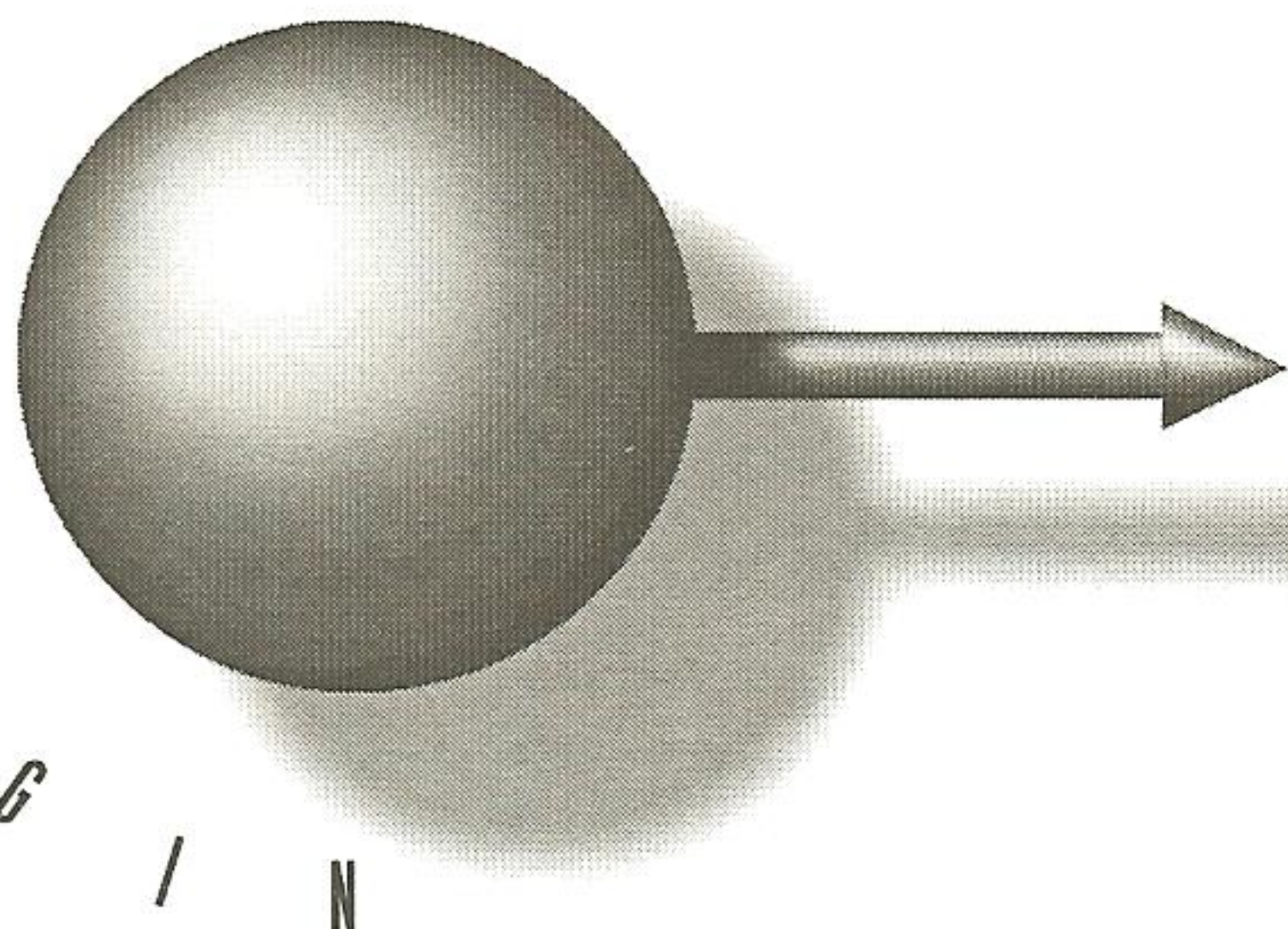


# P o i n t



## I n s i d e

IT'LL BLOW YOUR SOCKS OFF

Volume V, Number 6, June 9, 1995

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Do  
we  
know

these  
geeks?!



Well, yes, they're ours. But hey,  
they bought us a building.

## The Move



First it was, "Which building are we moving to?" Then it was, "Which floor are we going to lease?" Then it was, "Which group is going to the new office?" Well, there's no need to worry anymore about who's going and when they'll be moving because now we're all moving at the same time. And we're not just leasing, we're *buying*!

It all became official last Thursday when ORIGIN closed on the purchase of Bridgepoint Plaza. The new building is located on West Courtyard Drive between RR 2222 and the Loop 360 bridge. The plaza was previously owned by Novell, Inc. It consists of one 5-story building and one 4-story building, along with a 7-level parking garage. According to ORIGIN Operations Manager Jeff "I've Been Here Since the Beginning" Hillhouse, "ORIGIN's current plans are to occupy approximately 60,000 square feet of the 175,000 available square footage in the two buildings. The remainder will continue to be leased out to



## Point Man



Dear Point Man,

About the new ORIGIN logo: It sucks. Sorry, but the goofy star-wars sans serif font looks like it was designed by someone with the default font package of Windows. Don't we pay Marketing to come up with new, cool stuff for ORIGIN to represent itself with? We could at least contract out to a professional design firm.

