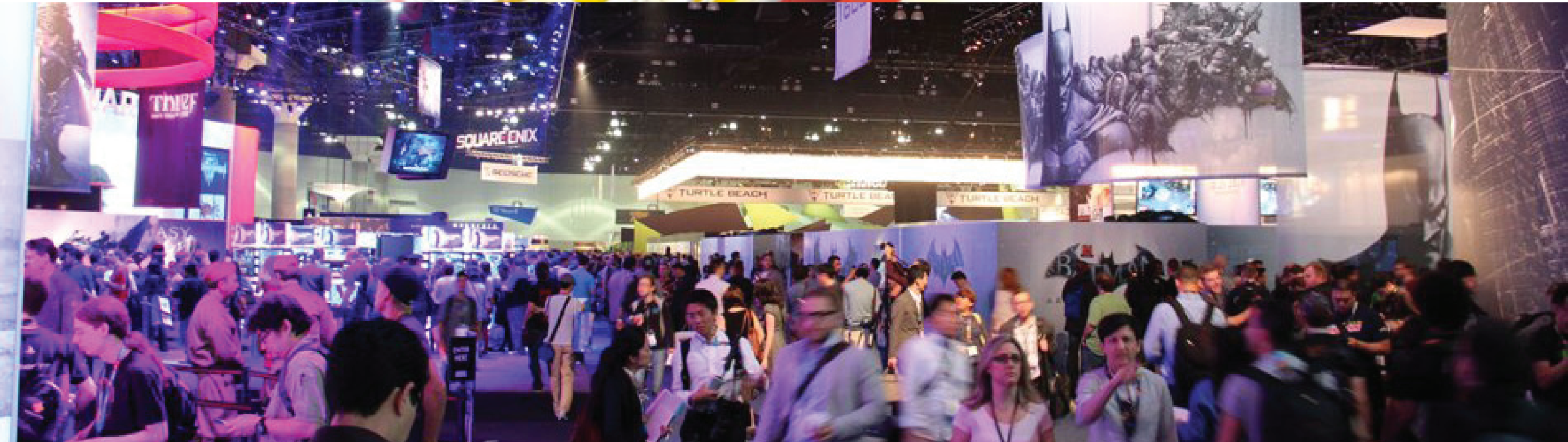


E3 2013

ANNUAL ELECTRONICS ENTERTAINMENT EXPO

The world's premier trade show for video games and related products.

We attended E3 knowing that the innovations on display would in some form find their way into next-generation products across various markets and industries, enhancing usability and opening up possibilities yet unknown.





Sound is the new thing as video nearly good as can imagine @turtlebeach makes killer gaming cans



Turtle Beach

Gaming is, at its heart, about escapism... any technology that makes the experience more immersive is going to sell. The same can be true of most customer experiences - maximize the immersion factor, and you're going to increase customer loyalty and affinity to your product and brand.



Wii U

Nintendo's second screen has upped the complexity of their user interface a bit, but it's also opened up a whole new world of functionality that developers can incorporate into gameplay. A worthwhile trade-off in our opinion.



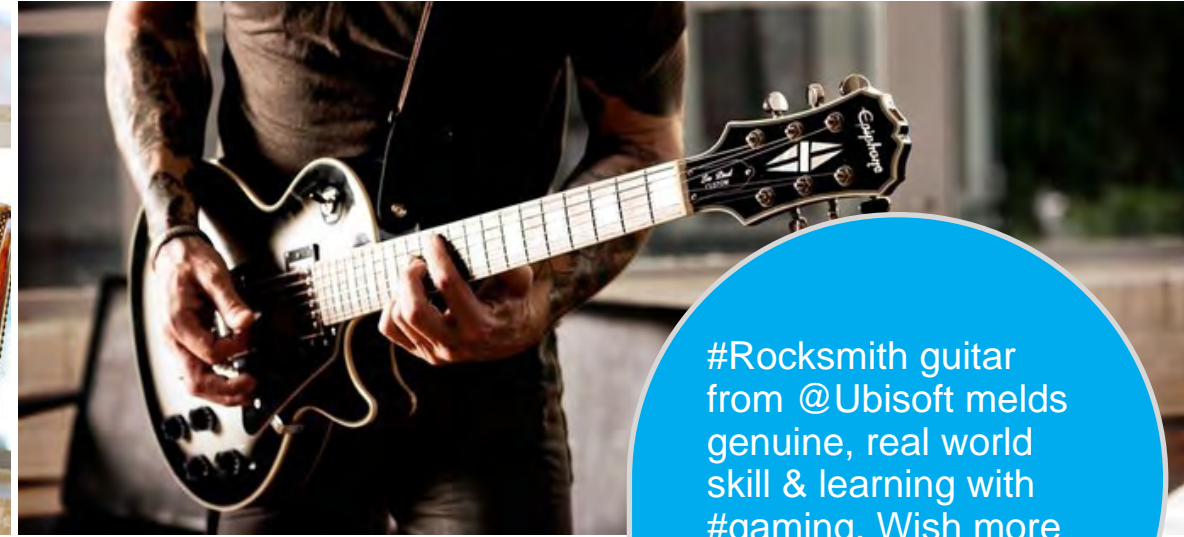
Not sure why #Wiiu doesn't get more love. Great games, great interface.



