



9th annual
interactive 
achievement
awards®

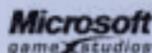
the joint at the hard rock, las vegas
february 9th, 2006

ACADEMY OF
INTERACTIVE
ARTS & SCIENCES



NICE AIAS.

Congratulations to all the 2006 Interactive Achievement Award nominees and winners.



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9th Annual Interactive Achievement Awards WELCOME



Joseph Olin, President
Academy of Interactive
Arts & Sciences

Welcome to the Academy of Interactive Arts and Sciences'® fifth annual D.I.C.E. Summit™. The Academy is excited to provide the forum for the interactive entertainment industry's best and brightest to discuss the trends, opportunities and challenges that drive this dynamic business. For 2006, we have assembled an outstanding line-up of speakers who, over the next few days, will be addressing some of the most provocative topics that will impact the creation of tomorrow's video games.

The D.I.C.E. Summit is the event where many of the industry's leaders are able to discuss, debate and exchange ideas that will impact the video game business in the coming years. It is also a time to reflect on the industry's most recent accomplishments, and we encourage every Summit attendee to join us on Thursday evening for the ninth annual Interactive Achievement Awards®, held at The Joint at the Hard Rock Hotel. The creators of the top video games of the year will be honored for setting new standards in interactive entertainment.

Thank you for attending this year's D.I.C.E. Summit. We hope that this year's conference will provide you with ideas that spark your creative efforts throughout the year.

The Academy's Board of Directors

Since its inception in 1996, the Academy of Interactive Arts and Sciences has relied on the leadership and direction of its board of directors. These men and women, all leaders of the interactive software industry, have volunteered their time and resources to help the Academy advance its mission of promoting awareness of the art and science of interactive games and entertainment. Each director has lent his or her talent and prestige to the common concerns of the interactive entertainment industry.

The Academy's Board of Directors is composed of the following industry leaders representing Sony, EA, Nintendo, Microsoft, and Ubisoft as well as the independent development community:

- Jay Cohen, Ubisoft Entertainment
- Don L. Daglow, Stormfront Studios, Inc.
- Rich Hilleman, Electronic Arts
- Don James, Nintendo of America
- Tim Langdell, EDGE
- Lorne Lanning, Oddworld Inhabitants, Vice Chair
- Douglas Lowenstein, The ESA
- Dr. Ray Muzyka, Bioware Corp.

- Joseph Olin, Academy of Interactive Arts & Sciences
- Ted Price, Insomniac Games, Chair
- Josh Resnick, Pandemic Studios, LLC
- Don Ryan, Microsoft Games Studio, General Manager
- Bruce C. Shelley, Microsoft / Ensemble Studios
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Volunteers.....Aditya Dave, Jeremy Gibson, Brian Haskell, Kate Mantaloni, Andrew Orihuela, Ross Popoff, Pattie Tobias Renouard, Alex Shaw, Peter Van Dyke, Todd Waits, Jonathan Zabel

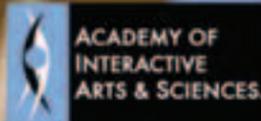
InterviewJohn Gaudiosi, insidevideogames.com
 Lyn Soo HooFinancial

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9th Annual Interactive Achievement Awards THE AWARDS SHOW



Nintendo is proud to be
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Interactive Achievement Awards.



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Hosted by Jay Mohr

Jay Mohr is a quadruple threat. Film, television, radio, and stand-up are all among the treasures in the bag of tricks he's been working on throughout the 15-year career he began as a teenager.

He has worked with superstars, matching wits and chops with Tom Cruise in *Jerry Maguire*, Al Pacino in *Simone*, Eddie Murphy in *Pluto Nash*, and Bill Murray in *Speaking of Sex*.

He starred as Peter Dragon in the critically acclaimed Fox series *Action*, and co-created, executive produced, and hosted NBC's smash reality show *Last Comic Standing*.

He often guest hosts Premiere Radio's "Jim Rome Show," the number one syndicated sports radio program in the country and is a most-requested guest on L.A.'s number one morning show, KROQ's "Kevin & Bean."

He sells out theaters, clubs, and colleges all

over the country, earning standing ovations for his keen observations on the world and the people who live in it.

The multi-talented Mohr had his breakthrough film role as rival agent to Cruise in the blockbuster hit *Jerry Maguire*, and followed up in a touching good-guy turn opposite Jennifer Aniston in *Picture Perfect*. His other film credits include *Go, Pay It Forward, Suicide Kings, Kings Ransom* and the upcoming films *Jump Shot* and *The Groomsmen*.

Summer 2004 peaked with publication of his book *Gaspings for Airtime* (Hyperion), a darkly funny memoir of his two years in the trenches as a writer and featured performer on *Saturday Night Live*. Mohr first wowed SNL audiences with his dead-on impressions of Christopher Walken, Ricki Lake, Dick Vitale, and Sean Penn. *Gaspings* is a brutally honest look at both the hilarity and the flip-side of the fun.



Clear Static

The Maverick self-titled debut from sensations Clear Static evokes images of mascara, frilly shirts, flamboyance and hedonism. The band has brought rock's most excessive era back to life—and yet they are determined to not mimic the past but to play what they want. Their sound is a spacious production, the big drums, smooth bass stylings, the keyboards that wash across the mix or percolate in pinprick rhythms, vocals

that drip with high fashion attitude: it blends echoes of the romantic era into a fully modern sound, adding up to a unique blend of depth and immediacy. In early 2005, Duran Duran invited them to open for them on their dates in the UK and in the US. That was their first tour, and they're barely out of their teens. Clear Static's self-titled debut *Make -Up Sex*, hits stores in mid February.