We need to follow the Bullfrog example, the EA example, the LucasArts, Id, and Virgin examples and come up with an iconic symbol for ORIGIN. Anything less is more lame marketing.

We are a big company, with a good brand identity. The new ORIGIN logo makes us seem like a small, hick game company again.

Signed,  
No-Go Logo

Dear No-Go:

More "lame marketing?" Hmmm . . . I guess that's how we got that "good brand identity." In any case, Creative Services Manager **Craig Miller** has your answer:

First of all, let me state that the RED logo designed for OSI at E3 is not and has never been the NEW Origin logo. It was a one-time deal for TShirts and marketing materials at E3.

Currently, the in-house design staff of Creative Services is working on the new corporate identity for ORIGIN. The current ORIGIN logo (starburst/grid) was a good design for its time, but I believe that time has passed.

Creative Services will be designing with simplicity in mind; it will reflect ORIGIN as a high tech gaming company and using the latest in technology. The new design will also keep in mind a strong consistency of look and feel throughout all marketing materials and product development intro scenes.

Timelines for the new ORIGIN logo are as follows:

Conceptual designs: 6/7 - 6/19  
Sign-off Approval/Revisions: 6/20 - 6/30  
Letterhead/Bus.Cards/Env: 7/5 - 7/14  
Final est. printed materials: 7/25

All employees are welcome to e-mail Craig Miller (Creative Services Manager) their thoughts on describing ORIGIN as a company (to enhance the conceptual design stages).

Dear Pointman,

Please tell me how...

How, with a somewhat "bleak" forecast for this company over the next couple of quarters looming on the horizon, do we somehow manage to send between 150 and 200 people to E3? That's just the official count; it

doesn't take into account all the folks going up on their own, which I whole-heartedly support, BTW.

I'm in no way knocking the importance of the show or the importance of having a strong showing there. I believe EA and ORIGIN should blow everyone's socks off. But masses of bodies walking around sporting EA-designer shirts isn't the answer! Do we really need so many people to man a few stations for a 3-day show? Why do so many folks have single rooms? I do see, however, that Robert G. actually shared a room with Dallas Snell. I guess they're still fiscally minded!

Please enlighten me, oh, wise and pointed one!

Signed,  
Dazed and confused!

Dear Dazed,

Looks can be deceiving, according to Divisional Veep of Marketing, **Lesley Mansford**. Here's what she has to say:

We had 46 products just in our booth this year. We also had a presence that we had to support in the press room, 3DO's booth and Sony's booth. Every marketing person that went was demo'ing product at some point (including me).

For the first time I can remember, we had development people showing product. Almost all Assistant/Associate Level people demo'ed. Everyone sporting an EA-designer shirt was demo'ing—or they wouldn't have got one. Our Sales people conducted 60 appointments; our PR people had over 100 appointments. Our Product Development people prospected (right?!!!!).

Regarding rooms: everyone under VP Level was supposed to be sharing a room and I believe that was fairly vigorously enforced. FYI, I shared a room with Julia Mee.

Dear Point Man,

Had a look at the "Topline" advertisement we handed out at E3. This is supposed to be in support of Crusader, but (a) the name of the game isn't mentioned, and (b) there's a picture of a robot on the front cover.

Isn't Marketing worried that the casual reader will think we're making a robot game called Topline? Or is marketing up to something too subtle for my average mind?

Signed,  
Consumer

Dear Consumer:

Who better to answer than the Product Manager for Crusader, **Dana Kaplan**:

The intention of the handout was to make people believe they were receiving a newspaper of the future



# Off the Clock



## The Move



FROM 1

existing tenants." The building we're in now is approximately 53,000 square feet.

Now comes the tough part—moving. ORIGIN Chief Operating Officer Mike **"Big Kahuna" Grajeda** says the target date for moving into the new building is mid-July. "I think this is an opportunity, out of the blue, that enables us to fill our immediate needs." Grajeda says there were concerns that by leasing office space piecemeal, the company would be splitting itself apart. "This was a chance to keep everyone together," he says. Grajeda and crew already are entertaining offers for the building we've called home for the past 3 years.

According to Hillhouse, ORIGIN's Move-Team already has been assembled and is working to make the move smooth and as comfortable as possible for everyone. Within a few weeks, moving boxes will be delivered to our current building and the packing will commence. Grajeda says the actual move will take place over a single weekend. Currently new network and phone lines are being installed at Bridgepoint and the company is taking the opportunity to upgrade the network.

So what does this mean for our plans to construct a new campus facility at the RiverPlace property ORIGIN has been so doggedly pursuing over the last few months? Grajeda says that property is still in our long-term growth plans—"about 3 to 5 years down the road." By the way, ORIGIN should close on that property later this month.

In the meantime, get ready for Bridgepoint Plaza. The new building will not only have more space for us, there also will be a larger meeting room, a larger gym with more exercise equipment. an onsite deli and covered parking.

One final note, Hillhouse asks that everyone not run over to the new building to take their own guided tour. "Tours of the building are limited and available only at the producer/dept. head's discretion," says Hillhouse. "Please don't go to the building expecting to see it. The area is locked and the onsite management staff will turn you away."

