



# E3 EXPO IS BACK BABY!



# South Hall

As I continued on my journey at E3 Expo 2009 I went to check out South Hall, and I ran into my two only true celebrity encounters at the Expo. Tyrese Gibson was casually strolling through South Hall being escorted by a few assistants. I am not sure if he was only at E3 to promote Activision's **Transformers Revenge of the Fallen** game or if he is also in **G.I. Joe Rise of the Cobra**. Tyrese only a moment to spare to chat up his new flick before being whisked away by his E3 Expo escorts. I chose not to go into journalist stalker mode. I see Tyrese fairly regularly at major Hollywood and black Hollywood events. I missed seeing Tyrese when he was when he was at Comic-Con 2008 at some huge outside tent area to promote the release of **Death Race**.



Right after I ran into Tyrese I bumped into actor Eric Byrd and a lady friend. One would remember Eric for his great acting in **Crossing Jordan** and **Bones**. I wish I had asked him which show was the better crime drama. He might not have told me. Eric is a talented journeyman character actor who has been on HBO's **The Wire** and last week on TNT's **Raising The Bar**. I did ask Eric if he had been to E3 Expo 2006 and he was there. So I could easily ask him if he thinks E3 Expo 2009 was kinda of light weight in terms of attendance. Eric did say it was not as packed as 2006 E3 and I have to agree with him. I am certain the 2010 E3 Expo will be better attended because there will be more gamer bloggers that will be able to save up to come to Los Angeles. I also wonder if the recession has something to do with the light attendance. Some folks did not have the funds to travel and hopefully if the economy improves, then so will E3 Expo 2010.



I went to the Alienware exhibit and was drooling at all their new PC gaming systems they were offering. Alienware is really what Microsoft needs to be advertising 24/7 to consumers instead of their stupid, fake contrived Best Buy PC vs Mac consumer TV ads. I mean you just have to unfold and read the Alienware brochure and you start thinking this is the type of hardware that James Bond would use. Alienware is off the hook and it is the #1 PC gaming system and would even blow away Mac users with its power. Dell is also smart by making Alienware, but not overly pushing its brand to hardcore gamers. The Alienware logo and brand is just smart gesture to the techie crowd. When you see that glowing blue Alien head logo on a laptop is an instant sign of credibility, coolness and reliability. I am certain there never will be a pro Mac TV ad that clowns Alienware. Because if Apple did it would immediately backfire dissing Alienware.



I was hanging at the EA Exhibit and trying the new Tiger Woods Wii game. What has not been really spoken is how EA can thank Nintendo for helping it greatly expand its sports gaming dynasty into the casual game market. I mean when you play EA's Tiger Woods Wii game you really think you are physically putting and driving. Gamers never had this type of experience with controller versions of golf. There are so many sports games that need the freedom of movement from the Wii to make one fully immerse themselves in a game. And EA will keep on growing when Wii full-motion features and Microsoft's Natal controller free starts cranking out new sports games. So EA has a



GP GP



Wii Sports  
**Resort**™



Bright future as usual and its biggest challenge is creating casual and mobile games franchise that rivals its top platform sellers. But I will have to give a shout out to EA Sports one more time for its **Fight Night 4** because every fight fan or gamer will want to see if a virtual Tyson in his prime can beat a virtual Muhammad Ali. I can't wait to play **Fight Night 4** and see if a young Tyson can beat Ali by far The Greatest of All Time.



Over at Disney Interactive Studios I was intrigued to see how they were planning the big release of their games for **Tron Legacy** and **Alice in Wonderland**. I really want to see the remake of **Tron** and I expect the game will be off the chain. The original **Tron** was really the father of the modern video game Industry. I know people look back fondly at Pong, Pacman, Galaga, etc., as the early video game greats. But **Tron** was way ahead of its time because it showed what was going to happen to virtual characters and avatars. We take it for granted how lifelike characters are now in Next Gen games. But I have to believe there were many developers who got into creating and programming video games because they loved seeing **Tron** many decades ago. And Disney's **Tron Legacy** video game will easily be another great extension of **Tron** and **Tron Legacy**.





The other big game release for Disney Interactive Studios is going to be Tim Burton's ***Alice in Wonderland*** game and ***The Princess and The Frog*** video game. I am extremely looking forward to the theatrical film because it will be the first time Disney will have an African-American princess. I also think this will be Disney's first wide platform game with minority lead character. Walt Disney had released a ***Proud Family*** DS game and a few ***That's So Raven*** PSP games. But this really will be the first time that a major studio will be promoting an African-American female video game release on all platforms. So this will be historic and its success could lead to more developers creating more diverse and minority themed video games. And you can check out the Disney Interactive Studios press release below to learn all the facts about ***The Princess and the Frog***.



