



HEARD IN THE JUNGLE

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3D and Motion Control @ E3

The highlight of this year's E3 conference in LA earlier this month can be summed up easily with Motion Control and 3D video display. The much anticipated Motion Control project from both Microsoft for the XBOX360 and Sony for the PlayStation 3 consoles were displayed and the sales dates released along with pricing.

Nintendo which created the motion control games and console with the Wii made their move with a 3D Nintendo hand-held DS, called the Nintendo 3DS, what else could they call it!

3D games have also appeared for the recently released 3D televisions. One difference though is the Nintendo 3DS does not require any glasses or extra attachment. As gaming continues to evolve, it is only natural for the player to continue to reach a virtual world in the games and 3D is a big step in that direction. Nintendo also announced it plans to add 3D capability to the next gaming console system it introduces.

Sony also has plans to develop a full library of 3D titles for the PlayStation3 which was made 3D compatible following a recent firmware update. They intend to make the long-anticipated Gran Turismo 5 – the next iteration of its popular racing game franchise- which will be released on Nov. 2, 2010, one of its 3D offerings.

When it comes to motion control, Microsoft and Sony have different approaches. Sony's offering called *Move*, requires a wand and a camera (called *PlayStation3 Eye*) for the console and there will be several bundled packages this fall for gamers to take advantage of the motion control games coming out as well.

Microsoft's XBOX360 offering called *Kinect* does not require you to hold any type of controller. The multi-camera device you add to your XBOX360 interprets the motion of your hands and limbs and translates them to the game. The new slim XBOX360 console has a port for the *Kinect* camera. The legacy XBOX360 consoles can operate *Kinect* but it will take a cumbersome series of connectors.

The new XBOX360 slim console has several improvements with a 250g hard drive and 5 USB ports. It is also quieter with on one fan instead of two. It needed some technological improvements with the previous failure rates at an unacceptable level. It also appears that we will not see a completely new platform from Microsoft for another 5 years.

Attendance was up this year from last and the new technology being released this fall promises to offer increased sales for the retailers. Now that motion control is coming to all consoles, the market is expanding again.

Remember, video gaming is the least expensive form of electronic entertainment in the world on an hourly basis. I am confident that we will see our stores with increased traffic and sales this fall.

The Gorilla Games business opportunity is growing in its offering and is still affordable at less than \$150k inclusive to start and royalty-free.

Have a great 4th of July and God Bless the United States of America.

Gaming Industry Stock Watch

Company	Symbol	6/28/2010	6/14/2010	52 Week High	52 Week low	% Change
Dow Index	IND	\$10,143.81	\$10,211.07	\$11,258.01	\$8,087.19	-0.66%
Game Producers:						
Majesco Entertainment Co., Inc	COOL	\$0.77	\$0.80	\$2.39	\$0.75	-3.75%
Electric Arts Entertainment, Inc.	ERTS	\$15.14	\$16.32	\$22.42	\$14.84	-7.23%
Ubisoft Entertainment SA	UBSFF	\$8.20	\$9.02	\$24.75	\$8.20	-9.09%
Konami Deposit Receipt	KNM	\$16.36	\$15.99	\$21.98	\$15.50	2.31%
Activision Blizzard, Inc	ATVI	\$11.00	\$10.86	\$13.00	\$9.93	1.29%
Netease.com, Inc.	NTES	\$31.29	\$30.42	\$48.50	\$26.16	2.86%
THQ, Inc.	THQI	\$4.58	\$5.55	\$8.82	\$4.12	-17.48%
Take Two Interactive Software, Inc.	TTWO	\$9.84	\$10.44	\$12.57	\$7.00	-5.75%
Retailers:						
GameStop	GME	\$18.51	\$21.66	\$28.62	\$17.12	-14.54%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
Consoles and Components:						
Immersion Corp.	IMMR	\$5.50	\$4.99	\$6.18	\$3.41	10.22%
Microsoft, Inc	MSFT	\$24.53	\$25.66	\$31.58	\$22.00	-4.40%
Nintendo Deposit Receipt	NTDOY	\$37.05	\$33.35	\$43.95	\$28.26	11.09%
Sony	SNE	\$27.33	\$28.60	\$40.45	\$23.60	-4.44%
Accessories:						
Mad Catz Interactive, inc.	MCZ	\$0.46	\$0.47	\$0.57	\$0.24	-2.13%
Game Index		\$210.56	\$214.13	\$305.78	\$181.13	-1.67%

Note: Some of these companies are heavily involved in products other than game related ones.