DJ Champion

Accomplished multi-instrumentalist and music composer, guitar god, producer and a deeply rooted DJ within the Montreal electronic music scene, Maxime Morin, alias Champion, is a well-known and talented musician.

A music lover since early childhood, Champion began to study his passion at the age of five. Soon after, he chanced on a partner for life: A electric guitar. Throughout his musical career he has helped formed many rock and punk bands and along the way discovered his

new calling: Electronic music. After a decade of performing and producing (under his alias Madmax and the Max), he finally fused his two main obsessions into his opus: Chill'em all.

By combining the exquisite melody of guitars and familiar techno rhythms, Champion has created an inspired performance unlike anything else. With its sharp guitars, sensual grooves and cleverly mixed rhythms, the music will excite your senses. It stages two types of live performances with unique sounds, with Champion acting as conductor and performer.



BLACK

IN STORES FEBRUARY 28, 2006

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1. GUNS ARE THE STARS OF THIS SHOW

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Make every miss count. If you can't get a target in your line of sight, blast the ceiling and bring it down on top of him.

3. BIGGER AND LOUDER

BLACK credos: Don't use a small gun when you can use a big one and don't blow up something small when you can blow up something big.

4. LEAVE A TRAIL OF DESTRUCTION

Bullets pulverize plaster and splinter boards; bigger ammo breaks down doors and shears concrete from buildings in fat chunks.

5. DEATH IS AN OPPORTUNITY

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Violence



PlayStation 2

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9th Annual Interactive Achievement Awards THE PANELISTS

About the awards process

The Academy's Peer Panelists perform one of the most important roles in the Academy's award process. Panelists determine the finalists for each award category from the total set of nominations through a process of game-play, review, debate and discussion. These industry experts comprise an incredible body of accomplishments in all facets of game craft: art, design, engineering, animation, performance and production. That these men and women, those most involved in the creation process of video games, determine tonight's finalists and winners,

distinguishes the Interactive Achievement Award from any other.

All Academy voting is conducted in secret: online, supervised and certified by eBallot, Inc. The integrity of this system coupled with a broad-based voting population of the Academy's membership assures that Interactive Achievement Award® recipients are an honor among peers.

The Academy Board of Directors thanks its Peer Panelists, who have generously volunteered to give up their evenings and weekends to insure that the Interactive Achievement Awards truly reflect the industry's best.

The AIAS wishes to thank our peer panelists for their time.

Rod Abernathy
Jason Ades
Amer Ajami
Brian Algier
Rich Amtower
Pete Andrew
Ed Annunziata
E. Daniel Arey
David Arnsperger
Alan Averill
Sean Baity
Dan Baker
Ralph Barbalgallo
Graeme Bayless
Chris Bennett
Dan Bernstein
Nick Berry
Mike Boeh
Harvard Bonin
Ed Boon
Andrew Boyd
Kendall Boyd
Jeff Brown
Jason Bucher
Tracy Bush
Ashley Bushore
Jeff Butler
Greg Canessa
Jeremy Cantor
Louis Castle
Shane Caudle
Chris Chamberlain
David Chan
Heather Chandler
Jim Charne
Patrick Charpenet
Dexter Chow
Robert R. Coddington

David Coleman
Jason Conaway
Steve Conrad
Eddy Cramm
Lee Crawford
Robert Crombie
Chris Cross
James Dargie
Rob Davidson
Nanan Davis
Ian Lane Davis
Charles Deenen
Alan Denham
Stuart Denham
Steve Derrick
Jorge Diaz
Flint Dille
Brent Disbrow
Chuck Doud
William Douglas
Marc Doyal
Amir Ebrahimi
Jerry Edall
David Elton
Matt Esget
Chuck Eyler
Noah Falstein
Michael Fetterman
Brian Fleming
Scott Foe
Nick Fortugno
Keith Francart
Derek French
Martin Galway
Rodney Gibbs
Frank Gigliotti
Jeff Gilbert
Troy Gilbert

Steve Gilmour
Ken Lobb
Starr Long
Cyrus Lum
Jennifer MacLean
Dev Madan
Wes Mailman
Mike McDonald
Matt McEnerney
Mitzi McGilvray
Steve Meretzky
Jeff Miller
Joshua Milligan
Ron Moravek
Hugo Morin
Kris Morness
Brian Morrisroe
Colin Munson
Dave Murrant
Ray Muzyka
Jeff Nachbaur
Dave Nash
Josh Nizzi
Alan Noon
Jeannie Novak
Glenn O'Bannon
Frank O'Connor
Paul O'Connor
Greg O'Connor-Read
Marty O'Donnell
Dwight Okahara
Steve Okimoto
Rob Pardo
Frank Pape
David Perry
Erik Peterson
Winifred Phillips
JF Prata

Adam Levesque
Ken Lobb
Starr Long
Cyrus Lum
Jennifer MacLean
Dev Madan
Wes Mailman
Mike McDonald
Matt McEnerney
Mitzi McGilvray
Steve Meretzky
Jeff Miller
Joshua Milligan
Ron Moravek
Hugo Morin
Kris Morness
Brian Morrisroe
Colin Munson
Dave Murrant
Ray Muzyka
Jeff Nachbaur
Dave Nash
Josh Nizzi
Alan Noon
Jeannie Novak
Glenn O'Bannon
Frank O'Connor
Paul O'Connor
Greg O'Connor-Read
Marty O'Donnell
Dwight Okahara
Steve Okimoto
Rob Pardo
Frank Pape
David Perry
Erik Peterson
Winifred Phillips
JF Prata

