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## Tapescript – Gérard

This book speaks about an entrepreneur who wants to sell out in the market some pinballs and he explains all the difficulties he came along while trying to set up his company and to make some sales. I think they were looking at Middle East market at the beginning and after, trying to expand to South East Asia. Well, it doesn't seem to be the same as in our culture maybe, like, it's not all about price. You have to be, you have to sell the image, the quality and the services which is always important as well as the price, I mean, at least there.

I'm from France. If you're going to some bars there's still the, like the old one on the side and you still want to go and play sometimes just to remind you how young, how old, you are now compared to your teenage years and you wanted to play, like, every Wednesdays. It's quite old-fashioned. I don't think it will be important now, like, as a big selling market but we can still sell a few maybe.

Yeah, I've got a, yeah, I've got a computer, well, I've got games and then after I've got a Wii on the side to just play on a different game, a different style. So, yeah, quite a lot of games and video(s). It's important, isn't it. Yeah, but, no because you're going through story and you can, you see, you see the story evolving or your character changing throughout the story and improving and getting new skills. Um, yeah, I guess the pinball is good because you always want to get better and get a better score and trying to fight that score. Sometimes you will get the same kind of game. If you get a football game on the Wii, for example, or whatever, the PlayStation, you always want to beat the team with more goals and it's always the same kind of, going out and get the most of it.

It's a new technology that, it hasn't been shown before and working everything wirelessly and you just don't play with the remote, you just have to do the move and all these moves are like literal transcription of the movement you're doing so, it's just, yeah, relatively good and fun in this way. When you're playing the bowling, if you're making a little effect on the side it will give a different effect on the screen.



Ah, yeah, I think they were targeting not really the teenager more like a wider, they really wanted to get a wider audience so obviously try to get as many person as possible, but not obviously the teenager first, maybe the parents as well as the teenagers – more like a family entertainment game rather than just for teenager focussed.

Microsoft just developed the new project which is called Project Natal where you don't have anything. You're just sat on your sofa and you recognise every movement you're doing. So, like, a racing game, you're just fake the wheel, steering wheel and if you're turning right it will mean to turn right. If you go left it will go left. The same for football, if you kick in the air nothing it will be a real kick on the game on the TV. So that's probably the next one. Yeah, I don't know how it will work because even on the ad there are like four sitting on the sofa: one's like that with the steering wheel and the other one – because it's a Formula 1 game – after, the other one at the pit stop. They just want to change a wheel and they do a movement and to change a wheel and...