Instead you might check ORIGIN's internal web site. Look at the "Facilities" section for photographs of the building. Floorplans will be available there soon.

## Now Hear This, Now Hear This

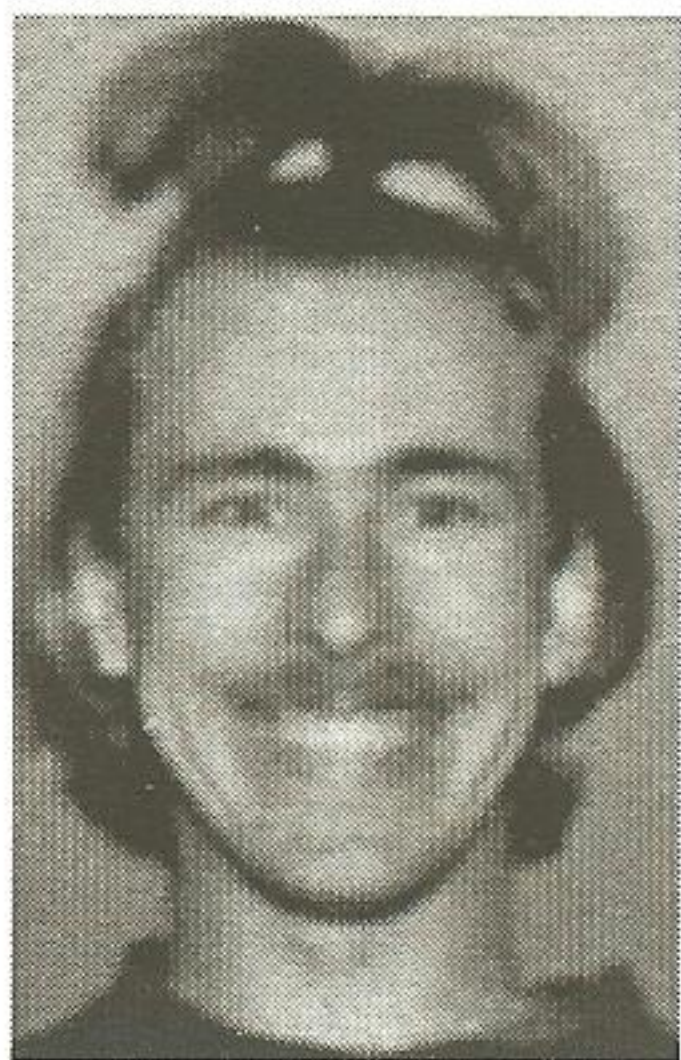
by Mr., uh, Cap'n Mike McShaffry

ORIGIN is teaming up with Greg Dykes and his Custom Creation crew to build yet another winning entry in the KHFI Raft Race on Town Lake. There are trophies and pictures of our "Best Of Show" rafts downstairs in the lobby. We need all kinds of qualified, nonqualified, smart, and just plain dumb labor to build our raft this year, and I

can tell you from experience that it's a lot of fun.

Here are some things you'll want to know about the event:

We'll be building it for 5-6 weeks on Sundays, Monday evenings, and Tuesday evenings (schedule subject to violent change). We encourage as much participation as your personal schedule allows.



### Your Captain

There is a finite number of people allowed to ride the raft on race

day, and these people will be selected by the Cap'n and the oreman. That's Mr.Mike and Greg Dykes. Selection criteria usually involve number of hours worked but are not limited to that.

The race will take place on Saturday, July 29th, so real building will start very soon. In fact, our first building meeting will be on Sunday, June 11 at noon at Custom Creations. Come on out and join us!

We are looking for some special talent to be on the crew....

- Sound effects and music engineer/composer
- Wardrobe/costume creation and procurement
- Artists of all kinds
- Any specialized construction skills: carpentry, metalwork, electrical engineering, etc.

Volunteers can include family members, friends, or complete strangers.

If you are interested, need directions, or want to know more, call the Cap'n! (no not Crunch! Call or E-Mail Mr.Mike.)

