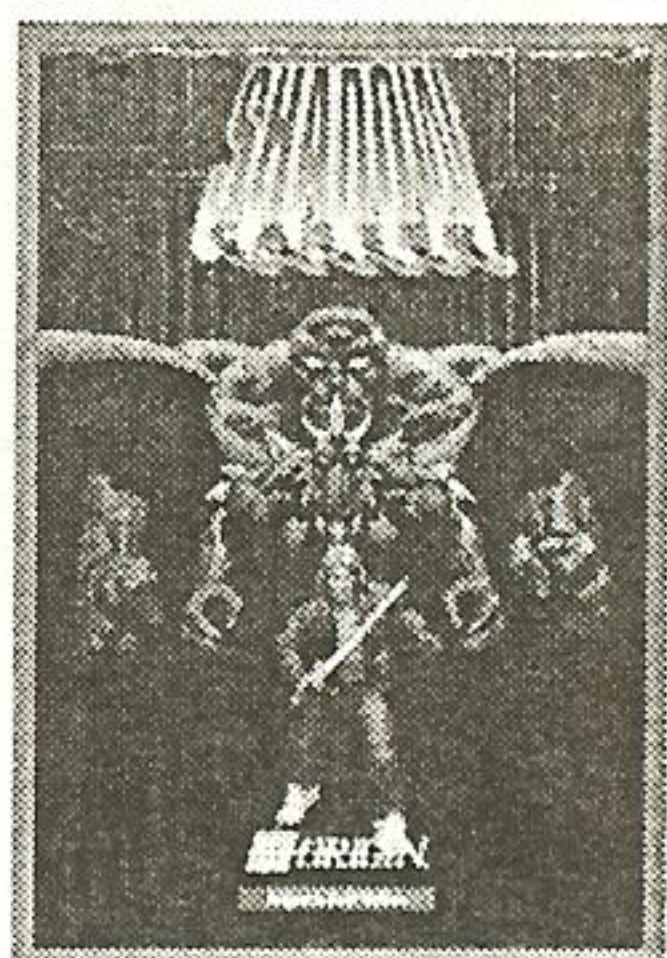


Point of ORIGIN

Volume III, No. 49

Friday, October 22, 1993

Austin, TX



Shadowcaster Signs Off While Privateer Keeps Flying

This is an unusual situation for ORIGIN: one blockbuster product is blowing off the shelves, another strong title is heading out the door, and it's all happening within the three months *before* Christmas.

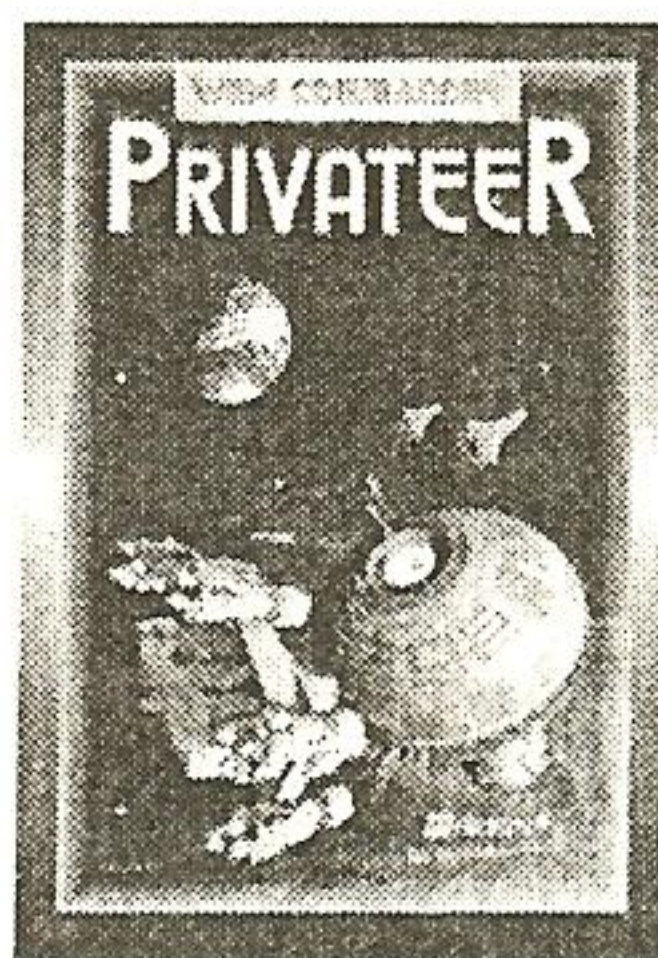
Shadowcaster signed off last week and should be in stores next Thursday. A strong Sales Team push and a glowing preview in Computer Gaming World bumped up domestic orders to 25K, while Europe is selling in almost the same number (21K)! To say that EAUk is overjoyed with ORIGIN would be an understatement. Overall, ORIGIN accounts for 53% of all of Europe's IBM revenues.

