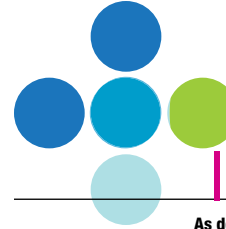


# PLAYSTATION STATE OF THE UNION THE DEVELOPERS (PART ONE)

Back in the April issue we plowed through the PlayStation 3 landscape to showcase the sheer volume of games heading to the system in the months ahead. Despite living, eating, breathing PlayStation gaming every day, it was still humbling to see the list swell to 150 games. Behind each entry was a dedicated team of coders, artists, sound engineers, designers, producers, testers, and tea ladies.

These development studios are the houses that will continue to build the PlayStation 3, but do you know what goes on behind the closed doors, among the lines of cubicles, across the open-plan desks of development studios around the country?

We quizzed principals at a large cross-section of studios, varying in size, experience, and attitude to outline the company culture that shapes the environment in which their games are made. Many were willing to divulge insight into the internal culture that sets them as a unique creative environment, so enjoy part one of a two-part peek behind the usually closed doors of the stars making the games you'll be playing in the months ahead.



## INSOMNIAC GAMES

As described by Ted Price (President) and Brian Allgeier (Creative Director for Ratchet & Clank: A Crack in Time)



Ted Price

### CULTURE

**Regular company events:** Happy Hours, Friday lunches, Insomniac show-and-tells, title wrap-parties, ice-cream/smoothie bars, in-studio Tue./Thurs. massage therapy, company softball/basketball teams, movie outings, guest speakers, spot awards and giveaways (like PS3s), awesome holiday parties, catered breakfasts, random contests, lunch for random groups of Insomniacs, post-cards event.

**In the fridge:** Cereals, breads, deli meat, yogurt, carrots, cheese, pudding, hot pockets, ice cream, fruit, chips, crackers, trail mix, soups, cookies, energy bars, beef jerky, etc. We have over 40 kinds of soda, juice, water (sparkling, still, flavored), tea and energy drinks, six types of coffee, milk (fat, non-fat, part fat, soy, chocolate), tea, juice, etc. Maybe a few left over science experiments of lunches gone bad. Last time we checked there was still a giant piece of salmon in the freezer too.

**Employee reward programs:** Peer recognition program where employees award an oversized metallic wrench to teammates who go "above and beyond" in their effort, attitude or performance. Spot awards: free lunches, car washes, concert tickets, sporting event tickets, gift cards, employee referral awards.

**Most played game in the office:** Always changes. Lately, *Street Fighter IV*, *Left 4 Dead*, and *Resident Evil 5*.

**Unique traditions:** Every five years we take a companywide trip to commemorate a studio anniversary milestone. To commemorate our 10-year anniversary we embarked on a cruise to Ensenada, Mexico, and this past March we enjoyed a weekend in the Bahamas for our 15-year anniversary! In addition, we recently started an annual putt-putt golf tournament using our on-campus, nine-hole putting course.

**Strangest/coolest item in the studio's office:** Besides the Inflato Ratchet tchotchkes from the *Ratchet & Clank: Going Commando* campaign, our coolest memento would have to be the life-sized Bullseye Mark II weapon replica from *Resistance 2*. When you turn a switch near its trigger, the weapon snaps to life with realistic LED lights and an energy-charging sound.



Brian Allgeier

### THE PS3 EXPERIENCE:

We've certainly learned a lot about taking better advantage of the SPUs, and redesigning our systems and gameplay to be more asynchronous. The PlayStation 3 is a computational powerhouse; if you want to build something that is based on calculating a lot of physics, objects, and collision detection, you can't do better. The water physics and simulation that we run in *Resistance 2* is a really clear example of something that is made possible by the CELL and its SPUs. Going forward, there is a lot of room to use the SPUs, and we'll see a lot of people find ways to use the SPUs that aren't directly related to graphics.

### CURRENT PROJECTS:

*Ratchet & Clank Future: A Crack in Time* is due this fall. And with a second studio in North Carolina now set up, there's little doubt that the team is already working on *Resistance 3* for 2010.

**Best way to get a job at your studio:** The devil is in the details as they say. Make sure to proof your resume, give us an accurate and complete online application, and be sure to attach a reel or other relevant work. This isn't about quantity, it's about quality. Show us the stuff that represents your BEST work, your ability, and style. Also, give credit to others when showing

work that you did collaboratively so we know what's yours. Last, KNOW the studio you're applying to and the type of games they make. If you've been making sports games for 10 years, why do you want to work at Insomniac and how does your work translate to our games? Tell us or show us, but remember you've got less than one minute to make an impression.