Home: 388-1902, Work: 606

E-Mail: mmcshaffry@origin.ea.com

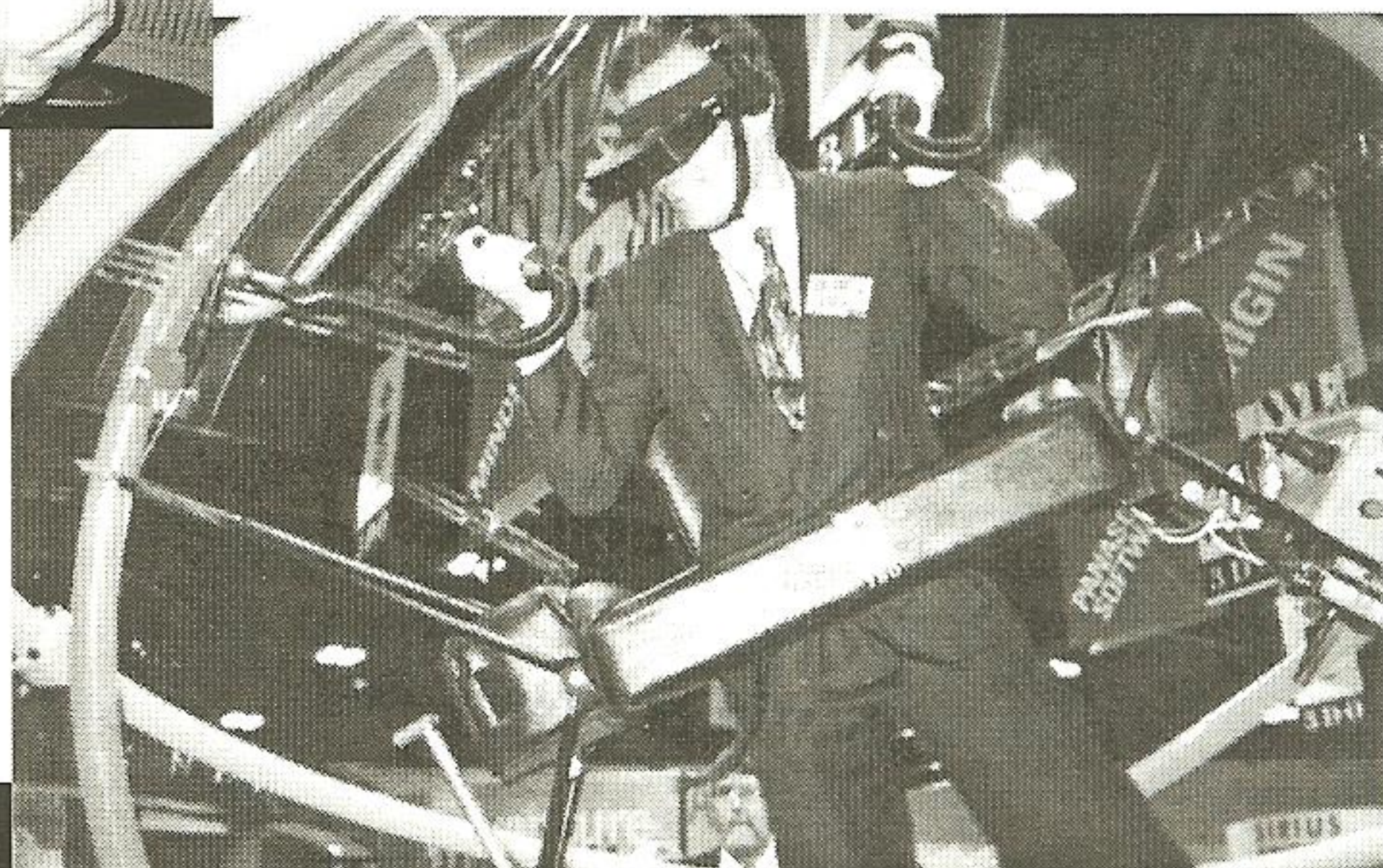


## E3 PICS

Tony Zurovec demo's Crusader. Note the deep concentration.



Have a nice trip, Trip. Pirt Snikwah tries not to throw up.



Billy Cain and Mike Grajeda demo Prowler on the E3 show floor.



What the hell is this? We don't know, either.

Crusader makes a big hit at E3.





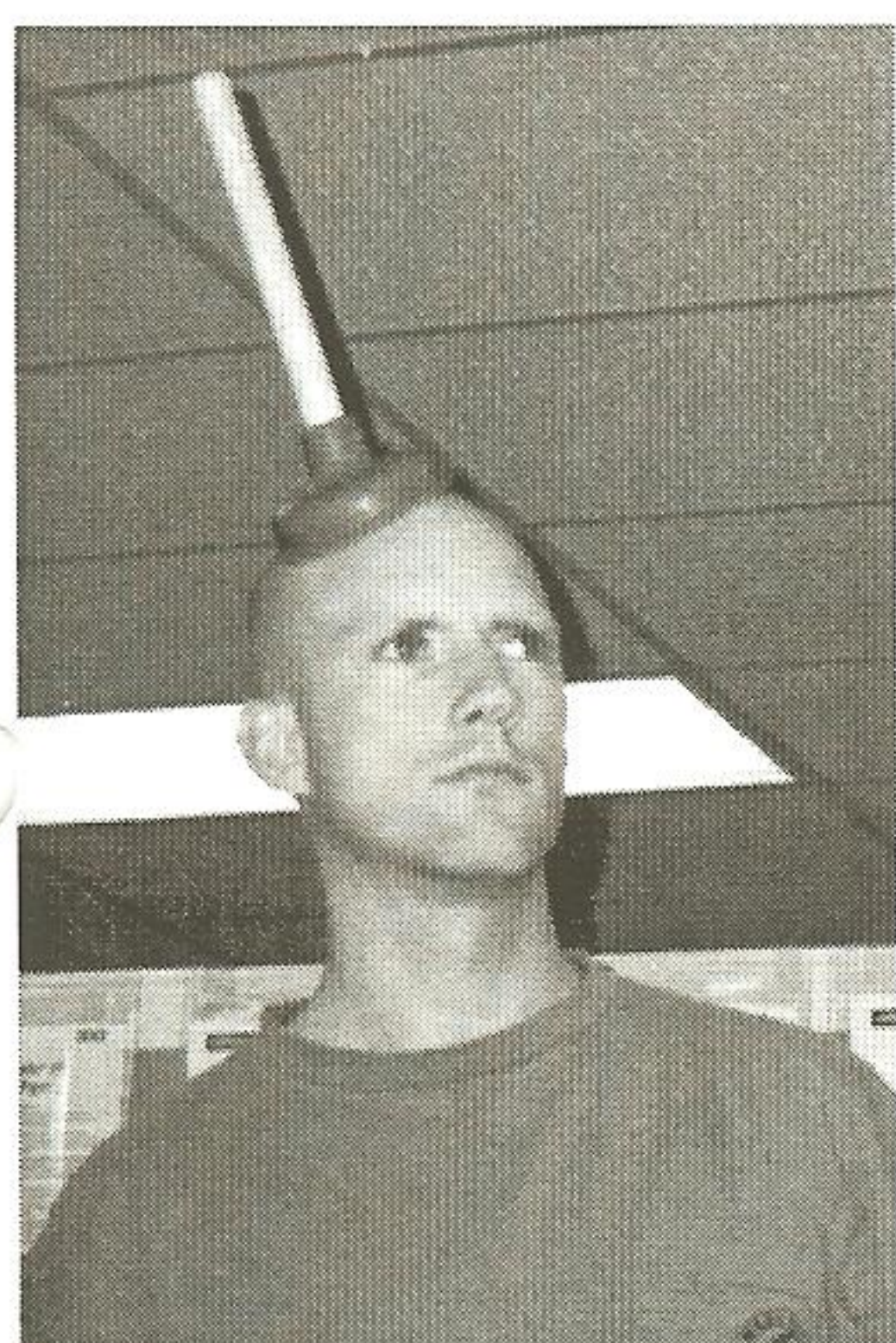
# Origin: The Good, The Bad, and the Twisted