# DISNEY INTERACTIVE STUDIOS ANNOUNCES

## THE PRINCESS AND THE FROG VIDEO GAME INSPIRED BY THE UPCOMING WALT DISNEY PICTURES ANIMATED COMEDY ADVENTURE FILM “THE PRINCESS AND THE FROG”

**Disney’s Newest Princess and Friends Adventure Through The Exciting World  
of New Orleans in a Family-Oriented Video Game**

Los Angeles, Calif. – (June 3, 2009) – Disney Interactive Studios today announced The Princess and the Frog video game, a new game title inspired by the upcoming Walt Disney Pictures animated comedy adventure film, “The Princess and the Frog.” Scheduled for release this fall exclusively for Wii™ and Nintendo DS™, The Princess and the Frog video game features favorite moments from the film and new challenges for Tiana, the story’s main character. Unveiled at the Electronic Entertainment Expo (E3) in Los Angeles, The Princess and the Frog video game takes players on an exciting journey through New Orleans with characters from the film, including Tiana, Prince Naveen, Dr. Facilier, Ray, Mama Odie, and many others. Reminiscent of classics like “Beauty and the Beast,” “The Lion King” and “Aladdin,” the feature film marks the return to the magic of the Disney musical. The video game brings the magic to life on Wii™ and DS™.

“The Princess and the Frog video game is a fun, delightful adventure containing characters and themes that will resonate with people everywhere,” said Craig Relyea, senior vice president of global marketing, Disney Interactive Studios. “The Princess and the Frog exposes families to a rich, cultural world of music, cooking and customization set in the enchanting locations of New Orleans and The Bayou.”

The Princess and the Frog for Wii™ includes more than 25 mini-games designed for 1-4 players so that the whole family can join the fun and interact with all the main characters of the movie as they help Tiana pursue her dreams. Players can make The Princess and the Frog their own with customization activities that include performing and dancing to music, cooking New Orleans style and dressing up Tiana in multiple outfits. On Nintendo DS™, players master the art of platforming as Tiana and Ray— jumping, swinging and soaring their way past obstacles to advance through multiple levels and solve exciting environmental puzzles. Gameplay includes collecting ingredients and recipes, cooking dishes, and performing music with 1-4 players. Players can also collect real recipes and save music in the game’s jukebox.

The Princess and the Frog video game for Nintendo DS™ also includes DGamer™ - the online community exclusively for Disney gamers. Players can customize unique 3-D avatar, create a persistent profile, chat with friends, share themed accessories, earn in-game honors and unlock exclusive Disney content. The Princess and the Frog is the only video game inspired by the studio’s tentpole release where players can experience Tiana’s exciting world in an aspirational way together with family and friends. Both games can be played in English, Spanish and French. Amaze and Griptonite Games developed The Princess and the Frog video game.

For updates on the game, please visit [Disney Interactive Studios - Video Games](#).

“The Princess and the Frog” marks the return to traditional 2D hand-drawn animation by Walt Disney Animation Studios. The highly-anticipated animated comedy adventure opens in theatres nationwide on December 11, 2009. The film will have a limited release on November 25, 2009, in New York City and Los Angeles.