Jim Preston
Luigi Priore
Dave Prout
Steve Rabin
Bob Rafei
Tim Ramage
Steve Reid
Brian Reynolds
Chris Rickwood
Tim Riley
Scot Ritchey
Brett Roark
Brian Robbins
Nile Rodgers
Frank Rooke
Ron Rosenberg
Ken Rosman
Tanya Royer
Marc Schaeffgen
Adam Schimpf
Steve Schnur
Bob Settles
Mark Skaggs
Chris Shelton
Jez Sherlock
Steve Sim
Chip Sineni
Andrew Sinur
Andy Sinur
Tom Sloper
Kelly Snapka
P.J. Snavelly
Matt Soares
Paul Stephanouk
Henry Sterchi
Adrian Stone
Mike Stout
Greg Street

Steve Suhay
Brian Sullivan
Marcin Szymanski
Tommy Tallarico
Jessica Tams
Miika Tams
Chris Taylor
Alessandro Tento
Mark Terrano
Denny Thorley
Sandy Ting
Ken Troop
Jeffrey Tseng
Feargus Urquhart
Tony Van
Jim Van Verth
Adam Waalks
Matt Wagner
Jack Wall
Ru Weerasuriya
John Welch
Jeff Wesevich
Tyler West
Kevin White
Scott White
Ryan Wilkerson
Alan Willard
Rusty Williams
Zach Wood
Rob Wyatt
David Yee
Greg Zeschuk
Gabe Zicherman
Tim Znamenacek
Thomas Zucotti

About the Academy of Interactive Arts & Sciences:

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization dedicated to the advancement and recognition of the interactive arts.

The Academy's mission is to promote and advance common interests in the worldwide interactive entertainment community; recognize out-

standing achievements in the interactive arts and sciences; and conduct an annual awards show (Interactive Achievement Awards) to enhance awareness of the interactive art form. The Academy also strives to provide a voice for individuals in the interactive entertainment community. More information about the AIAS can be found at <http://www.interactive.org>.

9th Annual Interactive Achievement Awards

Lord British Enters the Hall

By John Gaudiosi



Richard Garriott is known to millions of gamers as Lord British, which is fitting for an innovative game creator who lives in a castle on a 25,000 square foot estate in southeast Texas. Garriott, co-founder of Origin Systems with brother Robert and creator of the *Ultima* role-playing game franchise, is considered the creator of the massively multiplayer online (MMO) space. His *Ultima Online* was the first game that allowed a large number of gamers to congregate in a virtual world.

Nestled in his native Austin, Garriott has spent recent years developing new MMO experiences. He's currently working on the upcoming sci-fi RPG, *Tabula Rasa*, for NCSOFT, the Korean-owned publisher that is a leader in the MMO business. In addition to creating online virtual worlds for others to play in the game designer, who created his first game, *Akalabeth*, at the age of 19, has been able to adventure to the far reaches of the real world. Garriott has explored the bottom of the ocean in a research

submarine and ventured to Antarctica. He has a collection of antique weapons and owns a moon buggy. And he's known as well in Austin for his past Halloween parties as he is for his amazing videogames.

Lord British took some time out of his busy schedule to reflect on his career:

Can you talk about how the MMO industry has evolved since your early days?

Of course online games have existed as long as people have been able to connect two computers together, which was done pretty much from the beginning. That being said, I have had the good fortune of helping to create the first "massively" multiplayer game with *Ultima Online*. When we began, 15,000 users was about the most that had ever been seen in one game.

Ultima Online broke new ground and proved that with great game play and visuals you could bring millions of people into the market now referred to as the MMO genre.

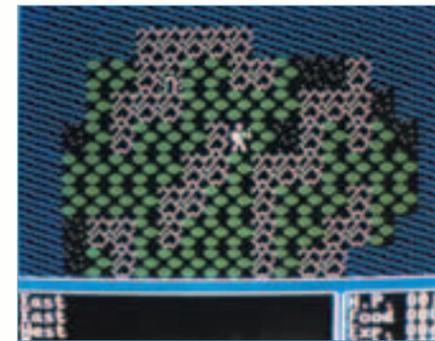
In my mind the MMO genre is still VERY MUCH in its infancy. MMOs have yet to create experiences that substantially exceed the "level grind" that marks this first generation of games.

What do you see as the next big evolution in MMO games?

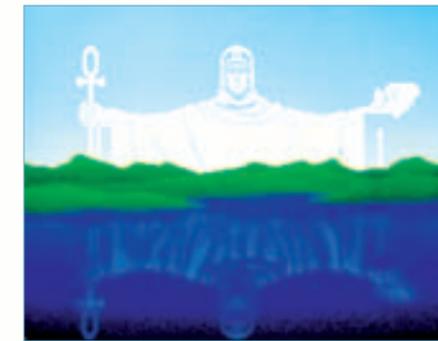
So far MMOs have been slow-paced "level grinds," where you walk up to a creature and see who does the most "DOT", damage over time, and thus who wins the battle. Next generation games will have game play that feels and acts more like offline games but still let you play with your friends! Games like *Auto Assault* and *Tabula Rasa* are signs of the industry moving in this direction.

What impact do you see the always-on capabilities of next gen consoles having on the MMO space?

Garriott's games have sold millions worldwide. *Tabula Rasa* (left) is his latest and greatest epic. The *Ultima* series (right) remains his masterpiece... for now.



Garriott on his famous nickname, Lord British: "I've had this name since my high school days. Some older students were giving nicknames to the younger ones. I was called Lord British because they claimed that I had a British accent."



MMOs will be successful on consoles and PCs but the focus of games will be somewhat different. Consoles are great short-session, light-interaction portals, so games like FPSs will flourish. PCs are better at immersive, deeper relationships with others beyond your screen, so the persistent games will flourish on PCs, I believe.

How can game makers replicate the global mass market success of a World of Warcraft?