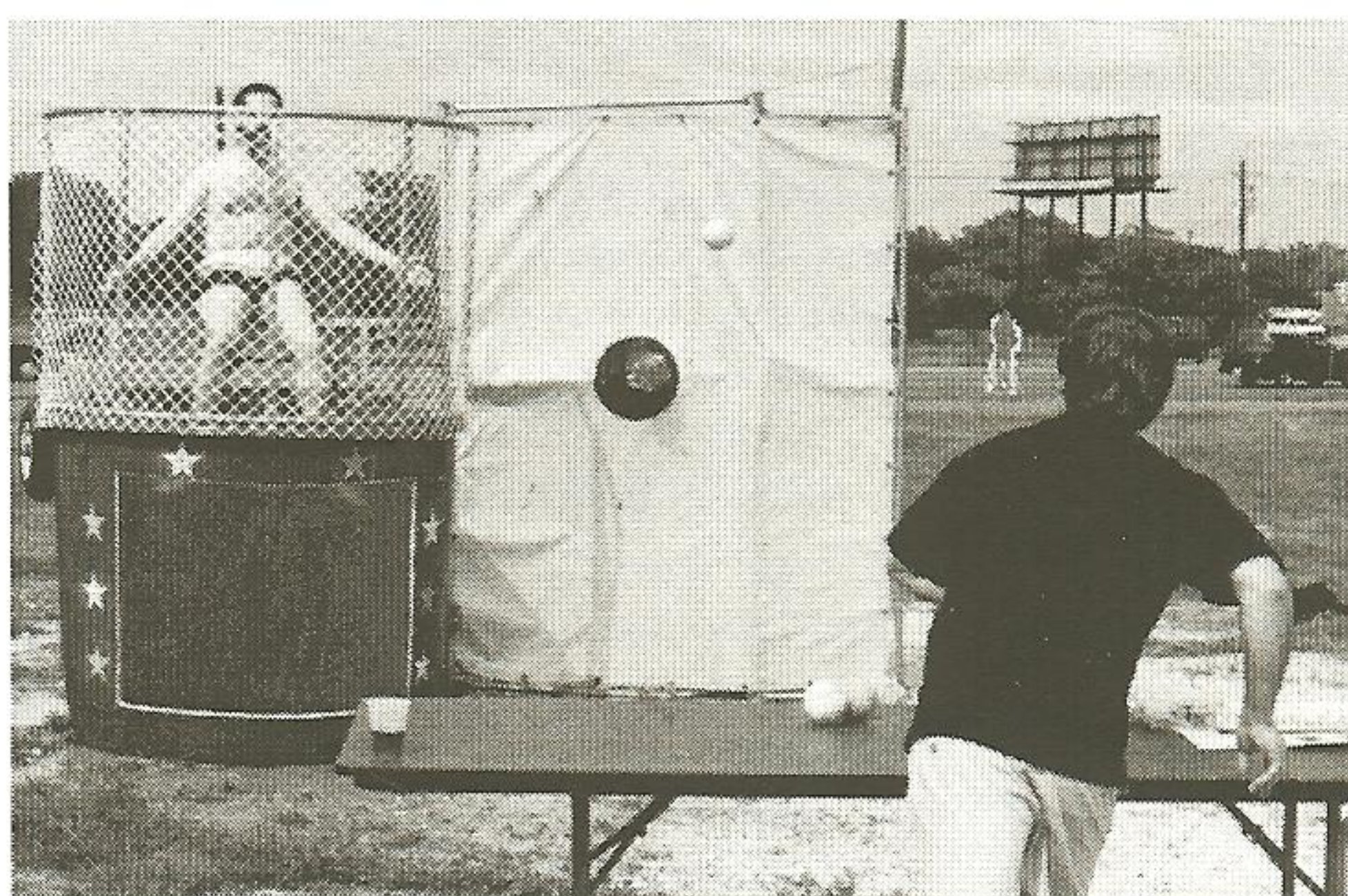
Billy's friends show him how much they care.