Meanwhile, Privateer shows no signs of slowing. The Playtesters Guide has gone to the printer and should fan the flames even more. In fact, we're just about ready to apply for "silver" certification from the Software Publishers Association (indicating domestic sales of 50K). The Bulldogs feel that this one could go "gold" by the end of the fiscal year.

What's down the pike? Could it be *three* more titles before Saint Nick's visit? The Strike CD version "M" (where in hell did that come from?) is in testing right now and the team hopes to be in beta next week. That sets the stage for a November ship. This first "CD-enhanced" game will get a trial run next week at CD-ROM Expo in Boston, where it will be used to show off Toshiba's new double speed external CD drive. If all goes well, Toshiba has offered to have ORIGIN back at Fall COMDEX in Las Vegas to put together a Strike Commander contest using the recently added gauntlet feature.

Look for a photo finish for U8 and Pacific Strike. The U8 team just put in an alpha 4 MB version and expects full beta November 1. Signoff could come December 1 with a worldwide ship about two weeks after. It will have to share space in QA with Pacific, which is running on roughly the same schedule.

It now looks as though Super Wing 3DO will blast off in January. Early indications are that this could be one of the strongest 3DO titles out there. We should have a better feel after this weekend. The big Panasonic 3DO Mall Tour stops in Dallas this weekend at Valley View Mall. Point of ORIGIN will be there and have a report in the next issue.



Pulse Check

Gamers are burning up the phones in Product Support. Taking a look at the period from 10/11 to 10/15, Privateer tops the list with 748 calls logged. The top categories for that game are: IRQ conflicts (26%), hints (24%), boot disk creation (17%) and joystick problems (12%).

Serpent Isle checks in at #2 with 342 calls: hints (52%), boot disk creation (23%), IRQ conflicts (7%) and install problems (5%).

Strike pulled in a total of 313 calls (not including Speech Pack): boot disk creation (40%), install problems (16%), error messages (7%), bad disks (7%) and joystick problems (6%).

PS Reps handled an assortment

Continued on page 2

In This Point

Where do the parties end?
Costumes, Xmas Pg. 2

Nice Q2 for EA
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A peddler in Marketing
Off the Clock Pg. 3

Bodies wanted/will pay \$\$\$
Humans/Resources Pg. 3

Wing Academy blows CGW away
Press Roundup Pg. 4

Logging In

Dean McCall joins ORIGIN as an artist whose claim to fame "hasn't happened yet." Dean's also big into music and guitars, citing "Jimi and Stevie" as close to heroes.

Charles Nance Payne is in Product Support. He says his heroes are "all the witches killed under persecution by the Christian Church." Can you guess what game he's currently testing?

The new guy with the hammer and screwdriver is **Marvin Mohler**. He'll be trying to keep the building up and running from a maintenance aspect. If you'd like to meet Marvin in his professional capacity, send your maintenance requests through **Andrea Brannan**.

...Pulse

Continued from page 1

of other calls: U7 (126), Wing 2 (70), Underworld 2 (65), Wing 1 (60), Silver Seed (57), Underworld 1 (52) and Wing Academy (42). PS also took a total of 82 calls relating to our CD-ROM products.

There are some other big doings in the land of Product Support. First of all, there have been some title changes. **Perry Stokes** has been named Product Support Tech, handling all the hardware for the department. **Dan Orzulak** and **Brian Wachhaus** are now Senior Support Reps; they'll be training new reps. Team lead testers are: **Brian Wachhaus**/Super Wing 3DO, **Rik Packham**/Pacific Strike, **Don Derouen**/Ultima 8 and **Jerrold Harrington**/Strike CD. Moreover, **Jennifer Mason** is now our sole rep handling "cyber-support." She's taken over all of the online services including CompuServe, GENie, America Online and the ORIGIN BBS, handling about 3000 messages a week.