World of Warcraft is arguably the best example of the first generation of online games, and it has brought millions of new players to our genre. Most people play an online game for six to nine months if they like it, and so *World of Warcraft* is already on their second and third batch of millions of players. So *World of Warcraft* is helping to create future successes in this space!



Does the MMO industry need to move beyond the "men in tights" gameplay?

Of course! MMOs will exist in all genres of game play. But in the earliest stages, where we had so many other problems to deal with, beginning with slower-paced medieval style walking games was the right place to start. Others are now on their way!

What role do you see Hollywood IPs like Star Wars, Lord of the Rings and Star Trek playing in growing the MMO audience?

Online games are still at the early stages of their life cycle and this stage is a great opportunity for creating new IP. *Ultima*, *Bard's Tale* and *Might and Magic* are examples of new PC based IP. Only later, when the space gets "full" do people need licenses such as *Dungeons & Dragons*, etc. to differentiate themselves. I think it is a mistake for early



players to use outside licenses. It often means they have no innovations of their own.

What accomplishment are you most proud of when you look back at your career?

That I've been a meaningful part of the emergence of an industry. It's been a fun ride. And I am proud of my contribution, beyond the numbers. I am proud that I have helped bring in things like storytelling, ethics, and deeper gameplay than might not have existed without me.

What are you most looking forward to when you look ahead?

Getting close to the unachievable holy grail of games, which for me, is a virtual world deeper and more complete than *Ultima VII* and *Ultima Online*, with more compelling fiction and crafting than *Ultimas IV* through *VI*, gameplay that is fast and realistic (perhaps with a bit of VR equipment) and sounds and visuals at the same level as we see in the movies. ■



9th Annual Interactive Achievement Awards

AWARDS

AWARDS

OVERALL GAME OF THE YEAR



God of War

publisher
Sony Computer Entertainment America

developer
SCEA - Santa Monica



Guitar Hero

publisher
Red Octane

developer
Harmonix Music Systems



Shadow of the Colossus

publisher
Sony Computer Entertainment America

developer
Sony Computer Entertainment Inc.



Call of Duty 2

publisher
Activision

developer
Infinity Ward



Nintendogs

publisher
Nintendo

developer
Nintendo EAD

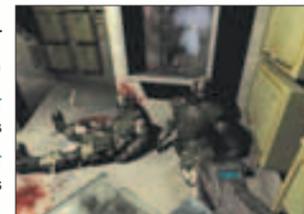


Computer Game of the Year

F.E.A.R. (First Encounter Assault Recon)

publisher
Vivendi Universal Games

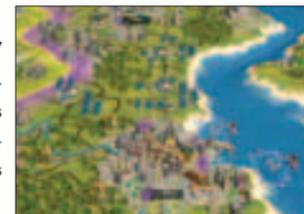
developer
Monolith Productions



Sid Meier's Civilization IV

publisher
2K Games

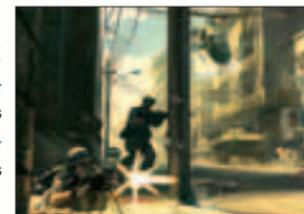
developer
Firaxis Games



Battlefield 2

publisher
Electronic Arts

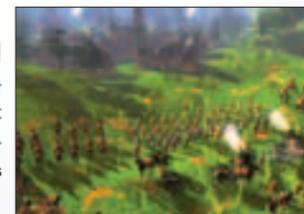
developer
Digital Illusions



Age of Empires III

publisher
Microsoft

developer
Ensemble Studios



The Movies

publisher
Activision

developer
Lionhead Studios



Console Game of the Year

God of War

publisher
Sony Computer Entertainment America

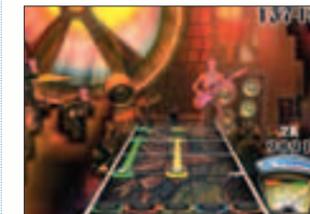
developer
SCEA - Santa Monica



Guitar Hero

publisher
Red Octane

developer
Harmonix Music Systems



Shadow of the Colossus

publisher
Sony Computer Entertainment America

developer
Sony Computer Entertainment Inc.



Call of Duty 2

publisher
Activision

developer
Infinity Ward



Nintendogs

publisher
Nintendo

developer
Nintendo EAD



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9th Annual Interactive Achievement Awards

AWARDS

AWARDS

Action/Adventure Game of the Year

Handheld Game of the Year

Strategy Game of the Year

First Person Action Game of the Year

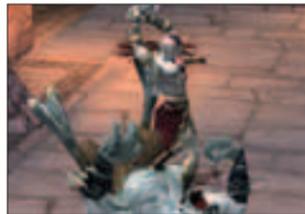
God of War

publisher

Sony Computer Entertainment America

developer

SCEA - Santa Monica



Shadow of the Colossus

publisher

Sony Computer Entertainment America

developer

Sony Computer Entertainment Inc.



