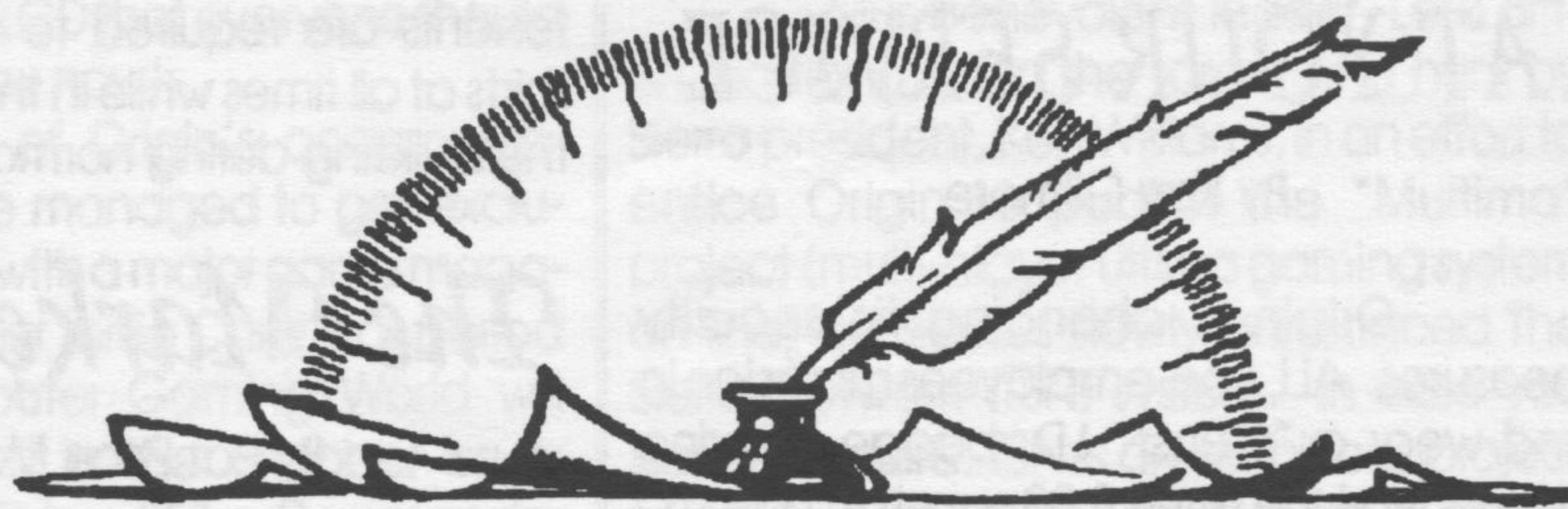


POINT OF ORIGIN



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Friday, June 21, 1991

❖❖ Austin, Texas

FEATURE STORY

By Fred Schmidt

CES-CHICAGO WRAPUP

By now everyone knows about the smashing success of Origin's new product introductions at the Consumer Electronics Show in Chicago June 1-4. We were unquestionably the talk of the entire show (at least in the "computer software" segment). The World Premier theater extravaganza and reception went off without a hitch and amazed an audience of over 200 of the most V.I.P. buyers, press, licensees, and competitors in the industry, from Japan all the way to Europe and Australia! Origin took the evolving "monitor wars" for product presentations to an all-new level with our projection onto a monster screen and a blasting sound system, all in the dark and comfy digs of a REAL theater. Many thanks to the Austin Road Crew (Jason Templeman, Ken Demarest, Zack Simpson, Jake Rodgers, and Bruce Lemons) who risked life and limb to make the insane 2000-mile trek to witness the Premier first-hand! These guys also proved invaluable assisting with the huge amounts of un-thought-of details involved with pulling off this Premier so successfully. A home video was made of the entire 40-minute theater presentation and is available for lunchtime viewing in the Product Development lounge. (Don't expect anything fancy. It's a one-camera, unattended shoot from the back of the theater, but it provides a flavor of what went on.)

