

Inside the Industry

Activision Establishes "BattleTech" Beachhead!

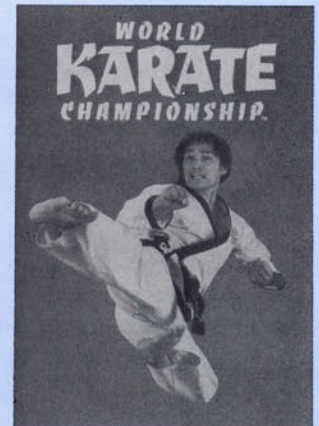
On July 6, 1987, Activision announced an agreement with FASA Corporation (designers of the *Star Trek*, *Dr. Who*, and *BattleTech* role-playing systems) to enter a joint venture in creating adventure software based on the FASA line. The *BattleTech* series (including the title game plus the *CityTech*, *AeroTech*, *MechWarrior*, and *BattleForce* add-ons) is slated for the initial attempt to, according to Activision president Bruce L. Davis, create a game system that will "...constitute a new genre of entertainment software created by the natural synthesis of two currently distinct entertainment categories, fantasy role playing and military strategy." No details have as yet been released concerning how the new products will be distinctive from current CRPGs.

BRODERBUND DRAWS VEIL ON PUBLIC OFFERING!

Although *Info World* has cited disappointing third fiscal quarter sales as the reason for Broderbund's withdrawal of its initial stock offering, co-founder Gary Carlston informed CGF that the withdrawal of the offering was due to "...events unrelated to our own performance." In preparing for the public offering, the company's financial experts decided that the company was still relatively "cash rich" and did not need to "go public" in order to finance the redevelopment which the stock offering was supposed to underwrite. Further, Carlston suggested that the securities market was too soft for such a venture to be successful at the moment and that the company may go public at a later time, when conditions were right. Since other computer entertainment software companies cur-

Data East Sweeps Legs From Under Epyx in Karate Court Battle!

On June 10, 1987, U.S. District Court Judge William Ingram ruled that Epyx, Inc. must stop reproducing their *World Karate Championship*, refrain from preparing derivative works based on the game, immediately desist from marketing *World Karate Championship* in all formats, refrain from production and distribution of the *International Karate* video game, and recall all copies of both *World Karate Championship* and *International Karate* from all distributors, jobbers, representatives, and retailers. Ingram had already judged Epyx as being in violation of federal



copyright laws on January 30. The judge ruled that "The total concept and feel for the plaintiff's [Ed. Data East's] game *Karate Champ* and the defendant's [Ed. Epyx'] game *World Karate Championship* are substantially similar." The jurist went on to say that the games are "Qualitatively identical in every respect."

rently have their public offerings on hold, there may yet be a flurry of entertainment software oriented stock offerings in the latter portion of 1987 or early part of 1988.

MINDSCAPE RUNS GAUNTLET FOR ATARI LICENSE!

On May 29, 1987, Mindscape, Inc. signed an exclusive agreement with Atari Games Corporation to publish home computer versions of their stand-alone video arcade games. Mindscape will publish *Paperboy* and *Gauntlet* as the first releases under this agreement and these will be followed by *Road Runner*, *Road Blasters*, *Gauntlet II*, and *720*. In keeping with Mindscape's current marketing practices, these games will be developed for most home computer formats.



LORD BRITISH ATTEMPTS SOVEREIGNTY OVER PEN AND PAPER REALM!

Fans of the *Ultima* series will be delighted that the September release of *Ultima V* will be followed by a release of a pen and paper role playing system based

on the combat and character development systems used in *Ultima V*. According to Lord British, computer users who want to know why some combat situations are resolved as they are will be able to see how the computer calculated the result from looking at the pen and paper rules.