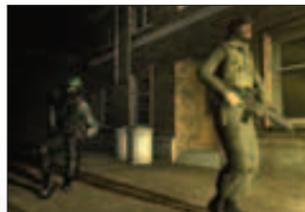
Tom Clancy's Splinter Cell Chaos Theory

publisher

Ubisoft

developer

Ubisoft



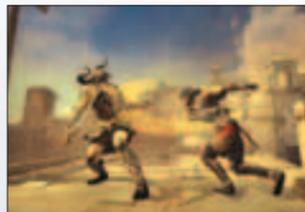
Prince of Persia: The Two Thrones

publisher

Ubisoft

developer

Ubisoft - Montreal



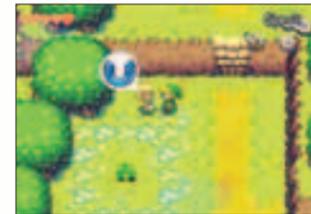
The Incredible Hulk: Ultimate Destruction

publisher

Vivendi Universal Games

developer

Radical Entertainment



Legend of Zelda: The Minish Cap

publisher

Nintendo

developer

Capcom



Grand Theft Auto: Liberty City Stories

publisher

Rockstar Games

developer

Rockstar - Leeds



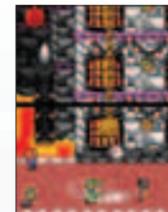
Burnout Legends

publisher

Electronic Arts

developer

Electronic Arts - UK Fusion



Mario & Luigi: Partners in Time

publisher

Nintendo

developer

Alpha Dream



Nintendogs

publisher

Nintendo

developer

Nintendo EAD

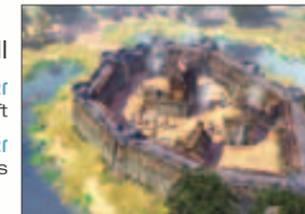
Age of Empires III

publisher

Microsoft

developer

Ensemble Studios



Civilization IV

publisher

2K Games

developer

Firaxis Games



Empire Earth II

publisher

Vivendi Universal Games

developer

Mad Doc Software



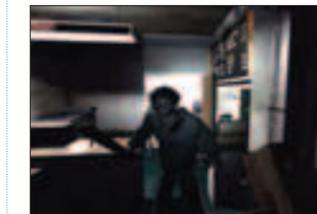
Call of Duty 2

publisher

Activision

developer

Infinity Ward



Condemned: Criminal Origins

publisher

Sega

developer

Monolith Productions



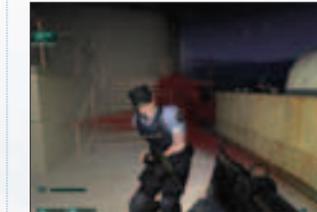
Brothers in Arms: Road to Hill 30

publisher

Ubisoft

developer

Gearbox Software



F.E.A.R. (First Encounter Assault Recon)

publisher

Vivendi Universal Games

developer

Monolith Productions



Battlefield 2

publisher

Electronic Arts

developer

Digital Illusions



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9th Annual Interactive Achievement Awards

AWARDS

AWARDS

Simulation Game of the Year

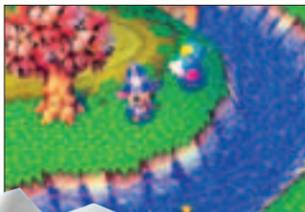
The Movies
 publisher
 Activision
 developer
 Lionhead Studios



Silent Hunter III
 publisher
 Ubisoft
 developer
 Ubisoft - Romania

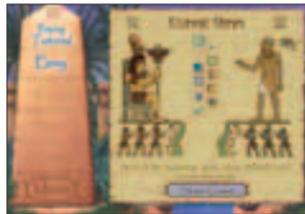


Animal Crossing: Wild World
 publisher
 Nintendo
 developer
 Nintendo EAD



Downloadable Game of the Year

Oasis
 publisher
 PlayFirst
 developer
 Mind Control Software



Egg vs Chicken
 publisher
 PlayFirst
 developer
 GameLab



Chuzzle
 publisher
 PopCap
 developer
 PopCap



Tradewinds Legends
 publisher
 Sandlot Games
 developer
 Sandlot Games



Fighting Game of the Year

Soul Calibur 3
 publisher
 Namco
 developer
 Namco



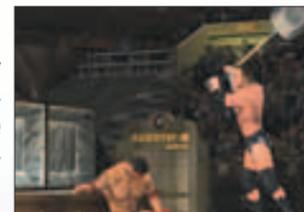
Tekken 5
 publisher
 Namco
 developer
 Namco



Fight Night Round 2
 publisher
 Electronic Arts
 developer
 Electronic Arts - Chicago

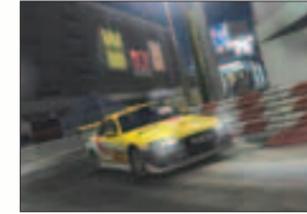


WWE Smackdown VS Raw
 publisher
 THQ
 developer
 Yuke's Co. Ltd.



Racing Game of the Year

Forza Motorsport
 publisher
 Microsoft
 developer
 Microsoft Game Studios



PGR 3
 publisher
 Microsoft
 developer
 Bizarre Creations



Mario Kart DS
 publisher
 Nintendo
 developer
 Nintendo EAD



Need For Speed: Most Wanted
 publisher
 Electronic Arts
 developer
 Electronic Arts-Vancouver



Burnout Revenge
 publisher
 Electronic Arts
 developer
 Criterion Games



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9th Annual Interactive Achievement Awards

AWARDS

AWARDS

Massively Multiplayer Game of the Year

City of Villains
 publisher
 NCSoft
 developer
 Cryptic Studios



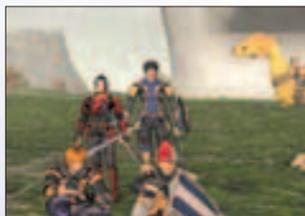
Guild Wars
 publisher
 NCSoft
 developer
 ArenaNet



Lineage II:
 The Chaotic Principle
 publisher
 NCSoft
 developer
 NCSoft



Final Fantasy XI:
 The Van'diel Collection
 publisher
 Square Enix
 developer
 Square Enix



Family Game of the Year



Guitar Hero
 publisher
 Red Octane
 developer
 Harmonix Music Systems



Dance Dance
 Revolution: Mario Mix
 publisher
 Nintendo
 developer
 Konami



LEGO Star Wars
 publisher
 TT Games
 developer
 Traveller's Tales



Role-Playing Game of the Year

Jade Empire
 publisher
 Microsoft
 developer
 Bioware Corp.