#### About Disney Interactive Studios

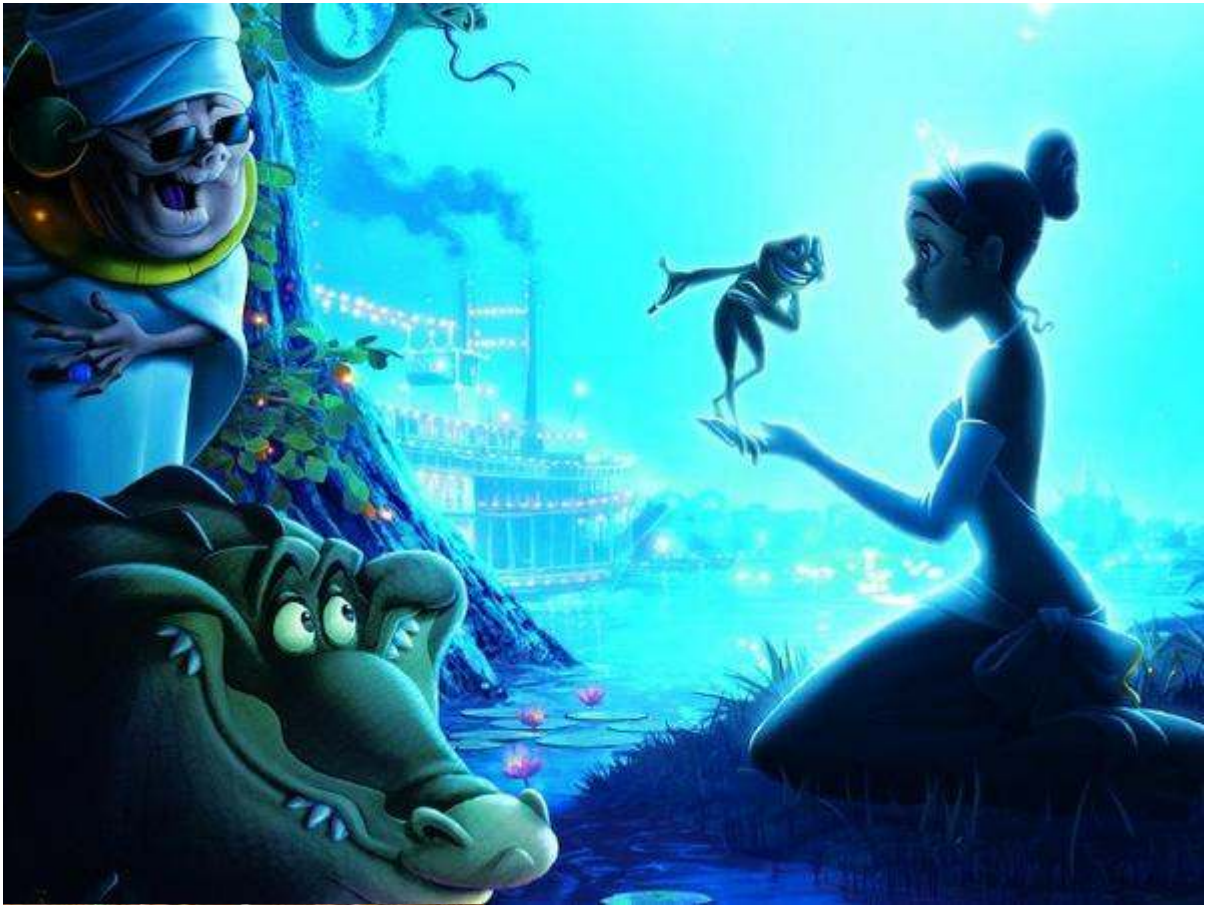
Disney Interactive Studios, part of Disney Interactive Media Group, is the interactive entertainment affiliate of The Walt Disney Company (NYSE: DIS). Disney Interactive Studios self publishes and distributes a broad portfolio of multi-platform video games, mobile games and interactive entertainment worldwide. The company also licenses properties and works directly with other interactive game publishers to bring products for all ages to market. Disney Interactive Studios is based in Glendale, California, and has internal development studios around the world. For more information, log on to [Disney Interactive Studios - Video Games](#).

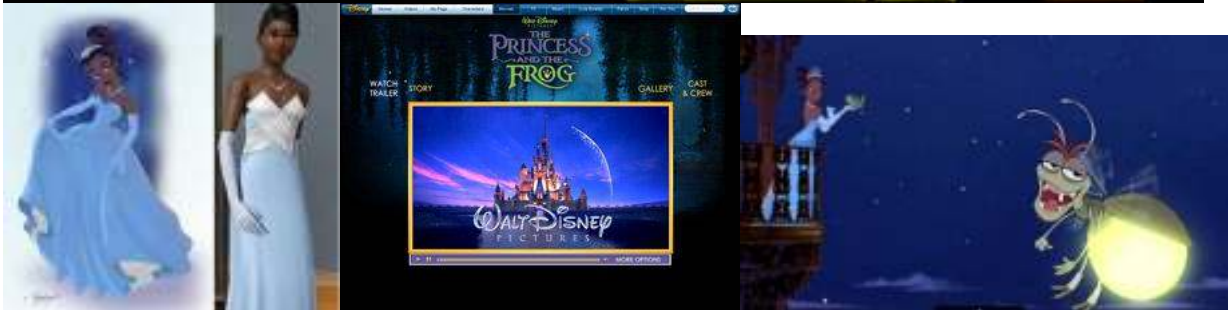
#### About the Movie

Walt Disney Animation Studios presents the musical THE PRINCESS AND THE FROG, an animated comedy set in the great city of New Orleans. From the creators of “The Little Mermaid” and “Aladdin” comes a modern twist on a classic tale, featuring a beautiful girl named Tiana (ANIKA NONI ROSE), a frog prince who desperately wants to be human again, and a fateful kiss that leads them both on a hilarious adventure through the mystical bayous of Louisiana.