Back on the show floor, Origin looked terrific with our main-aisle, 35-inch NEC, product presentations of Ultima VII and (for the last two days only), Strike Commander, both at a max decibel pitch aimed straight at Nintendo City. The Guardian absolutely terrorized the masses of passers-by, while the Strike visuals stunned even the most ardent flight simulation enthusiasts! (We witnessed glued to the monitor, on more than one occasion, such glassy-eyed

flight-sim luminaries as: Spectrum-Holobyte's Falcon-creator, Gilman Louie; MicroSoft's Flight Simulator creator, Bruce Artwick; and MicroProse's "Wild Bill" Stealey of F-19/F-15/Gunship fame.)

A standing ovation to the master craftsmen (and women) of Product Development who literally fried themselves to a crisp to create some of the most awesome demo footage ever shown at a CES!!! An incredible, fabulous job, gang! Finally, congratulations to this year's CES Show rookies—Anita Lockamy, Pat Price Monroe, and Jackie Chapman — y'all survived reasonably intact, and didn't even let the elegant men's athletic club hotel accommodations scare ya off!

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FIRESIDE CHAT

By Robert Garriott

I would like to thank the Dream Team for their outstanding effort in getting Martian Dreams shipped in May. This effort has allowed us to keep on track regarding sales and cash flow and lends credibility to Origin as THE software development powerhouse! We made promises to our customers, and kept them (this is probably a first in the software industry). Thanks for the effort. At CES, Origin definitely stole the show. Our accounts have been calling back since the Premier to increase their orders across the board. This is due to the professionalism and quality that we were able to show with Strike Commander and Ultima 7 (along with meeting shipping commitments as shown by Martian Dreams). The high quality image of Origin is definitely paying dividends on the licensing front. At CES we concluded about \$2,000,000 worth of licensing and development work. (Ed: See the Feature Story!)

In conclusion, the show was a smashing success and this Christmas is definitely going to be an Origin Christmas. Lets all pull together and make sure that

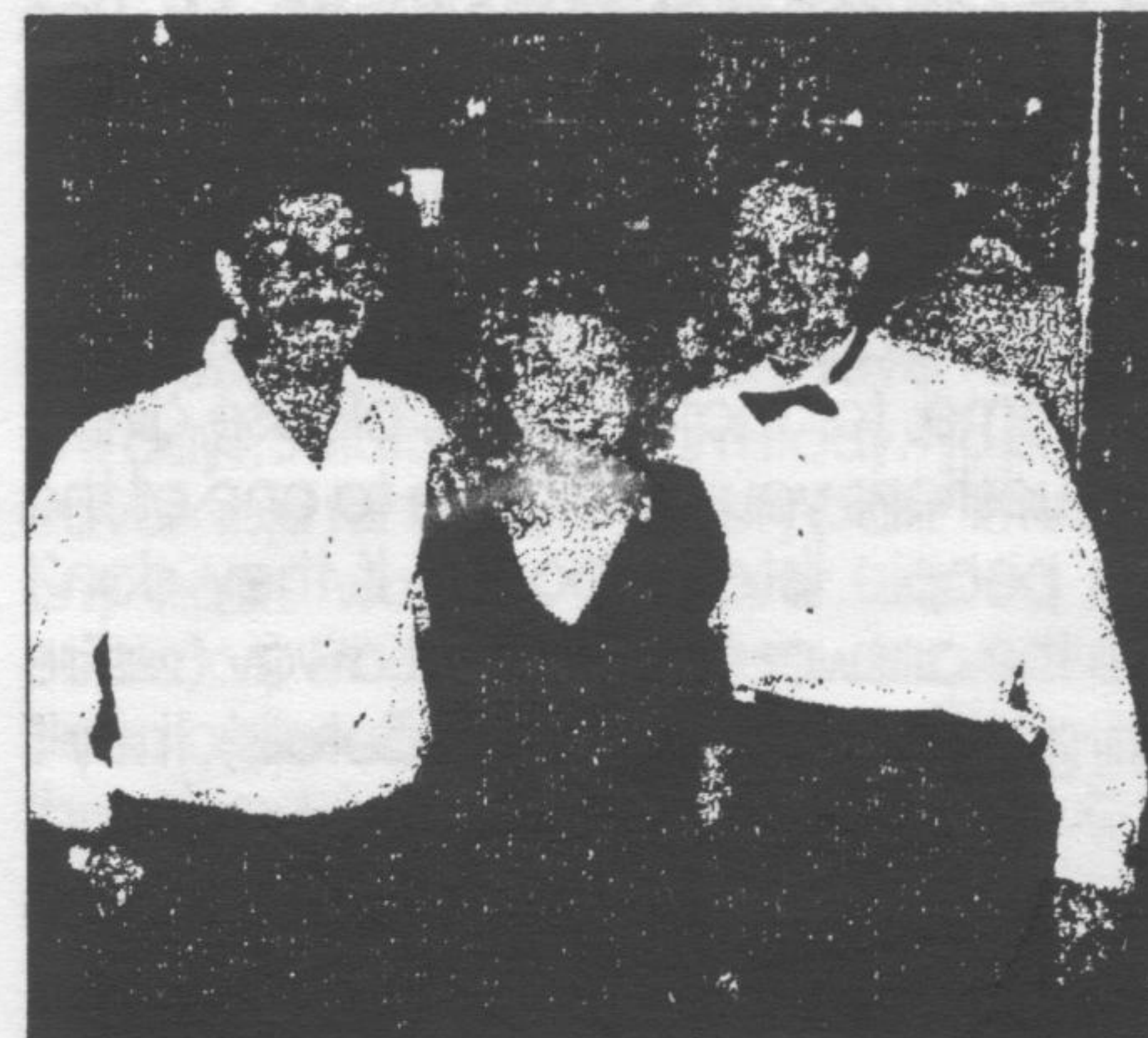
these releases really happen on time, with Quality product. The channel is primed and waiting.... Thanks for all your continued efforts!