TYING PHYSICAL TO DIGITAL

Rocksmith 2014

Learning + gaming is the future for so many skills to be taught... from language to driving, the line between having fun and building a new talent is becoming increasingly fuzzy.



smartROLL

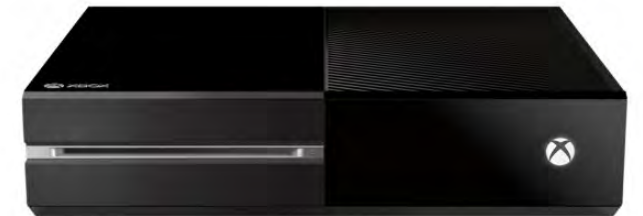
We're going to see many more crossovers between the physical and virtual worlds - as much as people like to interact on screen, there's a satisfaction to holding something that may never be replaced by digital experiences.

Bluetooth #smartroll gaming dice by @Scosche are very cool, tie physical to digital in innovative way



#Rocksmith guitar from @Ubisoft melds genuine, real world skill & learning with #gaming. Wish more was like that at #e32013





Xbox One

The jury is still out on the Xbox One... Microsoft and the other console makers face an incredible challenge every 4-5 years. How do they get customers to start all over with a new gaming system, having invested in many hundreds (often thousands) in their last box? Lessons to be learned here for anyone in product development.

#xboxone \$499,
restricted used sales,
mandatory Internet.
Did Microsoft do any
#userresearch?



#Xboxone hardware
looks every bit the part
of \$499 though, really
stunning in person





FITNESS & ACTIVITY Just Dance 2014

The urge for many to get up and dance as part of a game remains strong, and today's technology allows for incredibly accurate motion capture - something we'll be seeing much more in user interfaces for more serious tasks. From changing channels on your car's radio to controlling unmanned aerial vehicles, the ability to sense body motion with increased sensitivity is opening up new possibilities we're just beginning to discover.

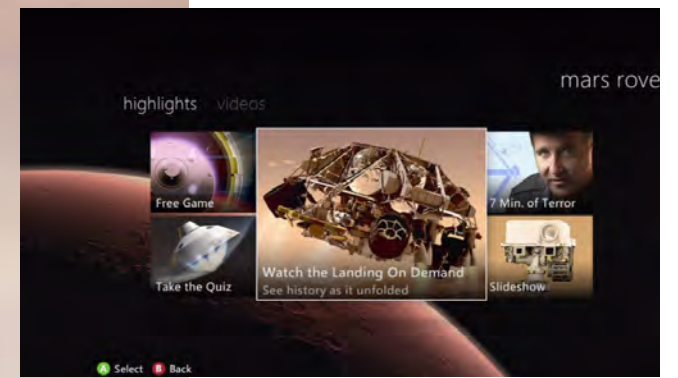
Fitness and activity games in short supply at #e32013. Now all on iPhone as #Quantified apps and #appcessories #eHealth



#justdance2014 whole new way to marry movement, music & gaming. Almost got me out on the floor.



Science gaming at #e32013... #NASA's mars rover game for Xbox. Awesome idea.



NASA Mars Rover Landing

Another great example of gaming as education. Perhaps not competitive or addictive in the way of traditional games, NASA's goal here is likely brand perception as much as teaching. Many consumer brands, from Huggies Diapers to Coke, have discovered games and apps as a fresh way to build relationships with customers.