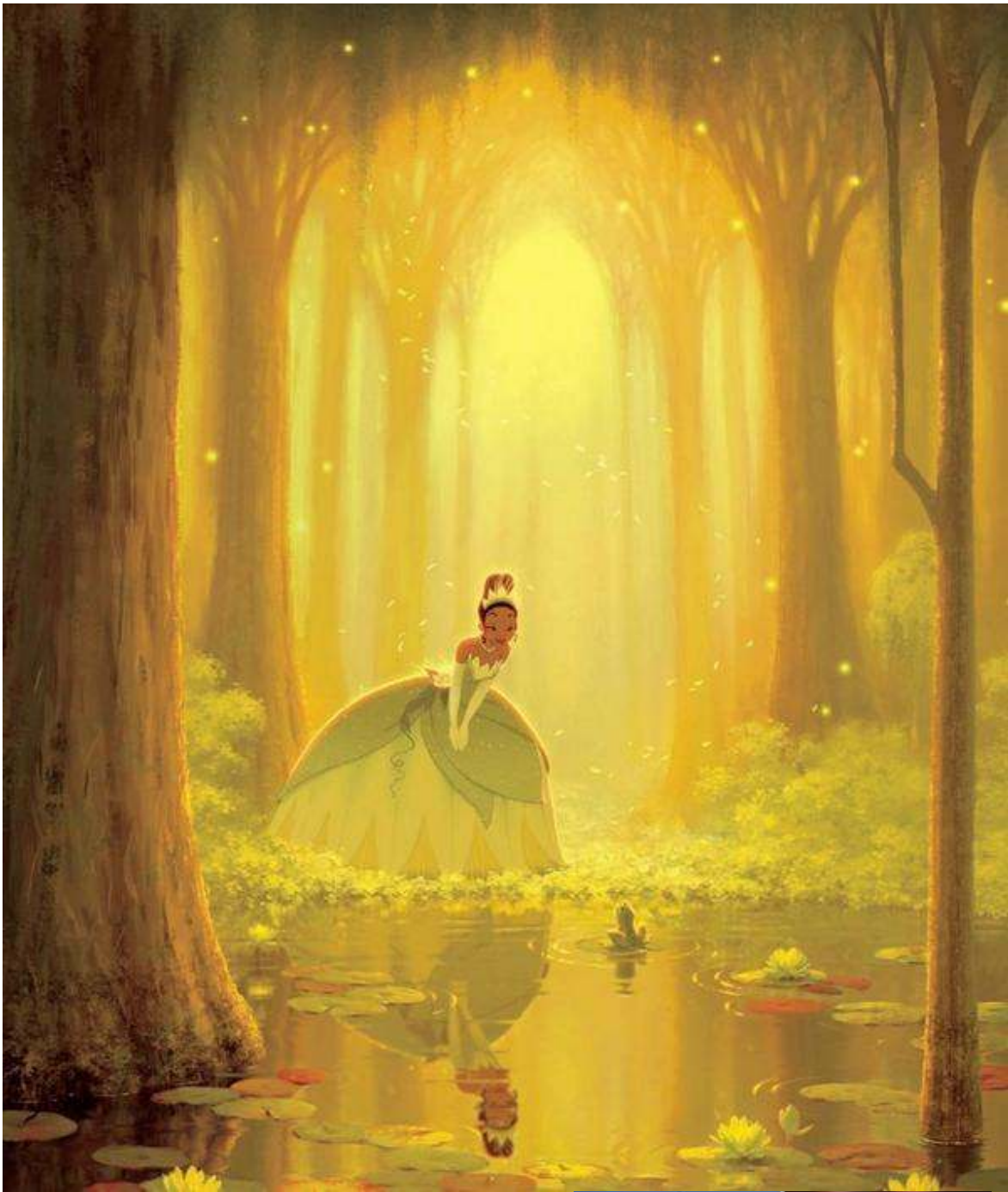








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Prince Naveen and Princess Tiana





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I happened to go see a G4 sponsored **Donkey Kong** Challenge. I watched for about fifteen to thirty minutes and I have to assume Steve broke the record. I sometimes wish there was an E3 Olympics for all the old school arcade titles. It's just not the same top play **Centipede**, **Galaga**, or **Dig Dug**, **Pacman**, **Tempest**, **Donkey Kong**, etc., on Xbox or PC versions. Playing an arcade game machine is still an organic or natural thrill that cannot ever be replaced or easily duplicated. Also, standing up or sitting on stool and staring down into a black screen and pressing fixed buttons to play a video game is substantially a much different experience than sitting or standing waving a controller.



Fatality was in the house at E3 Expo challenging anyone at his exhibit to play him one on one. Fatality was promoting his line of Fatality Gamer Gear. I get that Fatality is the top first shooter player in the world, but at this point I think he should be launching his own set of video games. I mean Fatality is the first real U.S. gamer to get enough solo attention from the media as virtual athlete and not merely seen as a geek. So I would hope that he can use his star power in the gaming biz to get his own Fatality video game that incorporates all his gaming wisdom and player skills and marketing charisma.





