccer™ The most championship sports game ever! Immerse the ball, dribble and shoot for the goal.	Super Hang-On™ Get ready for the motorcycle race of your life. Race the best and hold for the finish line. 24 courses to choose from.
Rombo II™ Rombo's most challenging opponent yet. You've got to utilize every strategy and rescue your opponent.	Furthest World™ The ultimate challenge of your life. Keep your eyes peeled because you never know where the next attacker is coming from.	Thunder Force II™ Battle your way through a new series of deadly enemies as you try to reach the subterranean alien fortress.	Ghosts 'N' Ghosts™ The most menacing variety of monsters that you'll ever come across in your worst dreams. Watch out for the Scorpions!	Lost Battle™ Master your skills and strategy. Defeat your enemies against the evil and vile of Gorbals, Garmes and Ginos.
Arnold Palmer Tournament Golf™ Custom design your own golf course from 27 of the best holes from around the world. Be the one to sink your enemy's ball!	Zoom!™ 30 levels of frantic action are ahead of you as you try to escape from the clutches of the enemy helicopters, only to discover that enemy's only weakness is speed.	Super Shunohs™ Years of training have prepared you for the ultimate test of your abilities in a fight.	Golden Axe™ Mighty warriors, sword swinging, lightning, magic powers and dragon-slaying sword fights are all part of this great Sega arcade hit.	Phantasy Star II™ It's been 1000 years since this defeated the evil. Now the evil empire has returned to the Algal Star System. With better technology.

Sega and Genesis are registered trademarks of Sega Enterprises, Ltd. "Your World Will Never Be the Same" is a trademark of Sega Enterprises, Ltd. All other titles are trademarks of Sega Enterprises, Ltd. © 1990 Sega Enterprises, Ltd.



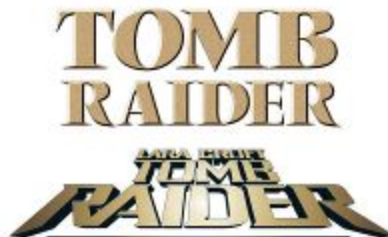
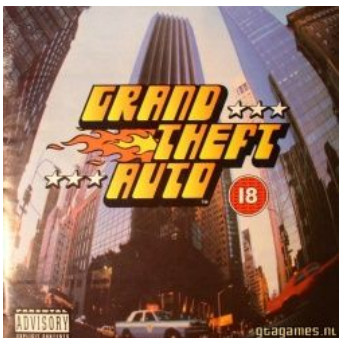


The Console Kings



- Sony's PlayStation

- Created out of an aborted attempt to launch a CD-ROM based system with Nintendo
- Released PlayStation in 1994
- PlayStation 2 (2000), backwards compatibility with hugely popular PS1
- PSP handheld, Wi





The Console Kings



- Microsoft and the Xbox
 - Xbox released in 2001, Xbox 360 2005
 - Based on a PC-like architecture
 - Significant money lost on each console sold
 - *Halo* became the reason to own the system.





Home Computers?
Who can afford \$12,000?



Home Computers

■ Apple Computer

- Founded by Steve Jobs, Steve Wozniak and Mike Markkula in 1976
- Apple II was released in 1977
- Revolutionized the home computer market
 - Why? Complete System & Low Cost (48K \$2,638.00 \$1,938.00 board only).





Home Computers



- Commodore
 - Commodore Vic-20 Released in 1981
 - Low price and shrewd marketing lead to success
 - Commodore 64, released in 1982, became the best selling computer in history



Commodore C64





Home Computers

- IBM
 - IBM PC introduced in 1981
 - Moderate pricing helped it gain a foothold in the business world
 - BIOS licensing model backfired on them, allowing cheap clones to enter the market



Famous Games & Designers



The Designers

- Maxis and Will Wright
 - *SimCity* released in 1989
- Sid Meier
 - Concentrated on strategic simulations
 - *Pirates!* (1987) *Railroad Tycoon* and *Civilization*
- Sierra and Ken and Roberta Williams
 - Created first graphical adventure game, *Mystery House* in 1980
 - *King's Quest* series, *Police Quest* series, and *Leisure Suit Larry* series, Published *Half-Life*



The Designers

- Origin Systems and Richard Garriott
 - Created the *Ultima* series and *Ultima Online*, one of the first MMORPG (tanked in 2000)
- Origin & Chris Roberts
 - Created *Wing Commander*
 - One of the more popular starfighter games
 - Known for epic storylines and full-motion video
 - Spawned a 1999 movie, directed by Roberts



"You never played
_____?
Where've you been?"



