

EUTECHNYX - FUTURE PLANS

The role of a video game developer has always been to create experiences – brilliant elements that stick in players’ minds long after they’ve run through all the features of a title. Eutechnyx is working right now on creating new ways of expanding, even obliterating, the experience parameters. We feel there should be no boundaries beyond a simple edict: *make it real and make it fun.*

The *real* part originated from the number of driving games our company creates. We use the most precise data possible to make certain that, if you’re driving a BMW it feels like a BMW, for example. And it’s likely you’ve never seen a Koenigsegg (they only make 24 a year, after all, and they cost €1.5 mil., plus it’s tough to see something traveling at 245 mph) but if you’re driving one in a Eutechnyx game you know what the real thing feels like, what it sounds like and what it looks like – inside and out. Exactly. No question.

It’s the same with our character-oriented titles. A tremendous amount of research goes into everything we do. Maybe you’re supposed to be walking around a mining town in 1969 (hey, it could happen!). We make sure we give you a world which reflects exactly what that place in that era was about: what the signs looked like, how the houses were built, how the fabrics of the clothes draped, the hue of the street lights – all the way down to the manhole covers (they used to be really ornate) and beer cans (ever heard of a pop top?). It’s real, all right. You may not have been alive in 1969, but if you play the games we’ve got coming out, you’ll have been there.

In short, we infuse all the detail of a feature film in our games, then basically invite players to live in them.

That’s where the *fun* comes in. Fun is why you play games (and, to be fair, why we play them as well) and why we make them. The most robust, real experiences aren’t interesting if they’re not engaging. To use the film analogy again, it’s the difference between a documentary and a really good feature film: artifact vs. entertainment.

At Eutechnyx we’ve always focused on the balance of making our games real *and* fun to play. For example, with driving games we use internal assists to allow players to get the feel of speed and the handling of every car we recreate – without constantly running into walls and gravel traps. We make sure missions are interesting and worthwhile, not just some busy work to bulk up the playable hours. We are constantly looking for new ways to keep the games fresh and new – fun is more fun if you’re doing something different!

SO, WHAT ARE WE GOING TO DO TO SUPPORT THE EUTECHNYX IDEAL?

For starters, we'll keep making driving games

Mostly because we love them! For over ten years we've been refining the Eutechnyx engine – this is the proprietary development tool kit we use that makes each Eutechnyx game unique. It's an ever-evolving process, which means each new iteration of the company's driving oeuvre is going to have new stuff added since the last one. That might mean we're making crashes more realistic (we are) or figuring out ways to replicate advanced suspension travel around curves. Maybe we're just adding visual effects that nobody else has (check out the rain in *Ferrari Challenge* – each drop has its own density which makes puddles rise and leaves float away). No matter what, we've got people in our four studios who think of nothing other than how to do cool stuff that will make our games more fun.

We're also about half way through the development of the most immersive, complete driving experience ever offered in a game environment. While not officially announced (and it won't be for a little while) the game represents a major leap forward in what you can do with cars in a virtual world.

There's a good representation of almost all the world's automobile manufacturers, from the compact you drove to work this morning to the supercar that would make your neighbors weep. There are concept cars – lots of them – and you can drive them now. The people who design these things want to know what the players think. You might feel the hit model from the Paris Auto Show would be perfect if only it had more back seat legroom. Here's your chance to tell them. Maybe you've played with the model in the customization client and found the perfect shade of candy-apple red to compliment the car's lines. The company is all ears.

The game will also feature the most user-friendly, intuitive User Interface ever found in a driving game. Whether you want to race, upgrade your existing car, look at other players' garages, show off your best races or just tour what's out there, this game will give everyone, from novice to hard-core racer, a reason to play every day.

More character stuff – Better character stuff

Ride to Hell, the game we're currently developing with Deep Silver, has been a good project for Eutechnyx because it represents the first time in a long time we've had time to go back and really look at characters and how they can fit into our games. We're expanding our engine to augment our abilities, of course, but that's just the beginning.

A few months ago Eutechnyx began to engage in a substantial dialogue with speech pathologists at a first-tier university in Pittsburgh. The intention was to understand how facial musculature changes during the process of speech, with the hope of using this knowledge to create more realistic facial modeling and motion capture processes for the characters in our upcoming games.

We're in the early development phase of an all-new IP called *Sato City*, in which we plan to use this new technology to create what is hopefully an exceptionally engaging character-oriented development system. If nothing else we're going through a long and terrifically involved process to be able to convey a full spectrum

of human emotions, from humor to sadness to empathy.

Additionally, we are collaborating with several well-known artists in other media, from film directors to world-renowned photographers to award-winning musicians. Eutechnyx' position is that we should use the best artists in every field to create the best experiences possible in the world's greatest medium.

Ultimately that's why Eutechnyx exists.