All games on #ps4 will be region free and can be shared with anyone... @SonyElectronics did their homework



Performance, price, connectivity... Sony #ps4 my have nailed it for next gen #gaming console



PS4

Sony's approach to a new console is seen as the most customer-focused of the big three, clearly the result of much insightful user research. From social interaction to price, most attendees agree that the PS4 nailed it.





#Branding and #design which owns the gaming PC category.. @ Alienware continues to wow at #e32013



Alienware

There are a surprising number of high-powered gaming PCs out there, and many are regarded as better performers than Alienware... but nobody has so perfectly aligned its brand, product design, and experience. The glowing details on their new laptops, for example (user configurable colors, of course), communicate the “power within” in a truly eye-catching way.

Retron 5

With all the incredibly high-tech games available on the latest consoles, it says something that there's still such a market for old school titles. Nostalgia? Better game play despite the pixels?



Impressive #retron5 by @Hyperkin takes #retro #gaming very seriously





Original Asteroids has more soul than 90% of 1st person shooters. Simple, elegant & fun



Asteroids

A whole section at E3 was devoted to antique (i.e. early 80's) gaming consoles, and it was probably the most fun to be had at the show. It speaks to the fact that great user experience isn't made via polished graphics and speed-of-light action, but is built on fundamental qualities like engagement, reward, and positive feedback.

#Batman #arkhamorigins
yet another fresh take
on perennial franchise.
Graphics beyond belief.



BATMAN

ARKHAM

Batman

Batman remains an ever present cultural touchstone for generations of kids and adults, and his latest incarnation as a game absolutely blew the attendees away... it was literally like watching a movie to see the fluid graphics on screen. The convergence of gaming and film is a trend that's here to stay.



Disney Infinity

When a company is literally built on character licenses, there's nothing more brilliant - and difficult to achieve - than a product which successfully brings all of those properties together under one roof. Disney Infinity is a whole new way to have fun in a game, and will make Disney truckloads of money in the process.

#Disneyinfinity huge at #e32013, combines open world play with character collectibles in powerful way



Melding worlds in incredibly imaginative ways.. #disneyinfinity will be knockout hit





#Lego's games at #e32013 always charming, violence kids and parents can agree on. Over 100 characters have special abilities to help you solve problems.



Lego

With so many games now crossing into levels of violence and maturity inappropriate for kids, it's wonderful to see how the Lego brand manages to walk a line that even the most game-jaded adults find charming.



INDIE CADE

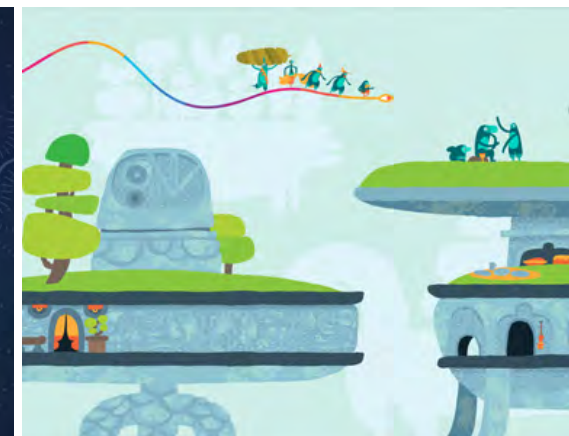
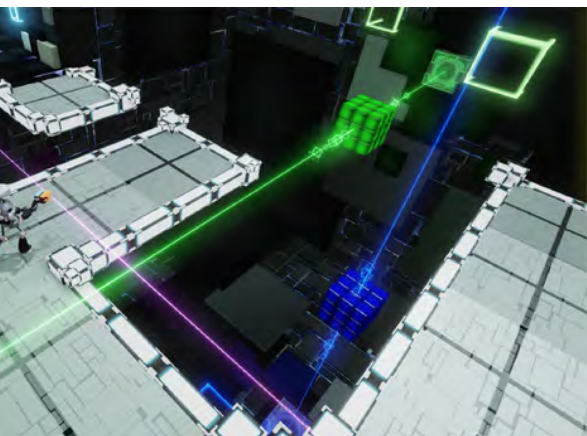
Crowds at #indiecade independent game showcase portend good things for the industry at #e32013



IndieCade

As with most industries, the big guys tend to dominate the gaming business. But real innovation is often driven by those without the constraints of a large corporate structure or shareholder expectations, and many promising ideas were exhibited at the independent developer's section.