The Phenomenons

- *Space Invaders*
 - Introduced to the US in 1978
 - First big Japanese success
 - Introduced the "High Score" list to video games





The Phenomenons

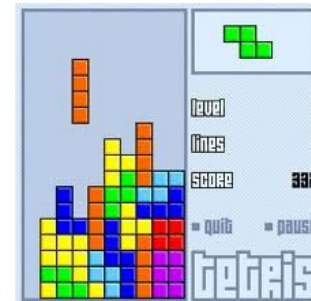
Pac-Man

- American debut in 1981
- Attempt to create a completely non-violent game
- Generated \$100 million in sales during its lifetime



Tetris

- Russian programmer Alexey Pajitnov in 1985
- Became a pop culture sensation
- Helped drive the success of Nintendo's Game Boy





The Phenomenons

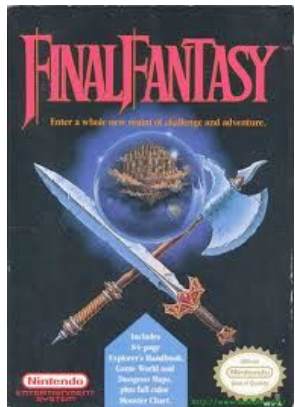


- Capcom (1979) *Resident Evil*

- Also created *Street Fighter*, *Mega Man*
- *Resident Evil* has spawned 15 variations and sequels as well as two Hollywood movies

- Square and *Final Fantasy*

- In 1987 released *Final Fantasy* as a last-ditch effort to stave off bankruptcy
- 15 games have been released since then, selling more than 40 million copies (and a movie)





The Phenomenons

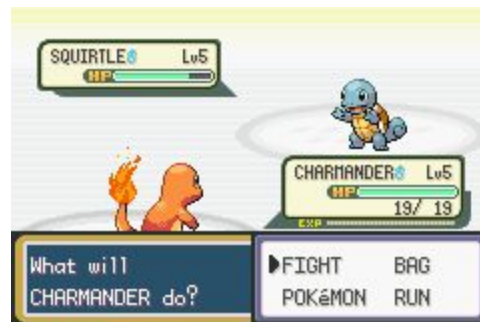
- Cyan and Myst
 - Created by Rand and Robyn Miller
 - Released in 1993 on the Apple Macintosh
 - Helped popularize the CD-ROM drive





The Phenomenons

- Pokémon
 - Created by Japanese video game enthusiast Satoshi Tajiri
 - *Pokémon Red* and *Green* released for Nintendo **Game Boy** in 1996
 - Movies, TV series and multiple sequels have followed



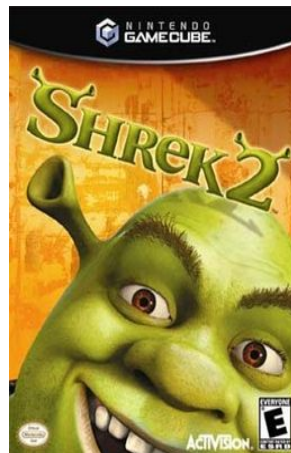
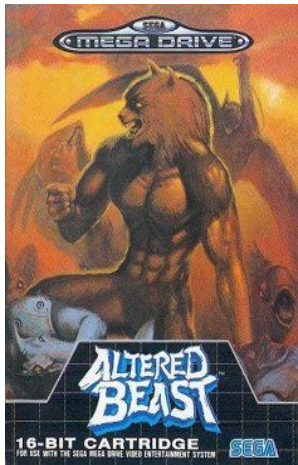


"We're looking for a few
good programmers"



The Studios

- Activision and Infocom (& Blizzard)
 - Founded by former Atari programmers
 - Lawsuit by Atari created “royalties” system still employed today
 - Merged with Infocom and gutted it
 - Still a strong player today





The Studios

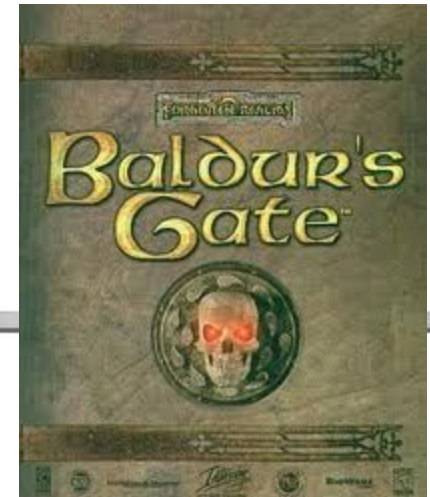
- Electronic Arts
 - Created by Trip Hawkins in 1982
 - Revolutionary business plan did three things
 - Creative talent treated like artists
 - Creation of in-house tools to aid cross-platform development
 - Handle own distribution