My favorite vendor booth at E3 Expo 2009 was Gelaskins without a doubt. The owner of Gelaskins is Brian Dunn and he had some funky, vibrant and artistic skins to place on PCs, laptops, smart phones, Xbox, PS3, PSP, etc.. I especially liked his Gelaskin of Muhammad Ali and Mike Tyson for **Fight Night 4**. Brian had it all and what I liked the most was his cool and confident attitude. Some times you roll up on a vendor at a tech show and they are a bit too anxious or eager to get you to buy something. I always favor the game tech vendors that are relaxed and willing to talk more about what they can offer consumers than merely trying to make a hard sale. And one should check out all the different and great designs on Brian's Gelaskins Web site at [www.gelaskins.com](http://www.gelaskins.com)

# KONAMI



I strolled by the Konami exhibit and had a ball playing Konami's *Mini Ninja*. This is going to be a big hit for adults and kids. But I also see *Mini Ninjas* filling a need to attract female gamers. There is not an E3 or gaming biz effort to identify the top female game developers, female appealing games or even the top female gamers. That's why you have not seen a female *Fatality* that has popped up in the media. And there are some highly talented female gamers displayed at several World Game Championships.





SEGA®



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Warner Brothers Interactive Entertainment has by far the most anticipated game release of 2009 with **Batman: Arkham Asylum**. This is going to be one of the hottest titles released this year. Ever since *The Dark Knight* exploded onto the scene and became a mega worldwide theatrical hit. It was only inevitable that WBIE and Eidos would develop a game that was also equal to the ferocity, darkness and uninhibited violence shown in *The Dark Knight*. And at E3 Expo you could even try playing as the Joker in **Batman: Arkham Asylum**. And what is great about this game is that it also has lots of Batman's most powerful foes like Bane and Croc and you get to use their physical attributes against Batman. But undoubtedly what makes **Batman: Arkham Asylum** a real hit is that they got the best action, fighting and stealth moves of a Next Gen super hero video game and longtime Batman and Joker cartoon voices of Kevin Conroy and Mark Hamill.





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**UBISOFT**



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I went by the Ubisoft and met up with Hugh May a freelance game blogger with Gamedibs.com. I immediately started chatting up Hugh about the lack diversity of lead characters in video games. This is getting to be a touchy subject because the vast majority of gamers or techies do not believe they see race in the gaming. But there are definite decisions over what color—or mainly the preference to choose white characters as the leads of video games because—just like Hollywood—these are multi-million dollar decisions that could make or break a publisher or developer. I asked Hugh why 50 Cent's **Bulletproof** was a platinum selling hit and his latest **Blood on The Sand** game struggled to find a publisher to release it until THQ stepped up. Hugh said that's the problem with rapper based games because right now 50 Cent is not as popular as he was three years ago. Hugh did say that many gamers are not fully aware of race because the lead of Ubisoft's **Assassin's Creed** is a Muslim Arab. That is true but I also know that when I first saw **Assassin's Creed** at the 2006 E3 Expo there was no hype being generated as a major video game release with an Arab lead character. And to be fair it makes more sense to have an Arab character based on the game's Middle East and historical narrative. Recently, USC's Dmitri Williams released a major and detailed a one year study breaking down gender and race in the top U.S. 150 video games across 9 platforms. The link is <http://dmitriwilliams.com/VirtualCensusFinal.pdf> I also ran into music producer Jermaine Napier of Crimson Media and we exchanged cards and he talked about shopping his Hip-Hop and R&B themed tracks to various game developers and publishers at E3 Expo. His Web site is [www.crimsonmedia.com](http://www.crimsonmedia.com).





I went to the Xbox exhibit, but I have to admit I did not set up an appointment to see their new Xbox Natal motion sensor. I was running around having too much fun to see what all the fuss was about. What I am more interested in is discussing all the ways that developers and publishers are creating Xbox special features or PS3 special features. I believe in my gut Xbox is still creating or getting developers to do more special versions like GTA 4 did this year. And I know someone is already saying but in **Batman: Arkham Asylum** in the PS3 version, but in the end I still think Xbox has more bonus features. Also, right next to the Xbox exhibit was the booth for MTV Games and Harmonix who were happily promoting **The Beatles Rockband**. There was already a big Microsoft and Xbox sponsored Monday launch of **The Beatles Rockband** with Ringo and Sir Paul McCartney. It is a no brainer that everyone in their grandma will be playing The Beatles.



HARMONIX



# THE BEATLES

ROCKBAND



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***The company unveils the new technology at the Electronic Entertainment Expo, or E3, in Los Angeles. Natal will allow gamers to control the action using full body movement.***

By Alex Pham and Ben Fritz | June 02, 2009...Los Angeles Times

Video game players with less-than-dexterous thumbs will soon stand a fighting chance, with Microsoft Corp. on Monday promising a new method for controlling the action with full body movements.