International Festival of Independent Games



First in person look at new #Stingray... Derivative styling for sure, but makes own statement



Stingray

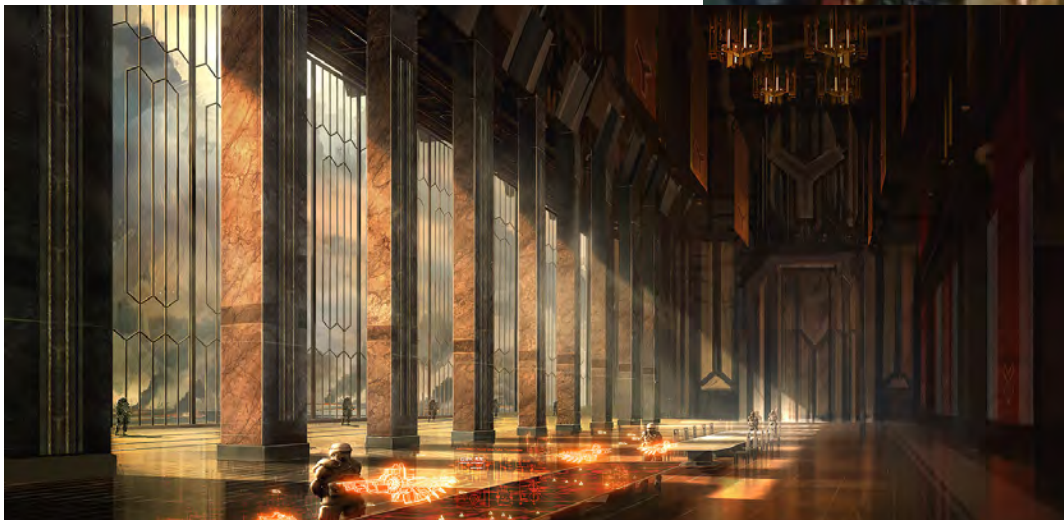
The importance of product placements within games continues to grow... brands like Chevrolet are dying to reach the core gamer demographic, and it was thus no surprise to see a new Stingray on display at the Gran Turismo 6 stand (a game in which an incredibly accurate digital representation of the car is featured front and center).



Concept Art

Before a game becomes reality, someone has to turn that vision into something that can be programmed... artists and designers who can communicate that vision are becoming hot commodities, and will likely see ever more appreciation for their talents as consumer demand for everything digital grows.

Concept #art gets respect at #e32013. These artists increasingly reflect & drive cultural trends





Incredible #brand & business built around gaming culture, @Machinima_com at #e32013



Machinima.com

If you asked somebody in 2000 to rate the chances of an upstart, online video channel featuring clips of people playing games, they would have looked at you like you were crazy... There are all kinds of latent needs and desires out there, just waiting to be tapped.



Social Responsibility

It was kind of sad to see so much talent, so many resources devoted to onscreen blood baths. Sure there's a place for mature content in gaming, but the predominance of these experiences has to have an impact on the kids who play and the society they live in. Even if it doesn't encourage actual violence, it must make people less attuned to the suffering of others on a day-to-day basis. The gaming industry needs to face this in a responsible way, but as long as people line up at midnight for the latest "Modern Warfare" title, we're not sure where the incentive will come from.

When and why did it become socially acceptable to make police the enemy as a game?



Maybe just me, but can hardly tell one first person shooter from another at #e32013 .., enough killing already



At PDT we believe the success of a project relies on our teams' insight into today's product development issues, advances, technologies and trends. We stay savvy to the issues and opportunities facing our clients, continually building a breadth of knowledge and inspiration that helps our team spark desire, devotion and success in the global marketplace.

The gaming industry taps into the cultural pulse of key demographics, leading the charge in creating groundbreaking experiences that influence product development far beyond the console. Ultimately it is these experiences which define a customer's interaction with your product, and which builds their relationship with your brand.

Would you like to know more? We would be happy to discuss how our insight can form the foundation for compelling design and engineering solutions. Just email askpdt@pdt.com and we'll put you in touch with the right PDT team member.

THIS ISSUE'S CONTRIBUTOR



With a background in corporate law, business and industrial design, and nearly twenty years experience executing the complete product development cycle, Joel understands the business side of creativity and how to strategically guide innovation and design. "I'm passionate about helping clients bridge the gap between creative insight and commercial success." He's spent almost 15 years with PDT, having helped to build our industrial design and research departments. Follow Joel on twitter at [@askpdt](https://twitter.com/askpdt) and [@Joel_Delman](https://twitter.com/Joel_Delman)

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