

Sandra Knowles, *Founding Editor*

Digital Times is a "for eCommerce newsletter reporting on the development and/or availability of interactive products and services."  
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## Game Developer's Conference

### GDC 2004 - Looking at the future of Games

Review d:

The interactive entertainment industry, better known as the game industry, is now a \$10 billion industry that started as a hobby for computer programmers in the early 80's and is now a part of mainstream popular culture. The Game Developers Conference has been around for 18 annual events and has helped define the future of this still very young industry. Developers from around the world come to the GDC to improve the skills of their trade, network and share information, and collectively define the road ahead. This year, the GDC was bigger than ever, and, in fact, has outgrown its home at the San Jose Convention Center of California-next year it will be held in San Francisco.

Every year, an ethos seems to become apparent from the technology on the expo floor to the keynotes of the industries top figures. A couple years ago it was the console wars, last year it was about sequels and licensed intellectual property. This year, what seemed to stand out the most was in-game physics technology.

John Carmack of id Software has been pioneering software graphics technology since the early days and is even one of the major influences of the hardware manufacturers. His keynote prompted us to take a look at how far the industry has come visually, from the handful of pixels that made up Pong, to the near photo-realistic environments created in today's games. The amount of time and resources it takes to develop games today has exponentially increased. While making a room in a game in 1992 would take less then two minutes, making a room in a game like the upcoming Doom 3 can take at least two weeks, due to the amazing amount of detail that can be rendered with today's technology.

Luckily, things are stabilizing. Graphics technology is reaching a plateau. But now that graphics are about "done," what's next? The answer that seemed to be echoing throughout the GDC is physics and artificial intelligence. Unfortunately, artificial intelligence has been evolving since the 50's, and even though it's gone through some great advances, it's still a very difficult area to push. Physics, on the other hand, is much more straight-forward.

Games already have basic physical properties in them now, allowing objects in game environments to be pushed, pulled, thrown around, and realistically be blown up (among other things). But the number of physical attributes in real world objects well exceeds those that define basic movement. The idea, though, is now that the worlds in games look real, the next goal is to get them to behave and interact realistically. After all, this is the interactive entertainment industry. [Continued-Scroll Down](#)

-by [Jeff Lindsay](#),  
Digital Times® staff writer and  
Senior Game Programmer.



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Next Issue:

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- NAB 2004 Conference
- Branding for the Century, II

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## Continued... GDC 2004 - Looking at the future of Games Technology

The size and scope of projects will continue to be a problem. Even if the technology was there, you still need art assets for the technology to draw. To solve this, we're going to see more sharing of art assets and "canned" assets, like tables and chairs-things that seem ridiculous to create in every game from scratch.

However, even with the size of most cutting edge games, there's still room for the small guys. With games becoming available in handheld devices, we're seeing similar technology from years before, allowing the typical game to be developed from a game of two or three people.

The other thing to keep in mind, is that technology is not what makes games fun. Designing the gameplay for a game is still the key to successful games, but since this medium is so reliant on technology, designers are used to finding new gameplay emerge from the latest technology. Game design however, is a whole other (very important!) area in game development, and hopefully will be the focus of the GDC in the next few years.

-by **Jeff Lindsay,**

Digital Times® staff writer and Senior Game Programmer.



G-O-O-L!

In the technology-enabled clothing department, this "digitally correct" jacket offers 14 hidden, ergonomically designed pockets, and a Personal Area Network (PAN) for only \$249.99. Discreetly carry multiple electronic devices and connect gadgets to make your on-the-go life easier. The pockets are designed to accommodate digital cameras, portable keyboards, GPS devices, small laptop computers, two-way radios, airplane tickets, magazines, wallets, keys, etc. yet when fully loaded, the jacket hangs smoothly with no bulges or bumps!

### Branding for the Century

by Naseem Javed



Why not brand for an entire century?

Now a new routine emerges as savvy marketers enjoy cyber-branding using **Network Solutions'** latest offer of \$1,000 to secure a domain name for an entire century. Wow, it's the bargain of the century...only 3 cents per day. Right now it's the cheapest license in the world, providing the registration rights to your URL; it's the only gateway to your Web sites and the only key to your cyber-branding in this global e-commerce.

Right now global cyber-branding is the only game in town when it comes to global marketing. Is there a catch? Yes, right here. If you are only spending only three pennies a day on a URL but thousands on promotional branding each day, then the question is how good is your domain name? How does it fit your marketing and PR strategy? How is it building your corporate image? Do you really know where you will end up on this long 100-year journey? Is there a plan, or just the blind chasing the blind? Is your team mentally prepared for this marathon? In short, it shouldn't be a wild goose chase, rather a proper road map. For each penny spent, there is a million dollar question:

#### First: Is the name structure good enough to invest a century of branding?

How is a URL composed? What does it convey? How is its alpha-structure and how is it helping its visibility on search engines? How easy or difficult is it to type, remember or talk about? Today, less than 1 percent of domain names could survive a five-star name quality test prescribed under the laws of corporate naming.

#### See if your names can pass this.

A five-star standard of business naming: To qualify, a name must pass each of the five following criteria to get a star. If it fails at any point, then your name is in serious naming trouble. Anything less than five stars is really a liability wasting valuable branding. Is your name

- 1- Very distinct and very unique?
- 2- Short, simple with attractive alpha-structure?
- 3- Highly related to the business?
- 4- Globally trademarked and protected?
- 5- With an identical URL?

Article will be continued in May's **Digital Times...**

About the author: **Naseem Javed, author of Naming for Power and also Domain Wars**, recognized as a world authority on global Name Identities and Domain Issues, also founded ABC Namebank, a consultancy he established in New York & Toronto a quarter century ago. <http://www.abcnamebank.com>