FROM THE FIELD

By Marten Davies

Anita Lockamy staged a "live" in-store demo at the Barton Creek Software Etc. store on Saturday, June 15th. Store shoppers were able to take a good look at Martian Dreams, as well as get a sneak preview of Wing Commander II, Ultima VII and even Strike Commander. The universal reaction seemed to be: "I want them all...NOW!!!" Anita said the store sold over \$2,000 worth of ORIGIN products during the four hours she was there. Great job! Karl Kabler and/or Anita will conduct another such in-store promotion on Saturday, June 22nd, between 1-3pm, at Software City up on Anderson Lane. If you happen to be in the neighborhood, throw on your Wing Commander hat and Origin jacket, and join in the fun! It's a great experience to talk face-to-face with our REAL customers — the good folks who spend their hard-earned cash to buy and play our products — right there where the rubber hits the road: in their favorite software retail store. You want to find out how we're really doing, just ask these people!

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AT YOUR SERVICE

By Kay Gilmore

Origin is changing its security measures. ALL non-employees must sign in and wear a "Guest" I.D. badge. During normal working hours 8:00 a.m. to 5:00 p.m., Guests must be signed in at the receptionist's desk and given an I.D. badge. Upon leaving they must return to the reception area to sign out and return their I.D. badge. After 5:00 p.m., a sign-in sheet and badges will be located at each time clock on both floors. The same procedures to sign in and sign out must be followed. If you have a guest here, it is your responsibility to get them signed in and have them wear a badge. Guests are not allowed in the offices unattended. Everyone should also have been issued a "Family Member" multi-use I.D. card for those in your immediate family. If you did not receive this, please come and see Kay Gilmore. Thank you for your cooperation and if you have any questions, please ask your immediate supervisor. Also, read the memo titled "SECURITY PROCEDURES" posted on doors throughout the office.

Covert Operations

By Mark Chandler

401-K PLAN UPDATE: The Origin 401-K Profit Sharing Plan is finally ready to get off the ground. (Sorry about the long delay, everyone; it's been a complicated project to pull together.) Spearheading the plan's administration will be Michelle Caddel, Mark Chandler and Fred Schmidt. They promise to have complete informational packages and related forms assembled and distributed to each employee during the week of June 24th. Employees will have about a week to read over these materials. Then, during the week of July 8th, we will be visited by a representative from QUADS, the company that will handle the ongoing investment activities of the funds. Mr. Ron Patterson will meet with each employee individually to discuss specific investment options and assist with completion of the necessary paperwork. In the meantime (or at anytime, for that matter), please direct any questions you may have to one of the three people listed above. If they don't have the answer for you right away (we're all still getting familiar with the details), they'll know who to ask and get back to you.