Billy shares his love with his friends.



Ladies and gentlemen, Patrick Bradshaw.



Would this be a Career Limiting Move? Brian Adams sinks Warren at Happy Hour.

Tuesday Frase and Frank Roan get stuck on each other and on the Velcro Wall



It's Hammer Time for Pauline Saab and onlookers at Happy Hour.





## (Special new building edition)

### The Quiz

1. **All the tenants of the new building are afraid of us.**
2. **The bathrooms at the new building are MUZAKked.**
3. **Cookouts at the new building will be on top of the parking garage.**
4. **There are very few restaurants near the new building.**
5. **Covered parking at the new building is only \$35.00 a month**
6. **Wing IV just cast Brad Pitt as Maniac's rival, Menace.**
7. **There will be a multi-thousand dollar "Sport Court" installed at the new building.**
8. **"Green Guns" will be outlawed in the new building.**
9. **There's a Deli in the new building.**
10. **There are no smoking balconies at the new building.**
11. **If you have any concerns about the new building, email ML MOVE TEAM.**
12. **There's a racquetball court at the new building.**
13. **Takeout at the new building will charge extra to receive.**

### The Answers

1. **Hmm...** They certainly LOOK afraid. And they haven't seen all of us yet.
2. **BS.** Unlike our old 360 building, there's no Muzak in the bathrooms.
3. **Hmm...** Right now they could be handled anywhere, although the view from the top of the garage is pretty awesome!
4. **Fact.** There are a few, but the variety hardly compares to our current digs.
5. **BS.** All parking at the new building is free. Including the covered garage.
6. **BS.** Just seeing if you were paying attention.
7. **BS.** Speculation as to the location of our new "hoop it up" area is rampant, but no one has signed up for one yet.
8. **BS.** No regulations as of yet, but it's a safe bet that it'll be frowned upon during 'normal' work hours.
9. **Fact AND BS.** There's actually a room that used to be a deli, but there's no one running it now. Who knows what'll happen.
10. **Fact.** Unfortunately for our smokers, that's going to make your habit a little less reachable.
11. **Fact.** They'll take your ideas into consideration to make your move to the new building as smooth as possible.
12. **BS.** No plans as of yet.
13. **Fact.** It did the last time we worked on 360.



Let's hear it for **BioForge**! The game is getting excellent reviews from the gaming magazines. In fact, the response is so good, there may be a sequel in the works real soon. Let's begin with Dimension3, a new gaming publication from the West Coast. Greg Off scored BioForge at 94%. "You've never interacted like this and, once you have, you'll never go back," exclaimed Off. "Now this is what I call interactive." Off went on, "ORIGIN continues to produce nothing but the highest quality software in the industry. BioForge is not only recommended playing, it's mandatory."

Meanwhile, Electronic Entertainment also gave BioForge high marks all the way around, including 5 stars for gameplay. Chris Lindquist wrote, "One of the best action/adventure games around. From the grisly opening sequence to the explosive conclusion, the game maintains the frenetic pace of a good action movie."

Interactive Entertainment had more good things to say about ORIGIN's latest interactive movie. "BioForge is extremely engaging," said the editors, "contains lots of very challenging puzzles, and adapts itself to numerous play strategies. ORIGIN has itself another winner."

PC Gamer gave BioForge a score of 88%, good enough an Editors' Choice Award.

Finally, Strategy Plus weighed in with its own thumbs up for BioForge, especially regarding the game's graphics. Steve Wartofsky wrote, "The 3D animation of your in-game character is stunning. The best realtime environment ever offered for an adventure game."

Reviews are still trickling in for **Wings of Glory**. In the June issue of Computer Shopper, Barry Brenesal couldn't say enough good things about the dogfighting found in the World War I flight sim. "For sheer enemy intelligence, Wings of Glory tears the medals from all the competition. Superb dogfighting, World War I style."

Speaking of superb, how about the review from Computer Player magazine. Bernard Dy gave WoG a final report card of 9 out of 10. "ORIGIN earns high marks for fine graphical work in the game," Dy said. "Makes you yearn for the old flying days."

Now turning to our games of the future. Check out the June issue of Electronic Entertainment. You may notice that **Wing Commander IV** already has garnered its first magazine cover and it's still some seven months from sh' Yes, that's some of the early art from the game. A pat on the back goes to **Chris Douglas** and **Jennifer Davis** for helping to put something together at such an early date.

GOTO 7



ad to intrigue them about life in the 22nd century. These were given to people who came to the booth to watch the game and to reinforce what they were watching. In trying to keep with the realism of a newspaper, rather than an advertisement, the title of the game was not used as a heading.