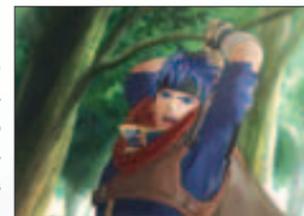
Dragon Quest VII
 publisher
 Square Enix
 developer
 Level 5



Dungeon Siege II
 publisher
 Microsoft
 developer
 Gas Powered



Fire Emblem:
 Path of Radiance
 publisher
 Nintendo
 developer
 Intelligent Systems



Radiata Stories
 publisher
 Square Enix
 developer
 Tri-Ace Inc.



Children's Game of the Year

Chicken Little
 publisher
 Buena Vista Games
 developer
 Avalanche Software



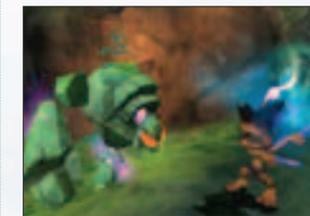
Madagascar
 publisher
 Activision
 developer
 Toys for Bob



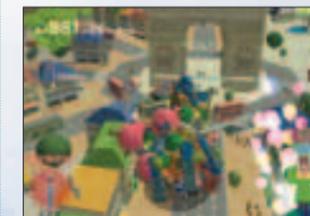
Sly 3:
 Honor Among Thieves
 publisher
 Sony Computer Entertainment America
 developer
 Sucker Punch Productions



Tak: The Great
 Juju Challenge
 publisher
 THQ
 developer
 Avalanche Software



We Love Katamari
 publisher
 Namco
 developer
 Namco



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9th Annual Interactive Achievement Awards

AWARDS

AWARDS

Sports Game of the Year

NBA 2K6
 publisher
 2K Games
 developer
 Visual Concepts



MLB 2006
 publisher
 Sony Computer Entertainment America
 developer
 Sony Computer Entertainment America



SSX on Tour
 publisher
 Electronic Arts
 developer
 Electronic Arts - Canada



MLB 2K5: WS Edition
 publisher
 2K Games
 developer
 Visual Concepts



Super Mario Strikers
 publisher
 Nintendo
 developer
 Next Level



Cellular Game of the Year

Mile High Pinball
 publisher
 Nokia
 developer
 Bonus.com



Skipping Stone
 publisher
 I-Play
 developer
 Gamevil



One
 publisher
 Nokia
 developer
 Digital Legends



Ancient Empires II
 publisher
 Glu Mobile
 developer
 Glu Mobile



High Seize
 publisher
 Nokia
 developer
 Red Lynx



Outstanding Innovation in Gaming

Nintendogs
 publisher
 Nintendo
 developer
 Nintendo EAD



Guitar Hero
 publisher
 Red Octane
 developer
 Harmonix Music Systems



Shadow of the Colossus
 publisher
 Sony Computer Entertainment America
 developer
 Sony Computer Entertainment Inc.



God of War
 publisher
 Sony Computer Entertainment America
 developer
 SCEA - Santa Monica



The Movies
 publisher
 Activision
 developer
 Lionhead Studios



Outstanding Achievement in Game Design

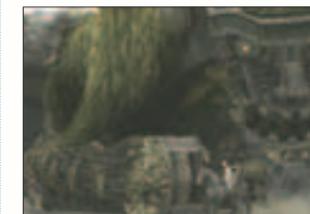
Guitar Hero
 publisher
 Red Octane
 developer
 Harmonix Music Systems



God of War
 publisher
 Sony Computer Entertainment America
 developer
 SCEA - Santa Monica



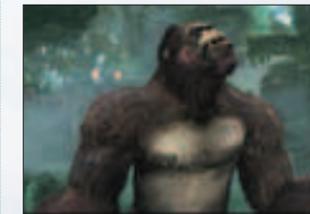
Shadow of the Colossus
 publisher
 Sony Computer Entertainment America
 developer
 Sony Computer Entertainment Inc.



Nintendogs
 publisher
 Nintendo
 developer
 Nintendo EAD



Peter Jackson's King Kong
 publisher
 Ubisoft
 developer
 Ubisoft - Montpellier



Psychonauts
 publisher
 Majesco Entertainment
 developer
 Double Fine Productions



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9th Annual Interactive Achievement Awards

AWARDS

AWARDS

Outstanding Achievement in Art Direction

Shadow of the Colossus

publisher

Sony Computer Entertainment America

developer

Sony Computer Entertainment Inc.



God of War

publisher

Sony Computer Entertainment America

developer

SCEA - Santa Monica



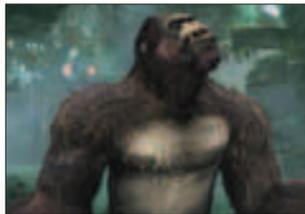
Peter Jackson's King Kong

publisher

Ubisoft

developer

Ubisoft - Montpellier



Ultimate Spider-Man

publisher

Activision

developer

Treyarch



Jade Empire

publisher

Microsoft

developer

Bioware Corp.



Outstanding Achievement in Soundtrack

Guitar Hero

publisher

Red Octane

developer

Harmonix Music Systems



SSX On Tour

publisher

Electronic Arts

developer

Electronic Arts - Canada



Wipeout Pure

publisher

Sony Computer Entertainment America

developer

Studio Liverpool



The Warriors

publisher

Rockstar Games

developer

Rockstar Toronto



Burnout Revenge

publisher

Electronic Arts

developer

Criterion Games



Outstanding Achievement in Original Music Composition

God of War

publisher

Sony Computer Entertainment America

developer

SCEA - Santa Monica



Rise of the Kasai

publisher

Sony Computer Entertainment America

developer

Bottlerocket Entertainment



Gun

publisher

Activision

developer

Neversoft Entertainment



Jade Empire

publisher

Microsoft

developer

Bioware Corp.