Keep an ear out for new accents in the department. Soon, two natives from Europe will be on loan here to help in testing U8 French and German. They'll be supervised by our own **Sean Mustakas**, who just happens to speak German, and **Starr Long**, who coincidentally speaks French.

Of Costumes, Cooking & Christmas

Party, party, party—is that all the EC ever does? It may seem that way over the next few weeks; the festivity file is full.

Next Friday (October 29), the EC will host its annual Halloween Costume Contest with unbelievable prizes awarded in the following categories: Scariest, Cheapest, Most Related to ORIGIN Product, and Best Overall. Judging will take place at the Halloween Happy Hour at 4:30 that afternoon.

On November 24, ham, turkey and all the trimmings will be the order of the day at the Thanksgiving Potluck Buffet. The EC will provide the main course and **Andrea Brannan** will have a side-order sign-up sheet.

In case we haven't beaten it into your head by now, the Company Christmas Party (pardon me...the ORIGIN Holiday Dinner) will be on December 11. The EC is sending out a call for crazy ORIGIN photos of employees and events for a special video presentation that night. The shots can be of anything: parties, candid—*even baby pics*. Please submit them to Andrea. All photos will be returned in original condition.



Got a photo?

The EC's looking for a few good shots for the Company Dinner.

Big Bump in Profits

SAN MATEO, Calif., Oct. 20
PRNewswire/ — Electronic Arts (NASDAQ:ERTS) today announced its second quarter, fiscal year 1994 operating results. Net income for the second quarter ended Sept. 30, 1993 was \$8,035,000, up over 53 percent from \$5,230,000 earned in the quarter ended Sept. 30, 1992. Net income for the six months ended Sept. 30, 1993 was \$15,353,000, up over 53 percent from the \$9,984,000 earned in the same period last year. Earnings per share for the second quarter of fiscal year 1994 were 16 cents compared to 11 cents earned in the second quarter of the last fiscal year, an increase of over 45 percent. Earnings per share for the six months ended Sept. 30, 1993 were 31 cents compared to 21 cents in the same period last year,

an increase of over 47 percent.

Revenues for the quarter ended Sept. 30, 1993 were \$82,090,000 compared to \$54,601,000 in the second quarter of the prior fiscal year, an increase of over 50 percent. Revenues for the six months ended Sept. 30, 1993 were \$161,590,000 compared to \$104,700,000 in the same period last year, an increase of more than 54 percent.

Revenue growth in the September quarter was achieved on all hardware formats including the Sega(TM) Genesis(TM) system, the Super Nintendo Entertainment System(R) (SNES), the IBM PC and compatibles, and CD-ROM formats. During the quarter the company released a total of 21 new products compared to 12 products released in the September



ELECTRONIC ARTS®

Continued on page 3



November 1993



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4  Soccer 8:00 pm/see David Ladyman	5	6
	Worldwide Graphics Conference/EA Canada/Art					
	3DO Symposium/San Francisco/Art,Programmers					
7  Volleyball/2:00 pm	8	9	10  EC meeting	11	12	13
14  Volleyball/3:00 pm	15	16	17	18	19	20
	Comdex/Las Vegas/Sales					
21	22	23	24  Pot Luck Thanksgiving...see Andrea for details	25	26	27
28	29	30				

October

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

December




S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

October						
S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



000ooo00000oooohhhoooohhh!
 October 24 - 30, 1993



Sunday 24	
Monday 25	<div>B</div> <div>  Da Behr's game/see David L. </div>
Tuesday 26	<div>O</div>
Wednesday 27	<div>O</div>
Thursday 28	<div>!</div>
Friday 29	<div>  <i>EC costume contest! Boo! Details coming.....Rattle, moan, shriek, etc...</i> </div>
Saturday 30	<div>  <i>Tomorrow is All Hallow's Eve... ooo000oooohhhh!!!</i> </div>

quarter last year. The new products shipped this quarter included eight for the Sega Genesis, the new 4 Way Play(TM) adapter, seven for the IBM PC, two for the IBM PC CD, one for the Macintosh and two for the Amiga. Top selling new releases during the quarter were "Jungle Strike(TM)," "NHL Hockey '94," and "Bill Walsh College Football(TM)" for the Genesis system, and "Privateer(R)" for the IBM PC. Other Electronic Arts products appearing on retailer Top 20 lists during the quarter included "General Chaos(TM)," "Mutant League(TM) Football," "Bulls vs Blazers and the NBA(R) Playoffs," "PGA TOUR(R) II," and bundles of "Bill Walsh College Football" and "General Chaos" with the 4 Way Play adapter for the Genesis system; "Syndicate," "Space Hulk(TM)," "Ultrabots(TM)," and "Wing Commander(R) Academy" for the IBM PC; and "Wing Commander Deluxe" for the IBM PC CD. The company also shipped its first edutainment title on a CD format — "Scooter's Magic Castle(TM)" on the IBM PC CD.