NOTICE: As a reminder, Building management requires and Origin management supports the building policy that all

tenants are required to wear shoes and shirts at all times while in the public areas of the building during normal business hours.

The Market Place

By Pat Price Monroe

External Communications: Let us clarify what should be said to customers, press, buyers, on-line services, and people outside the company, prior to a product's release. The following is standard marketing practice: When we are talking about what features we may include or not include in our future products, the press releases and fact sheets are the best guidelines to use. These materials have been reviewed for accuracy and content prior to their release. Therefore when we make a comment and are interacting with our customers, the press, potential buyers, etc., use the press release and the general fact sheets as your information base. Even though, as an employee, you probably know a lot more about future plans and projects, please do NOT discuss such information outside of the office. Inaccurate or contradictory information hurts our credibility and results in problems of all sorts. Please be conscious of this at all times.

Winners have finally been chosen for the "You Can Star In Ultima VII" contest. There are a total of 13 winners, 10 chosen and 3 instant winners. They range in age from 3 to 65 and do anything from fire fighting to being a housewife. There will be a winner wall posted with the winners, their letters and photos. Some of the runners-up will also be posted for general interest.

Beth Miller is writing The Martian Dreams Clue Book. It will be available in July. Thanks Beth!

With all of the talented employees at ORIGIN, if you are nominated for or win an award, please contact Jackie Chapman so we can notify the rest of the company and possibly the rest of the industry.

Marketing would like say THANKS TO EVERYONE for their help writing, and reviewing the many printed pieces that need to accompany each new product. Your cooperation has significantly improved lead time, enabling us to support product development with meeting the planned release time.

Thanks to Jackie Chapman for a super job at organizing and managing CES this year, especially the Premier and Reception. Compliments abound and all well deserved! Good job Jackie!

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THAT'S ENTERTAINMENT

by Michelle Caddel

Based on the "call-to-arms" in the last Point of Origin, Origin has formed an Entertainment Committee. The current members are: Michelle Caddel, Steve Cantrell, Carol Cipolla, Beth Miller, Kay Gilmore, Donna Whitaker, and Curtis Wood. The purpose of the committee is to arrange more company-oriented functions to promote fun and fellowship at Origin. The company has grown so quickly over the last 6 months that many people aren't familiar with other employees or departments.

As a step towards fixing this problem, Origin is sponsoring a Company Picnic on Sunday, June 30th from noon until we stop having fun. At this time, a site hasn't been decided, but we will provide food & drink, volleyball, badminton, croquet, horseshoe toss, and anything else we can come up with.

Please don't feel that if you didn't sign up for the committee that you've missed out! Feel free to bring any of us your suggestions and ideas for gatherings or activities that you would like to see, or drop your ideas in the Point of Origin drop boxes.

This 4th of July is a company holiday, and is also the birthday of our own Lord British. In years past, there has been a large party to commemorate that day, held at Richard Garriott's home. This year, attendance is by invitation only and requires that guests wear a costume and participate in the theme and activities. Interested persons should speak with Richard.

Yours in Service,
The Entertainment Committee

From the Pipeline

By Dallas Snell

As mentioned in the CES report, new projects to be taken on at Origin include Ultima 7, Martian Dreams, and Savage Empire for the 16-Bit Super NES, a sequel to Runes of Virtue (Ultima for GameBoy), and two three-part releases of Wing Commander, Secret Missions 1 & 2 and Wing Commander II and the two associated "Secret Missions" disks for the FM-Towns on CD. All this development will create a need for new employees, so expect Product Development to grow by as many as 10 people, including a position similar in nature to the former "Producer" position.