The Redmond, Wash., software giant unveiled a technology for its Xbox 360 video game console that, as early as next year, could let people toss aside the baffling 12-button controller. Instead, the system's camera and sound sensors detect movement of faces and body joints as well as voice commands.

Microsoft showed off the feature, an answer to the Nintendo Wii's motion-sensing remote and pressure-sensing balance board, at a news conference that kicked off the annual Electronic Entertainment Expo, or E3, this week in Los Angeles.

The announcement of the system, which Microsoft is calling Project Natal for now, was part of a bid to expand beyond the Xbox 360 platform's core audience of young male gamers. To give more mainstream users something to play with before Natal arrives in stores, Microsoft said it would add ways for players to connect with Facebook, Twitter and other social networks via the Xbox this fall.

"We want Xbox to be the next-generation social and entertainment network," said Shane Kim, corporate vice president of strategy and business development for interactive entertainment. In recent years, Microsoft has added family-friendly features, including easy-to-play, arcade-style games and the ability to watch movies or TV shows on-demand via its Xbox Live online store.

Last year, Microsoft made a deal with Netflix to stream from a catalog of 12,000 videos, a move that helped propel the number of Xbox Live subscribers to 20 million this year, from 8 million last year. Microsoft will soon add high-definition streaming.

But Microsoft said it isn't ignoring the group responsible for the platform's success -- men aged 18 to 34, who queue up at stores to snap up each new release of Halo, a science fiction-based shooter series.

At the expo, the company showed off a lineup of big-budget action-adventure games including Left 4 Dead 2, a survival horror game developed by Valve Corp.; Alan Wake, an action thriller by Remedy Entertainment; and Halo Reach, published by Microsoft.

The Xbox also scored the next game in the popular Metal Gear Solid franchise, which historically has been exclusive to Sony Corp.'s PlayStation consoles but will now be on both platforms.

ARCADE



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The only thing that I did not get to see at E3 Expo 2009 was the 4mm Games suite that previewed their new Hip-Hop sing-along **Def Jam Rapstar**. I know 4mm wanted to go low key at E3, but they really should have just partnered with Xbox or Playstation to give **Rapstar** an official presence on the West or South Hall. Having a booth or exhibition outside E3 to showoff a new indie title made perfect since in 2006 because every nook and cranny was used. But there was plenty of room in the lobby of the Halls that **Def Jam Rapstar** could have rented out. I mean I can't say anything about the merits of **Rapstar**, so I have included a press release, screenshots and game review. But what I would have done is have a contest at E3 Expo that allowed gamers to try and spit some lyrics with **Def Jam Rapstar** and win cool prizes or cash money. I would have even hired many college rappers to come down and do live exhibitions with **Rapstar** just like Activision did with using its top DJs to do live sets of DJ Hero. I really hope that 4mm Games goes all out to fully involve the Hip-Hop community. I know full well from experience trying to help Eidos Interactive promote **Get On Da Mic** in 2005 that you just cannot drop a Hip-Hop themed game on the market and expect it to be a hit with Hip-Hop fans. 4mm is going to need a comprehensive mainstream marketing plan as well as a highly engaging street or alternative marketing plan. **Rapstar** could easily be overshadowed by the release of **DJ Hero** and then **Scratch: The Ultimate DJ**. And don't even get me started on how **Scratch** completely blew it by not even being at E3 Expo or even at an outside E3 venue. **Scratch** is not going to be as well received as DJ Hero unless they get some major star power like Jay-Z or Eminem. But to be honest it is almost impossible for **Scratch** to get two bigger Hip-Hop icons than Jay-Z and Eminem. The only E3 news related to **Scratch** was a supposed potential lawsuit with Activision. And while I am on a rant about **Scratch** not really being at E3 Expo 2009. I want to say that OnLive, the new Cloud based online home video gaming rental platform, tried to put out a pre-E3 Expo statement saying they were skipping E3 Expo because it was about promoting the physical sale of video game; while OnLive was focused only on rentals. This is a cop-out if ever heard one. OnLive is supposed to change the gaming industry, so they should have been at the world's biggest gaming event. Lastly, I do want to say that leaving E3 Expo 2009 I felt tired as hell and hope E3 Expo 2010 gets bigger next year. And I'm not sure E3 will ever be as big as it was in 2006, but I'm just glad its back.