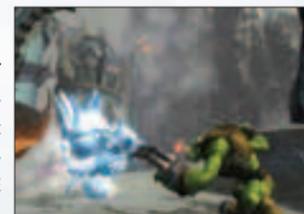
Kameo: Elements of Power

publisher

Microsoft

developer

RARE



Outstanding Achievement in Sound Design

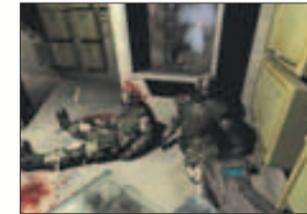
F.E.A.R. (First Encounter Assault Recon)

publisher

Vivendi Universal Games

developer

Monolith Productions



God of War

publisher

Sony Computer Entertainment America

developer

SCEA - Santa Monica



Tom Clancy's Splinter Cell Chaos Theory

publisher

Ubisoft

developer

Ubisoft



Condemned: Criminal Origins

publisher

Sega

developer

Monolith Productions



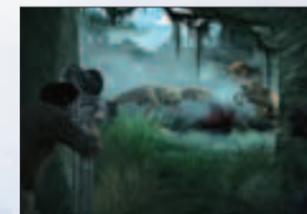
Peter Jackson's King Kong

publisher

Ubisoft

developer

Ubisoft - Montpellier



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9th Annual Interactive Achievement Awards

AWARDS

AWARDS

Outstanding Achievement in Story & Character Development

Peter Jackson's
King Kong
publisher
Ubisoft
developer
Ubisoft - Montpellier



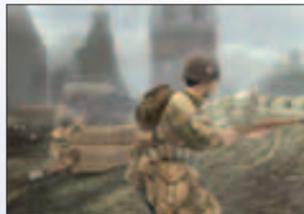
Gun
publisher
Activision
developer
Neversoft Entertainment



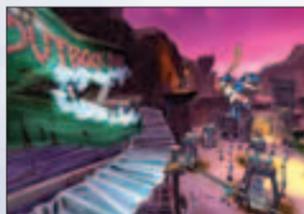
Call of Duty:
Big Red One
publisher
Activision
developer
Treyarch



Brothers in Arms:
Earned in Blood
publisher
Ubisoft
developer
Gearbox Software



Sly Cooper 3:
Honor Among Thieves
publisher
Sony Computer Entertainment America
developer
Sucker Punch Productions



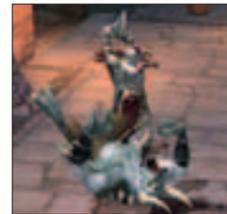
Outstanding Achievement in Game Play Engineering



Nintendogs
publisher
Nintendo
developer
Nintendo EAD



Guitar Hero
publisher
Red Octane
developer
Harmonix Music Systems



God of War
publisher
Sony Computer Entertainment America
developer
SCEA - Santa Monica



Lumines
publisher
Ubisoft
developer
Q Entertainment



Zoo Tycoon 2:
Endangered Species
publisher
Microsoft
developer
Blue Fang Games

Outstanding Achievement in Online Game Play

Battlefield 2
publisher
Electronic Arts
developer
Digital Illusions



Mario Kart DS
publisher
Nintendo
developer
Nintendo EAD



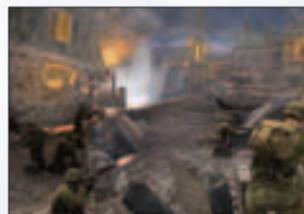
Age of Empires III
publisher
Microsoft
developer
Ensemble Studios



Project Gotham
Racing 3
publisher
Microsoft
developer
Bizarre Creations



Call of Duty 2
publisher
Activision
developer
Infinity Ward



Outstanding Achievement in Visual Engineering



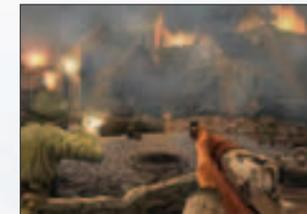
F.E.A.R. (First Encounter
Assault Recon)
publisher
Vivendi Universal Games
developer
Monolith Productions



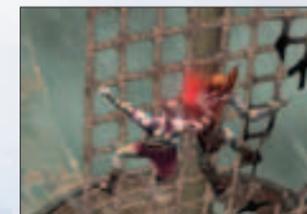
Shadow of
the Colossus
publisher
Sony Computer Entertainment America
developer
Sony Computer Entertainment Inc.



Kameo:
Elements of Power
publisher
Microsoft
developer
RARE



Call of Duty 2
publisher
Activision
developer
Infinity Ward



God of War
publisher
Sony Computer Entertainment America
developer
SCEA - Santa Monica



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9th Annual Interactive Achievement Awards

AWARDS

AWARDS

Outstanding Character Performance - Male

God of War
 publisher
 Sony Computer Entertainment America
 developer
 SCEA - Santa Monica



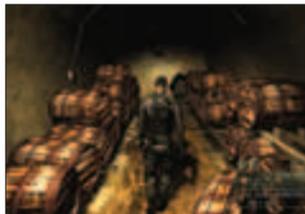
Gun
 publisher
 Activision
 developer
 Neversoft Entertainment



Oddworld Inhabitants
 Stranger's Wrath
 publisher
 Electronic Arts
 developer
 Oddworld Inhabitants



Tom Clancy's Splinter
 Cell Chaos Theory
 publisher
 Ubisoft
 developer
 Ubisoft



Jade Empire
 publisher
 Microsoft
 developer
 Bioware Corp.