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(Feature Story continued)

In other CES Show news:

Fujisankei (FCI) did Origin proud with their booth smack in the middle of Nintendo land all dressed out in full Ultima regalia. They were showcasing all three NES Ultima's: Exodus, Quest Of The Avatar, and the CES-announced, Warriors Of Destiny, due out for Christmas. Also shown was Ultima/Gameboy: Runes Of Virtue. Austin-resident and friend-to-Origin, Greg Dykes, again did most of the nifty FCI booth design and custom decorative features. A much-too-good-a-time was had by all 25-attendees at the ritualistic FCI/Origin company group dinner at Diana's Greek restaurant. (Rumor has it that much of the celebration was captured in some very compromising photos.) Either despite, or as a result of, this outrageous evening, FCI and Pony-Canyon still have enough faith in the sanity of their Origin associates to sign a really big, big license that will see Ultima VII, Martian Dreams, and Savage Empire all developed for the new Super-NES system over the next couple years, plus a second Ultima/Gameboy!

Not to be outdone, the huge crew of Mindscape-Software Toolworks honored Origin with a 35-person dinner (three bus loads, literally!) at Bob Chen's Crab House way out in the boonies about an hour from downtown Chicago...they decided it would be best if we all didn't embarrass ourselves in front of the entire electronics industry in the heart of town. It was another fun blending of personalities as we fused mindshare and Mai-Tai's between our two organizations. For those of you who may not know... Mindscape exclusively markets all Origin products throughout Europe and has done an incredible job of growing our business over there; we have just renewed our agreement with them and expanded Mindscape's responsibilities to include manufacturing and foreign language translations (French and German to start). At CES, Robert also signed an agreement switching our exclusive distribution in Australia from DataFlow to Mindscape. Here, stateside, Origin has licensed Mindscape to do the conversion and publishing of Wing Commander for the Super NES. And we will be working with Mindscape's parent company, Software Toolworks, on a line of CD-ROM product offerings yet for this Fall (basically IBM-to-CD "shovelware" bundles of several titles for a special value price). Origin expects to be self-publishing CD-enhanced versions of our best-selling titles in 1992. Software Toolworks also is the company that pressed out that neat little Origin

audio soundtrack CD that everyone should have a copy of by now!

As part of Origin's accomplishments at CES, we managed to get exclusive agreements with a major game magazine for each of our three Christmas period releases: Computer Gaming World will feature Ultima VII in the October issue; Game Players PC has Strike Commander for its November/December issue; and Computer Games Review (a good, new book from Sendai Publications, who do Electronic Gaming Monthly) will cover Ultima: The Underworld in its January issue. Each of these arrangements include: a) a trip to Austin this summer by writers from each magazine for an exclusive, thorough, behind-the-scenes couple of days with the development group working on that particular project, b) a resulting feature story(ies) from the trip, c) the COVER of the magazine for the month identified, and d) a special promotional insert from Origin, possibly a full-sized color movie poster of the product art, or something similar. This should get us some unbelievable visibility out there this Christmas season!

(From the Field continued)

The Sales and Marketing Departments will be teaming up to do many more such store promotions between now and Christmas, extending beyond Austin to Origin's other "local" markets: Dallas-Fort Worth, Houston and San Antonio. These are three of the top 10 largest cities in the USA and all are within a short drive of Wild Basin. It's being called "Attack of the The Quad Cities" as Origin beefs up its visibility as the high-tech entertainment leader in all of Texas! We're targeting all key retail store chains in these cities, as well as the media/PR angle, to build maximum coverage for our company and products as we barrel toward Christmas. There will be plenty of opportunity for people from all departments throughout the company to participate and help pull all this off. Stay tuned for more details!

Marten Davies and Karl are on the first big sales road trip of the Christmas season right now (June 18-21). They'll be darting around the East Coast from Richmond, VA to Stamford, CT visiting the home offices of Electronics Boutique, Walden software, ABCO Distributors, and Price Club. They're also trying to open up the general electronics retail store chain, Circuit City, which has over 170 stores around the country. Anita ferreted out this hot lead and the Bulldogs will try to close the deal...a total team effort. Good luck!

