9th annual interactive achievement awards

the joint at the hard rock, las vegas
February 9th, 2006
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.
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- Don James, Nintendo of America
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- Doug Lowenstein, The ESA
- Dr. Ray Muzyka, Bioware Corp.
- Joseph Olin, President

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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 Plain Jane, and Bill Murray in Speaking of Sex. He started as Peter Dragon in the critical-ly 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 Greenmen.

Summer 2004 peaked with publication of his book Gasping 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. Gasping is a brutally honest look at both the hilarity and the flip-side of the fun.

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: an 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 ChillEm 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.

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

A

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

T he Academy of 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 of game craft 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 of game craft 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 of game craft:

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

About the Academy of Interactive Arts & Sciences:

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a non-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 outstanding 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.
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. Next 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 “DODT,” damage over time, and thus who wins the battle. Next generation games will have game play that feels and act more like offline games but 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 (TbR) is his latest and greatest epic. The Ultima series (Ultima VIII remains his masterpiece...) for now.

What role do you see Hollywood IPs like Star Wars, Lord of the Rings and Star Trek playing in growing the MMO audience? 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 slow-paced medieval style walking games was the right place to start. Others are now on their way!

What do you see as the next big evolution in MMO games? 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 slow-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 side. 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 VI and Ultima Online, with more compelling fiction and crafting than. Ultima IV through VII, 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

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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Action/Adventure 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

Handheld Game of the Year

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

Strategy Game of the Year

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

First Person Action Game of the Year

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

**Simulation Game of the Year**
- Oasis
  - Publisher: PlayFirst
  - Developer: Mind Control Software

- Silent Hunter III
  - Publisher: Ubisoft
  - Developer: Ubisoft - Romania

- Animal Crossing: Wild World
  - Publisher: Nintendo
  - Developer: Nintendo EAD

**Downloadable Game of the Year**
- 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: Sanei 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
9th Annual Interactive Achievement Awards

**AWARDS**

**Massively Multiplayer Game of the Year**
- **City of Villains**
  - Publisher: NCsoft
  - Developer: Cryptic Studios

**Family Game of the Year**
- **Guitar Hero**
  - Publisher: Red Octane
  - Developer: Harmonix Music Systems

**Role-Playing Game of the Year**
- **Jade Empire**
  - Publisher: Microsoft
  - Developer: BioWare Corp.

**Children’s Game of the Year**
- **Chicken Little**
  - Publisher: Buena Vista Games
  - Developer: Avalanche Software

- **We Love Katamari**
  - Publisher: Namco
  - Developer: Avalanche Software

- **Guitar Hero**
  - Publisher: Red Octane
  - Developer: Harmonix Music Systems

- **Dance Dance Revolution: Mario Mix**
  - Publisher: Nintendo
  - Developer: Konami

- **Chicken Little**
  - Publisher: Buena Vista Games
  - Developer: Avalanche Software

- **Sly 3: Honor Among Thieves**
  - Publisher: Sony Computer Entertainment America
  - Developer: Sucker Punch Productions

- **Radiata Stories**
  - Publisher: Square Enix
  - Developer: Tri-Ace Inc.

- **Dungeon Siege II**
  - Publisher: Microsoft
  - Developer: Gas Powered

- **Fire Emblem: Path of Radiance**
  - Publisher: Nintendo
  - Developer: Intelligent Systems

- **We Love Katamari**
  - Publisher: Namco
  - Developer: Namco

- **Final Fantasy XI: The Van’diel Collection**
  - Publisher: Square Enix
  - Developer: Square Enix

- **Dance Dance Revolution: Mario Mix**
  - Publisher: Nintendo
  - Developer: Konami

- **Lineage II: The Chaotic Principle**
  - Publisher: NCsoft
  - Developer: NCsoft

- **Madagascar**
  - Publisher: Activision
  - Developer: Toys for Bob

- **Fire Emblem: Path of Radiance**
  - Publisher: Nintendo
  - Developer: Intelligent Systems

- **Lineage II: The Chaotic Principle**
  - Publisher: NCsoft
  - Developer: NCsoft

- **LEGO Star Wars**
  - Publisher: TT Games
  - Developer: Traveller’s Tales

- **Sly 3: Honor Among Thieves**
  - Publisher: Sony Computer Entertainment America
  - Developer: Sucker Punch Productions

- **Tak: The Great Juju Challenge**
  - Publisher: THQ
  - Developer: Avalanche Software

- **Guitar Hero**
  - Publisher: Red Octane
  - Developer: Harmonix Music Systems

- **Dance Dance Revolution: Mario Mix**
  - Publisher: Nintendo
  - Developer: Konami

- **Final Fantasy XI: The Van’diel Collection**
  - Publisher: Square Enix
  - Developer: Square Enix

- **Dungeon Siege II**
  - Publisher: Microsoft
  - Developer: Gas Powered

- **Fire Emblem: Path of Radiance**
  - Publisher: Nintendo
  - Developer: Intelligent Systems

- **We Love Katamari**
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  - Developer: Namco

- **Final Fantasy XI: The Van’diel Collection**
  - Publisher: Square Enix
  - Developer: Square Enix

- **Dungeon Siege II**
  - Publisher: Microsoft
  - Developer: Gas Powered

- **Fire Emblem: Path of Radiance**
  - Publisher: Nintendo
  - Developer: Intelligent Systems

- **We Love Katamari**
  - Publisher: Namco
  - Developer: Namco
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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: Sony Computer Entertainment Inc.
- Peter Jackson’s King Kong
  - Publisher: Ubisoft
  - Developer: Ubisoft - Montpellier
- Ultimate Spider-Man
  - Publisher: Activision
  - Developer: Treyarch
- Jade Empire
  - Publisher: Microsoft
  - Developer: Bottlerocket Entertainment

Outstanding Achievement in Soundtrack
- Guitar Hero
  - Publisher: Red Octane
  - Developer: Harmonie 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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### 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: 5 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: Treyarch

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

### 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.

- Kane: 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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AWARDS

Outstanding Character Performance - Male

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

Jade Empire
- publisher: Microsoft
- developer: Bioware Corp.

Gun
- publisher: Activision
- developer: Neversoft Entertainment

Oddworld Inhabitants
- 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

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
- publisher: Electronic Arts
- developer: Oddworld Inhabitants

God of War
- publisher: Sony Computer Entertainment America
- developer: Sony Computer Entertainment Inc.

Oddworld Inhabitants
- 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.”
Into the Pixel: 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.