Outstanding Character Performance - Female

Jade Empire
 publisher
 Microsoft
 developer
 Bioware Corp.



Gun
 publisher
 Activision
 developer
 Neversoft Entertainment



Prince of Persia:
 The Two Thrones
 publisher
 Ubisoft
 developer
 Ubisoft - Montreal



Need for Speed:
 Most Wanted
 publisher
 Electronic Arts
 developer
 Electronic Arts - Vancouver



Outstanding Achievement in Animation

Shadow of the Colossus
 publisher
 Sony Computer Entertainment America
 developer
 Sony Computer Entertainment Inc.



God of War
 publisher
 Sony Computer Entertainment America
 developer
 SCEA - Santa Monica



Prince of Persia:
 The Two Thrones
 publisher
 Ubisoft
 developer
 Ubisoft - Montreal



Rise of the Kasai
 publisher
 Sony Computer Entertainment America
 developer
 Bottlerocket Entertainment



Oddworld Inhabitants
 Stranger's Wrath
 publisher
 Electronic Arts
 developer
 Oddworld Inhabitants



About the Awards

"It was a blockbuster year for video games," said Joseph Olin, president, AIAS. "The competition for the Interactive Achievement Awards was cutthroat, and all these finalists deserve credit for their innovation and vision."

Finalists for each genre and craft category are selected by a peer panel of eight to 12 AIAS members. The members of the peer panel play and evaluate all nominated titles in their assigned category. Interactive Achievement Award recipients are then determined by a vote of qualified Academy members. AIAS voting is secret, conducted online and supervised and certified by eBallot. The integrity of the system, coupled with a broad-based voting population of AIAS members, makes the Interactive Achievement Awards the most credible, respected and recognized awards for interactive entertainment software.

"It was a great honor to lead a panel of my fellow game developers, whom I respect greatly, as we played, discussed, and sometimes debated the various aspects of game design achievement for 2005," E. Daniel Arey, creative director, Naughty Dog - SCEA. "This process of picking finalists for the AIAS Interactive Achievement Awards is vital to further advancement of state-of-the-art games, in that who better than fellow peers deep in the trenches of development to evaluate each other's work, and to recognize innovation and achievement from a discerning, industry point of view."



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CONGRATULATIONS

TO THE STELLAR FINALISTS & WINNERS FOR THE
9TH ANNUAL INTERACTIVE ACHIEVEMENT AWARDS

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FINDING THE ART IN THE GAME

Into the Pixel: An Exhibition of the Art of the Videogame showcases the fine art in videogames, as selected by world class museum curators, cutting-edge gallery owners and industry art veterans

Into the Pixel is an exploration and celebration of computer and video game art, co-founded by the Electronic Entertainment Expo (E3), the Academy of Interactive Arts & Sciences, and the Prints & Drawings Council of the Los Angeles County Museum of Art (LACMA).

Now in its third year, *Into the Pixel* has established itself as the one annual opportunity for computer and video game artists to receive critical review of their creative achievements by both peers in the digital art world and renowned fine art experts. For the artists whose work is selected, to see their art

printed, framed and hung in a gallery setting is an honor indeed.

2006 *Into the Pixel* jurors include:

- Kevin Salatino, Lead Juror
Los Angeles County Museum of Art
- Cynthia Burlingham, Hammer Museum
- Ryan Church, Skywalker Ranch
- Caryn Coleman, art gallery sixspace/
art.blogging.la
- Tim Langdell, University of Southern
California/ EDGE Games
- Lorne Lanning, Oddworld Inhabitants:
President/Creative Director
- Louis Marchesano, Research Library,
Getty Research Institute: Collections

Last year, nearly 1000 guests joined artists, jurors, committee members, media and industry insiders for the *Into the Pixel* Gallery Opening event at E3. After its unveiling, the art remained on display for the duration of E3, where

more than 70,000 attendees had the opportunity to view the collection.

Media interest in *Into the Pixel* has continued to grow. Stories about the exhibition appeared in most trade publications, the *Hollywood Reporter*, *USA Today's* website, the *London Times* and much more.

The 2006 Exhibition seeks to expand the conversation of how talented artists are forging opportunities to create art using video games as their medium – and showcase these creative contributions to the art repertoire.

Into the Pixel continues to foster a fascinating dialogue between the digital and traditional art establishments. “There is simply too much talent in the video game world to dismiss the seriousness of the work its many gifted artists produce,” says *Into the Pixel* lead juror Kevin Salatino, of the Los Angeles County Museum of Art. “What I have seen in the many submissions to *Into the Pixel* is a dizzying array of graphic skill and artistry using all manner of techniques in strikingly original ways.”

Last year, the jury reviewed more than 140 artworks and selected only sixteen for the Exhibition.

Video games are an influential aspect of pop-culture and entertainment whose impact goes beyond the digital arts to influence perspectives in art, cinematography, literature and even fashion. And behind every game character and dynamic environment are artists whose talents birthed the image seen in the 3D world.

“I predict that, as more and more artistic talent is absorbed into the game world, the crossflow from discipline to discipline, from fine to applied art and vice versa, will become ever more imperceptible,” says Salatino.

“Call it life influencing art, or games influencing life, or art influencing games. Or, better yet, why not just call it art?”



Congrats to the nominees of this year's Annual Interactive Achievement Awards.
Thanks for hours and hours of great entertainment



TO ALL OF YOU WHO'VE MADE
ENTERTAINMENT BETTER THIS YEAR,
WE PRESS OUR PAUSE BUTTONS
AND TAKE A MOMENT TO THANK YOU.