The Studios

- Interplay
 - Formed in 1983
 - First big hit was *The Bard's Tale* in 1985
 - Famous for their CRPGs, including *Wasteland*, *Fallout*, *Baldur's Gate*, *Baldur's Gate II: Shadows of Amn*
 - Currently bankrupt.

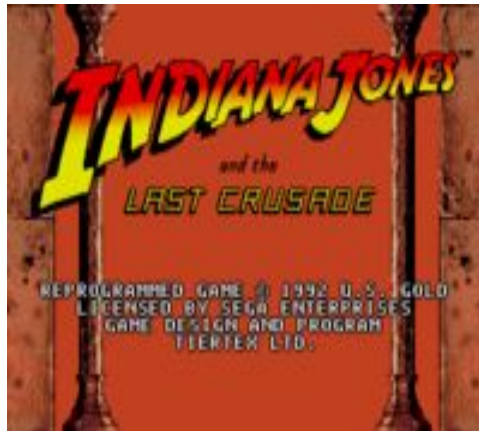




The Studios

- LucasArts

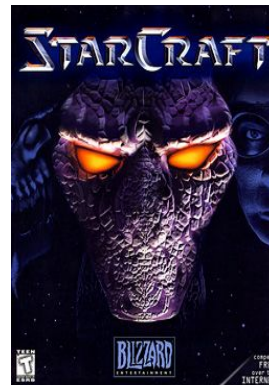
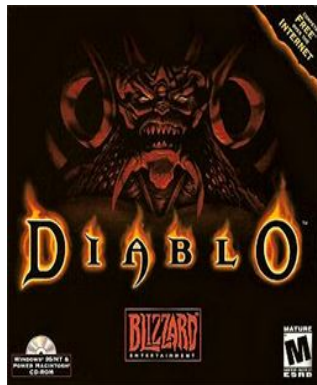
- Formed in 1982 (offshoot of LucasFilm Ltd).
- Released *Maniac Mansion* in 1987
- Created strong history of adventure games and Star Wars universe games





The Studios

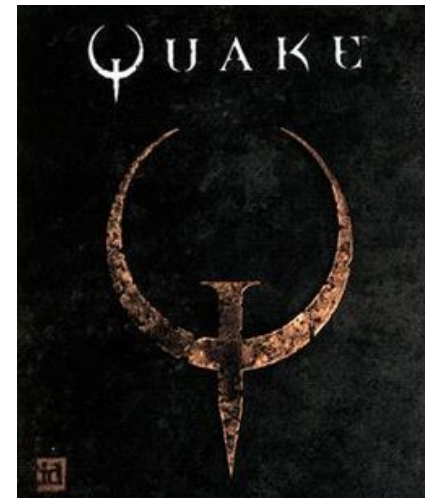
- Blizzard (subsidiary of Activision 2007)
 - 1991 by Frank Morhaime, Allen Adham, and Frank Pearce.
 - Released one of the seminal Real-Time Strategy games, *Warcraft*, in 1994
 - *World of Warcraft* (MMORPG), became the fastest selling PC game in history





The Studios

- id Software
 - Formed on February 1, 1991
 - Utilized Apogee's shareware formula
 - Created the defining first-person shooter with *DOOM*





Top Studios 2009 (GD)

<u>Rank (2009)</u>	<u>Publisher</u>
1	Nintendo
2	EA
3	Activision/Blizzard
4	Ubisoft
5	Take-Two Interactive
6	Sony Interactive
7	Bethesda
8	THQ
9	Square Enix
10	Microsoft
11	Konami
12	Sega
13	Capcom
14	MTV Games
15	Namco Bandai
16	Warner Bros. Interactive
17	Disney Interactive
18	Atari
19	Atlus
20	LucasArts



Genres

- Can be thought of in “historical” terms
- We will consider them in Design terminology and discuss them next week.



Modern Trends

- Casual Gamers?
- Controls and Interfaces
- On-line Content (downloads)
- Return of shareware (content charging)
- On-line Identities & Communities
- Game economies
- Multimedia PC's vs. Multimedia Consoles
- Mobile Gaming



The End