As you may have noticed, the Crusader cover art was in the newspaper in an entertainment article. This helped link the association with the game. We agree you're right: there may have been some ambiguity in having an article on a servomech in the newspaper, and this may not work well as a stand-alone piece. With this game, we just wanted to try and break out of our traditional trade-show mold of one-page sell sheets with the print ad on the back side that we've done for the past 5 years. In any case, Crusader was well-received at the show and it didn't seem to be an issue.

Got a gripe? A question? A good rumor? Send it along to the Point of ORIGIN mailbox on e-mail.

In the same issue you'll find a quick mention of the comic book you'll be seeing in **CyberMage**. Joel Enos wrote a feature on "Computer Comics" in which Adhesive Comics, the company we're working with on the CyberMage comic, got some copy, and the article contained a panel from the comic book.

And results from the E3 show are beginning to show up in the press. G+ Magazine is an E-mail publication that comes to us from the folks Down Under at PC Games Plus Magazine. Eric Chew was blown away by what he saw with **Crusader**. "Make no mistake," says Chew, "Crusader is firmly in the realm of Action (note the capital A), and it certainly looks as if it is going to deliver on that score. I can't wait."



Andy, Paul and Billy (well, not Andy) show off Prowler at E3.

## JUNE

June's Employee of the Month is none other than **Beverly Garland**, Art Director on the Crusader team, and one the biggest inspirational forces in the art community of ORIGIN. The glowing praise she's received from her colleagues includes comments like, "Her work and the work she inspires the Crusader team to do has created . . . the best looking ORIGIN game in our history," "... a top-notch artist, an inspiration to her peers, a leader by example," "dedicated and thorough," and "my respect knows no bounds," to list just a few.

ORIGIN's first female artist, Beverly joined the company back in 1990 as a volunteer intern, and began educating herself about the specialized software used in the art department while maintaining a full-time job outside the company. After



several months as an intern, Beverly came on board formally on a full-time basis, and has been contributing her impressive skills to a variety of projects ever since. Her credits to date include Privateer and Ultima VIII, as well as Crusader, and will most likely also include Ultima IX in the future. And in all her spare time, Beverly likes to design houses (**Zack Simpson's** is her current project), play various musical instruments (piano, guitar, viola), sing, ride horses, and also paint and draw. We are indeed very fortunate to have this amazing Renaissance woman here at ORIGIN. Congratulations Beverly!

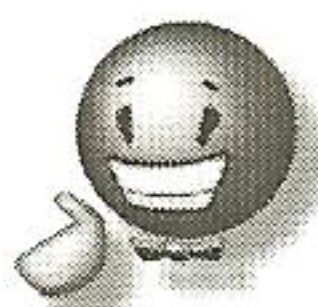
## Ticker

The latest from Wall Street at 9:50 am, 6.9.95.

	LAST	CHANGE
ERTS	25.562	-0.187
THDO	13.000	+0.062
SGI	37.625	-0.500
SIER	18.500	-0.250
BROD	50.250	-1.250
LOTS	63.625	+0.125



# New Hires



Since last month, 4 new employees have joined us as regular full-time hires. Our first new victim :) is **Leif Ashley**, who is working for **Dallas Snell** on the Wing IV team as a CGI Modeler/Animator. Leif comes to us from Lotus Development Corp. (good timing, Leif!), where he worked on Ami Pro for OS/2, Solaris, HP-UX and Windows. Leif is a big fan of the Wing Commander series, so Wing IV is his dream project. Aside from gaming, Leif is into motorcycle racing, radio control cars, planes and helicopters, and he also enjoys volleyball, rock climbing and swimming (no Twinkies here!). Welcome to ORIGIN, Leif!

**Jeff Wofford** has also recently signed on board, and is working as a Software Engineer in **Eric Hyman's** group on a new project under development. Prior to working at ORIGIN, Jeff studied Computer Science (and Philosophy) at the University of North Texas. Jeff is that rare combination of artist and geek :) — he's not only written and recorded around 70 songs, but he's also invented a super-efficient air conditioning system. In addition to composing and recording, Jeff also enjoys chess and soccer—welcome to the gang, Jeff!

Our next new hire is **Ragnar Scheuermann**, who is working as a Software Engineer for **Richard Garriott** on the U9 team. Ragnar has just moved out to Austin from California, where he studied at UCAL-Berkeley. Ragnar is another big fan of ORIGIN games, and he also enjoys outdoor sports like hiking, camping, and mountain biking. Glad to have you here in Austin, Ragnar!

And finally, we have a new runner on board with us, **Jayson Shaw**, reporting to **Jeff Hillhouse**. Jayson comes to us from UT, where he studied in the Business Administration program. Jayson, who was looking for a cool place to work, correctly chose ORIGIN, and is now part of our family of indispensable runners! In his free time, Jayson participates in sports such as basketball, water skiing and running. Welcome, Jayson!

This month's transfers to regular full-time status are both Graphic Specialists working on the Wing IV team, **Jennifer Ayers** and **Brennan Priest**. Congratulations to you both!