Our benevolent leader, Lord British, has long been the target of a hunt by Sierra president, Ken Williams, in an effort to entice Origin to publish the "Multima" project (multi-player Ultima gaming system on-line) on Sierra's newly announced The Sierra Network (TSN) system. In case you haven't heard, TSN is an ambitious project to take dedicated, on-line, multi-player gaming nationwide on a system of local networks for "basic" and "premium" flat monthly subscriber fees, paralleling closely the operations of cable television. Mr. Williams' latest schmooze-move on this front is to invite Richard to come out to visit Sierra in Coarsegold, CA for a first-hand look at their new gaming system and to discuss in detail the possibility of an Origin "Multima" on TSN. Rich has chosen to accept this invitation and will visit Sierra's mountainside headquarters on June 27-28. Our President & CFO, Robert Garriott, may "escort" him there, just to make sure Rich doesn't commit to something we all may not be able to handle (and just in case there really IS a decent project/deal there in the offing). We may also have New Technology boss, Chris Roberts, cruise along to take a detailed glimpse at how this product development engine is suppose to work. They'll let us all know the scoop upon return.

Random Bits

By Steve Cantrell

It is said that Fred Schmiadt was once a "roadie" for Alice Cooper. (Answer: True! In a "previous" life some 20 years ago. The list included other rock greats out of the Detroit circuit of the early 70's: Bob Seger System, Grand Funk Railroad, MC5, and Iggy and the Stooges.)

In his youth, Robert Garriott was once discovered lying on the floor with dollar bills placed edge-to-edge covering his person. When asked what he was doing, he replied that he wanted to see how it felt to be buried in money. (Answer: True, according to brother Richard.)

An Anonymous Question: Salaried people work many hours of overtime without any compensation. What is Origin's policy on "comp time"?

Answer: Origin's work day is a 24-hours period; our work week is seven consecutive days, Saturday through Friday. No provision is available for compensatory paid time off for any hours worked. However, limited compensatory time may be given on an informal basis, at the discretion of your supervisor and the department head, and as can be scheduled by these managers so as not to disrupt general work patterns or projects (-Fred S.)

(From the Pipeline continued)

Wing Commander II is being held for release an additional 2-3 weeks to rework some of the game design based upon product testing. This is the first Origin product to undergo such changes based on the advice of our QA department. Dallas would like to express his gratitude to all of the QA staff for their input and perceptiveness.

Sullivan-Bluth, creator of the Dragon's Lair and Space Ace computer games is interested in publishing products through Origin, and negotiations are underway.

HELP WANTED

Customer Service is once again short handed going into major releases. We are looking for 2 customer service representatives. Employees who can recommend candidates should contact Kay Gilmore.

Technical Design Assistant needed for general assignment support work to the development teams creating new software. Excellent organizational skills required. Must be familiar with IBM PC computers and be a team player. Programming and /or writing skills are a plus. Familiarity with computer games and/or game design is desirable. Contact Alan Gardner.

Origin is seeking to hire a full-time composer. Employees wishing to apply or who can recommend candidates should speak to Martin Galway.

Personal Requests

Robert Herrick asks you to help him "Name the Fish". He has three new Platties (1 male and 2 females) and a Beta that need names.

Warren Spector is still looking for moving boxes. If you can help him out, give him a call.



SPA Top 25 Hits List MS-DOS Games April 1991

<u>This Month</u>	<u>Last Month</u>	<u>Title</u>	<u>Firm</u>
1	1	Eye of the Beholder	SSI
2	3	Kings Quest V	Sierra
3	2	Space Quest IV	Sierra
4	4	Wing Commander	ORIGIN
5	6	SimEarth	Maxis
6	16	WC Secret Missions 2/ Crusade	ORIGIN
7	7	SimCity	Maxis
8	14	Red Baron	Sierra
9	10	A-10 Tank Killer	Sierra
10	8	Flight Simulator	Microsoft)
11	*	WC Secret Missions 1	ORIGIN
12	5	Death Knights of Krynn	SSI
13	12	Overlord	Mastertronic
14	20	Bill Elliott's NASCAR	Konami
15	13	F-19 Stealth Fighter	MicroProse
16	*	Gunship	MicroProse
17	9	Links	Access
18	17	F-15 Strike Eagle II	MicroProse
19	*	Ultimate Military Simulator II	MicroProse
20	21	Test Drive III	Accolade
21	*	Jack Nicklaus Course Disk 4	Accolade
22	*	Hoyle's Book of Games II	Sierra
23	19	Jack Nicklaus Unlimited Golf	Accolade
24	*	Flight Simulator Aircraft & Scenery	Microsoft
25	11	Where in the World is Carmen...	Broderbund
* First month in Top 25			

Point of ORIGIN

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