Revenues in the second quarter were up significantly in all geographic territories except Europe, where due to changes in the exchange rate from last year, revenues in dollars were down slightly compared to the same quarter last year. In local currencies, revenues in Europe were up 21 percent. Revenues in North America and Australia were up 74 percent and 35 percent, respectively, while EA Victor (the company's joint venture in Japan) contributed \$2.5 million in revenues compared to none last year.

Larry Probst, president and chief executive officer of Electronic Arts said, "We were very pleased with the strength of our products and the market on all platforms. With a 60-percent growth in our Sega revenues and a 75-percent growth in floppy revenues, it is clear that the typical summer slowdown has ended. Many of our new product releases and prior quarter releases on both the Genesis and IBM PC platforms have appeared on industry best sellers lists during the quarter. Even with Europe below expectations, once again, our strong overall results illustrate the advantages of a diversified business strategy."

Off the Clock

Trey Hermann Hell on Wheels

Trey Hermann, the new guy in Creative Services, likes to race bikes and cars. But when it comes to making a choice between the two, the decision is simple: "I prefer bikes because the parts are cheaper and I don't mind crashing into things as much."

In the office, Trey's game is graphic design. You could say his art career has come a long way from painting parking lot lines in Phoenix. He's now working on the Pacific Strike box with Danny Garrett and also designs many of our cluebooks and manuals. His serious bicycle riding began about 3 years ago when a girlfriend introduced him to the sport. He joined Veloclub, an Austin team which competes in the Texas Circuit, and raced in on- and off-road races. Last year, Trey competed in five road races and one mountain bike race. His best showing was ninth, but Trey says it was a learning year for him and he's picked up a lot of valuable tricks and skills.

At the peak of the season, Trey's workout was about 200 miles a week, but now that the season is basically over, he enjoys more casual mountain biking and some stunt riding. "Next season will be great," predicts Trey, who hopes to convince ORIGIN to sponsor a team. "After all," he says, "all it takes is the licensing fee and cost for jerseys." He's also on the lookout for other 2-wheeled afficianados as riding partners.



Jonesin'

Trey shows the best way to explore Barton Springs during a dry spell.

Humans & Resources

Karl Kabler will pocket a cool \$250 for helping to bring Francine Gertz into the ORIGIN fold as HR Manager. Karl's the first to cash in on the new Employee Referral Program, outlined in detail on the Company Policy Statements BBS. Karl and Francine: together again. They worked with each other before at Coca-Cola.

In an effort to ramp up our 3DO development even faster, Paul Isaac, Richard Johnson, Andy Hollis, Donovan Keithly, Brent Poer, Brent Thale, Joye McBurnett and Gary Scott Smith will be jetting to San Mateo for the 3DO Developers Symposium November 1-3. There, they'll pick up some tricks and techniques in hopes of shaving valuable time from the development cycle.

Some in-house training is taking place in ORIGIN's newfangled audio/video studio. Al Nelson is producing a video starring Paul "Sleeveless" Steed in a hands-on, step-by-step extravaganza explaining the best way to use EOR (pronounced "Eeyore"), our own real-time 3D modelling program.

What's in a title? Plenty, if your title's changing. By Friday, October 29th, your grade levels and titles with salary information will be distributed to your producers and managers. You should get with them if they don't set something up with you on an individual basis to discuss your position. Job descriptions are available for your review, in draft form, in Human Resources.

Press Roundup

From the "Better Late Than Never" Department: we were finally able to track down the Serpent Isle review in the October issue of Computer Shopper. Barry Brenesal seems to enjoy it, saying: "While it isn't a major technical revision, it does break new ground for the series." He notes the tighter plot line, improved character portraits and extended dialogue. His dislikes: lack of keyboard commands, hard drive space and memory management. "Nevertheless," he says, "the ambitious tale and imaginative scope of the game shine through."