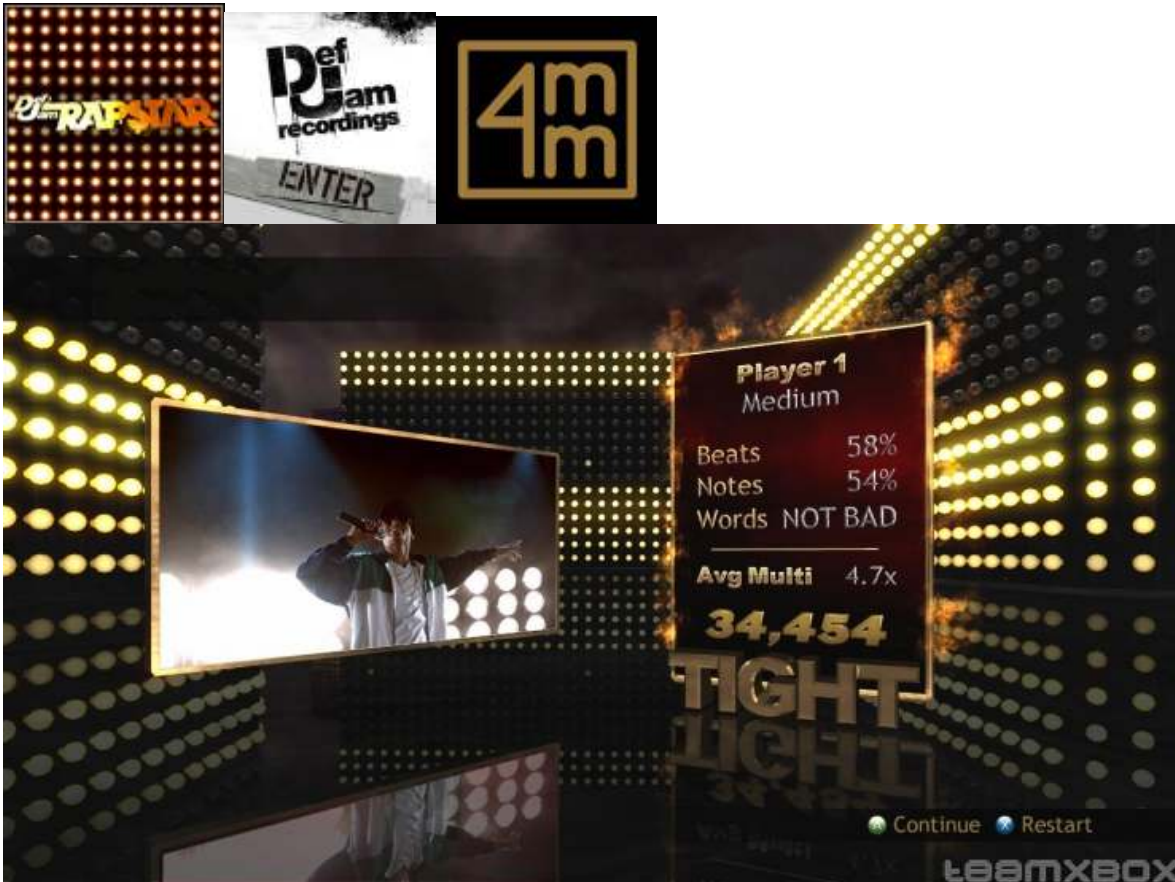
Sincerely,

*David L. Watts aka Money Train*

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Hiphopbattle.com



# Outside E3 Expo



## Def Jam Rapstar Screenshots

### Press Release

Aug. 27th, 2009 12:04 pm

It's not just about the music, but the lifestyle... Def Jam Rapstar delivers a true, unique hip-hop experience that allows players to take on the role of a rapstar. You will feel like a star emcee on stage, and you will see your star power and status be determined by your talent and skills. Def Jam Rapstar is about perfecting your flow so you can rhyme and sing along with the greatest hip-hop tracks. Def Jam Rapstar will create opportunities where it's also about developing all new rhymes, sharing your creativity and expressing yourself to the wider community and the world.

## Key Features

- Def Jam Rapstar is the first and true hip-hop music game of its kind
- Glamorous and sleek look and feel of game interface that helps to immerse players into the hip-hop lifestyle
- Def Jam Rapstar leverages 30 years of hip-hop and provides players a vault of tracks from all eras and music labels
- Def Jam Rapstar will feature tracks from the biggest rap stars in hip-hop: US and worldwide
- Incorporates pitch recognition and speech/phoneme recognition technology to assess a player's tune, timing and accuracy. Also features improved and optimized speech recognition to accurately determine what the player is saying, even in a noisy room, and provide live feedback of the player's performance
- Using the Xbox Live Vision Camera and PlayStation Eye, Def Jam Rapstar puts players in the game and delivers the experience of being a real life rapstar. The player's image is separated from the background at the start of each performance so that after the song, performances can be viewed and edited using various lighting, sound, and green screen effects to simulate a real studio, stage or impromptu performance
- A fully integrated online community allows players to upload their rap videos directly from the console to DefJamRapstar.com. Players can share their videos with the world to gain global recognition and even become a real life Def Jam star! The experience is one of self-expression and self-promotion
- Free Style modes allow the player to rap and sing their own lyrics over pre-created "scratch" instrumental tracks
- Two Players Local; More with Pass The Mic and other modes
- Multiplayer Battle and Co-op Modes let players perform together as crews. In battle mode, players alternate rhyming lyrics round robin style, competing for the highest score. In Co-op mode, both players sing and rap together to achieve the highest scores on each level