## Movin' on Up!

We also have 4 promotions to announce this month:

<b>Mike Chenault</b>	PC Tech II
<b>Sean Kelley</b>	Director of Development Services
<b>Chris Plummer</b>	Marketing Assistant
<b>Harvey Smith</b>	Associate Producer II

## Farewell

And finally, let's wish goodbye and best wishes to our friends who have recently left ORIGIN:

**Frank Savage, Dana Kaplan, Rob Corell, Ed Newsome** and **Phil Eberz**.

# The Future



## June

18 Father's Day  
20-22 PC Expo New York City  
28 Product Review  
Detention Hall

## July

4 Independence Day  
ORIGIN Employee Day Off  
11 Blood Drive  
12 Company Cookout  
Back Parking Lot  
14 Company Happy Hour  
TBA Andy Hollis' Group  
26 Product Review  
Detention Hall  
29 HHFI Raft Race  
Town Lake

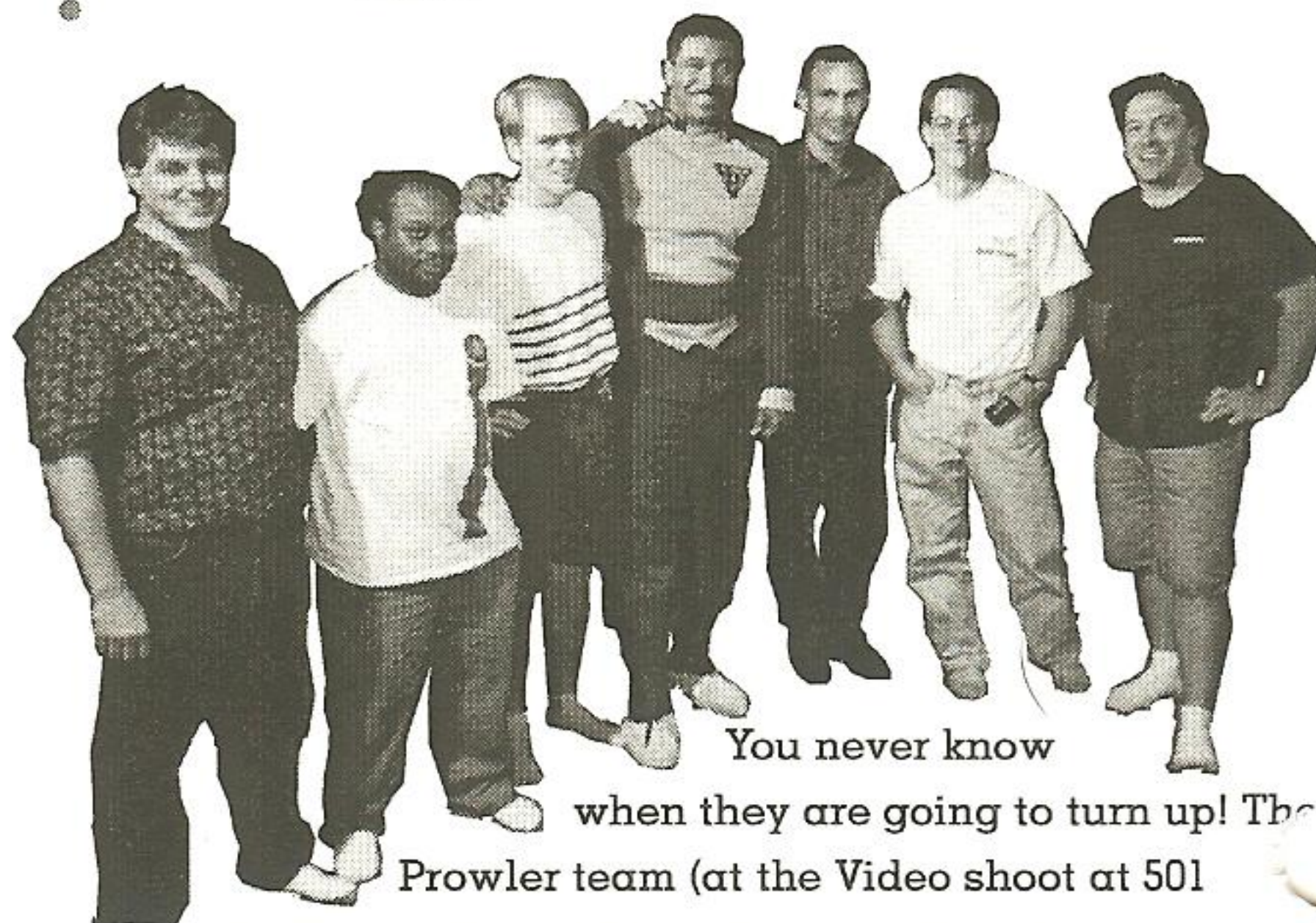
## August

2 Company Cookout  
Back Parking Lot  
5 Company Picnic  
Medway Ranch  
11 Company Happy Hour  
TBA Chris Roberts' Group  
23 Product Review  
Detention Hall  
24 Win 95 Launch Event  
Seattle

## SAVE A LIFE!

The ORIGIN blood drive is July 11, 1:00 - 6:00.

As of now, about 10% have signed up to donate. If you'd like to give it a go, drop Melissa Tyler a line at extension 687.



You never know when they are going to turn up! The Prowler team (at the Video shoot at 501 Studios) includes Allen Zelsman, Glen Johnson, Paul Isaac, actor Alex Morris, line producer David Knott, Darin Henley and Billy Cain. Give 'em a round of applause.