The November Computer Gaming World is out and includes Strike strategy tips from Tom Basham. Later on, Paul Schuytema takes on Wing Academy. Let's put it this way, the review starts out with: "First, the bottom line on ORIGIN's Wing Commander Academy: if you enjoy space combat simulations, you must have this game. Period." It just gets better in the two-page spread peppered with screen shots. His "quibbles": no scoring for individual missions, no flight recorder and he wants more control in mission design.

The ever-evolving White Wolf magazine picks Strike as its Feature Review (not bad, considering WW is a major RPG mag and the other review candidates were Challenge of the Five Realms and Veil of Darkness). Jim Trunzo starts out with the perfunctory "Was it worth the wait?" question, then proceeds to answer it this way: "You'll experience the same depth of story you get from an adventure novel, the same visual thrills you enjoy at the movies and the same immersion you experience in a top flight simulator. Strike Commander succeeds on each of these levels." He goes on to gush that "short of digitized photos on CD-ROM, nothing else equals the graphics found in SC." Trunzo also gives proper credit to the top-notch music and sound effects. His only caveat is the hardware required to get full satisfaction from the game.

Hot off the presses, the November COMPUTE has a review of Wing Academy. Dave Gerding calls it a "great, all-action playground where you can keep you battle skills honed."

The November Computer Game Review has a "preview" of Shadowcaster (actually it's just a press release description of the game with a screen shot). More interesting is the banter in the Letters to the Editor section concerning a prior Strike review. Seems a lot of readers are coming to our defense about unrealistic expectations and media hype. In all, three letters are published critical of CGR's initial lukewarm review.

As mentioned in the last Point, Richard's profile in American Way, American Airlines' in-flight magazine, hit the air last Friday. It's a nice write-up about the Haunted House for Halloween (even though it's not taking place this year) and a little on the Ultima and Commander lines. Especially entertaining is the writer's description of Richard as "a wiry blond with an impish grin."

The photo shoot for Fortune magazine went off without a hitch. Keep an eye out for the issue with the "Ten Best Cities To Do Business in America" due to hit newsstands October 26 or 28.



Touch up...

Fortune magazine photographer Allen Levinson subdues Lord British's natural shine for a photo shoot.

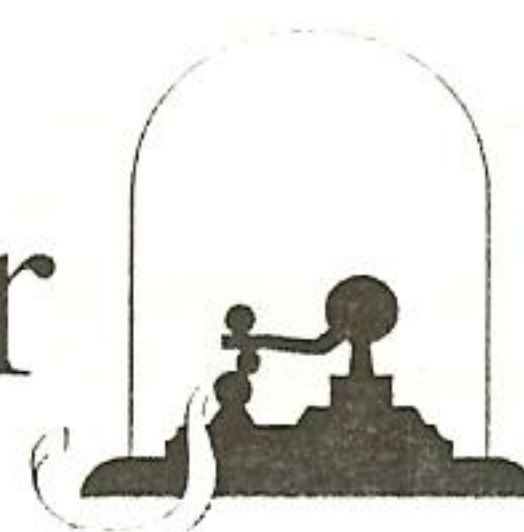
Misc.

NOW, WHERE ARE THOSE DELIVERY MENUS? Starting tomorrow, the Marketing Department will become the first non-PD group to go on mandatory overtime. The reason: additional packaging and documentation tasks that go along with Wing 2/Sega heaped on top of an already full plate.

AND IF WE DON'T GET POST-IT NOTES, WE MAY MISS FISCAL: Mark Chandler chose the requisition of the week. A product team put in an "emergency order" for 30 clipboards, citing them as crucial to getting their project done on time. The req was approved so the team could order the clipboards that afternoon.

REACH OUT AND FIRE SOMEONE: The too-cool, space-age, video tele-conferencing equipment is finally up and running. Connections have been made with San Mateo and Canada; the U.K. should be on-line next week, just in time for the first real-life teleconference next Tuesday morning.

Ticker



The latest from Wall Street at press time (noon).

ERTS	39.000	+1.500
THDO	42.250	unchanged
BROD	53.750	+0.750
MPRS	12.750	-0.250
MSFT	79.500	unchanged
SGI	44.875	+0.125
SIER	21.250	+1.250



Happy Halloween!