As seen at GamesCom, Def Jam Rapstar will cater to a global audience by spotlighting tracks from popular artists from around the world as hip-hop has become a global phenomena and reaching millions of fans.



Live Your Life  
T.I.



Player 1  
Medium

Beats 73%  
Notes 28%  
Words TIGHT

Avg Multi 8.4x

**34,327**

**ROUGH BOUNCE**

Continue Restart

DJ **RAPSTAR**

COMMUNITY BATTLES VIDEOS

What's Up, daud87 | Settings | Logout

**KÖLN LIVE**

FEATURED VIDEO



TOP BATTLE SCORES

Marc_P	716
Marc	709
Chris	729
kidd miki	676
Unkat	509

HIGH SCORES

Marc_P	234193
kidd miki	19199
kinge	69403
superkeylo	67183
MCSOLE	63884

VOTE ON BATTLES VIEW VIDEOS

DJ **RAPSTAR**

COMMUNITY BATTLES VIDEOS

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**KÖLN LIVE**

PLAYER: Blumio RANK: SCORE: 15094

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- Mein Block 1:59 From Kitty
- Mein Block 2:1 From Magic

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TITLE: Mein Block

1:24:46  
Added: 29-09-2009  
From: Blumio  
Views: 1978  
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# Game Critics Awards E3 2009 - Best of Winners:



E3 2009 came, made its impact, and has now gone into the sunset. Now the Game Critics Awards has chosen its official E3 2009 Best of. The Game critics is made up of 29 game publications and you might have seen their stamp of approval on a couple of covers such as Mirror's Edge. The "E3 Committee" has spoken and the best game of show is...Uncharted 2: Among Thieves. But Naughty Dog aren't the only winners here is the full list of winners.

## Best of Show

Uncharted 2: Among Thieves

(Naughty Dog/Sony Computer Entertainment America for PlayStation 3)

## Best Original Game

Scribblenauts

(5TH Cell/Warner Bros Interactive Entertainment for Nintendo DS)

## Best Console Game

Uncharted 2: Among Thieves

(Naughty Dog/Sony Computer Entertainment America for PlayStation 3)

## Best PC Game

Star Wars: The Old Republic

(BioWare Austin/LucasArts)

## Best Handheld Game

Scribblenauts

(5TH Cell/Warner Bros Interactive Entertainment for Nintendo DS)

## Best Hardware/Peripheral

"Project Natal"

(Microsoft for Xbox 360)

**Best Action Game**

**Modern Warfare 2**

**(Infinity Ward/Activision for PlayStation 3, Xbox 360, PC)**

**Best Action/Adventure Game**

**Uncharted 2: Among Thieves**

**(Naughty Dog/Sony Computer Entertainment America for PlayStation 3)**

**Best Role Playing Game**

**Mass Effect 2**

**(BioWare/Electronic Arts for Xbox 360, PC)**

**Best Racing Game**

**Split/Second**

**(Black Rock/Disney Interactive Studios for PlayStation 3, Xbox 360, PC)**

**Best Sports Game**

**Fight Night Round 4**

**(EA Canada/EA Sports for PlayStation 3, Xbox 360)**

**Best Fighting Game**

**Tatsunoko vs. Capcom: Ultimate All-Stars**

**(Eighting/Capcom for Nintendo Wii)**

**Best Strategy Game**

**Supreme Commander 2**

**(Gas Powered Games/Square-Enix for Xbox 360, PC)**

**Best Social/Casual/Puzzle**

**DJ Hero**

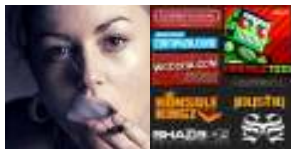
**(Freestyle/Red Octane/Activision for PlayStation 3, Xbox 360, Wii)**

**Best Online Multiplayer**

**Left 4 Dead 2**

**(Valve/EAP for Xbox 360, PC)**

**WTF! @ Forza 3 not getting best racing game 😞**



**Written By [Edward V](#)**

Edward has been down with TheKoalition since its infant days. He's also the best player amongst the entire team. Who says The Koalition doesn't provide a latino opinion?

