

## **3dfx Interactive Software Developer Overview 11/99**

### **Mission:**

To ensure the Voodoo architecture supports the features and level of performance, visual quality and interactivity that leading-edge games and applications require. 3dfx supports all industry-standard application programming interfaces including Direct3D™, OpenGL®, and Glide®, the native 3dfx hardware interface.

The acclaimed Total Immersion developer program has helped hundreds of software developers create an entirely new generation of 3D-enabled games and interactive titles. In addition to the most demanding games, 3dfx is also working to bring interactive 3D to business, professional tools, education and Internet 3D applications.

### **Total Immersion Fast Facts:**

- Founded in 1996
- More than 1,200 developers enrolled in over 30 countries
- Over 700 released games that support 3dfx, with another 500 in development

### **Total Immersion Developer Benefits:**

- Early access to 3dfx technology to maximize the design cycle
- Tools and engineering support to fully optimize software for 3dfx technology
- Access to 3dfx boards for development purposes and compatibility checks
- Technical support
- Q/A beta testing support
- Interactive communication channel with 3dfx partners
- Participation in 3dfx marketing, bundle, tradeshow and PR programs
- Input and influence on next-generation feature sets
- Participation on 3dfxgamers.com, a new Web site providing 3dfx consumers with news about everything relating to gaming.

### **Development Tools:**

- Glide: 3dfx's native application programming interface
- Microsoft DirectX
- Silicon Graphics OpenGL
- Public Software Developer Kits and other third-party tools
- Custom tools for creating, exporting, and viewing 3D model and texture data

### **Education and Outreach:**

- Immersion, 3dfx's annual technical developer conference
- Regional road shows and technical seminars
- Online documentation, FAQs and product information

### **Technical Support:**

- Phone tech support and complete documentation
- Private access Web site
- Email response team
- Dedicated on-site engineering team providing real-time tech support and tools

**Marketing Support:**

- Interactive demos at leading trade shows
- Product launch events, contests, and co-hosted game tournaments
- Channel marketing and retail promotions (preorder giveaways, cross coupon, shared endcaps)
- Logo program
- Web programs
- PR programs and reviews
- In box promotions and bundling

## Developer Viewpoints on 3dfx and Total Immersion

“3dfx's developer relations is tops in the industry, with both a strong marketing presence and a top notch engineering support group. Along with their efforts to build branding and developer loyalty, 3dfx has also significantly improved the image quality and performance of their flagship product by introducing the Voodoo3.”

Brian Hook  
Verant Interactive  
*EverQuest*

“Their strategy is one that's a real win-win for developers and 3dfx. (In fact, Shiny develops its games in Glide and then optimizes for Direct3D and OpenGL later in the process.) This allows us to really take advantage of 3dfx's technology and agility in the marketplace, while still fully supporting standard APIs.”

Dave Perry, President  
Shiny Entertainment  
*Messiah*

“3dfx has become the defacto standard of quality for gamers worldwide. Marketing recognition from 3dfx is some of the most effective coverage we have. They have the most effective developer relations department in the industry. Their commitment to our company has made a notable impact on the quality of our products.”

Alexander Garden, CEO  
Relic Entertainment  
*Homeworld*

“They clearly have great vision and are always designing technology to stay ahead of the competitor's chips 3dfx's developer relations is the best. (It rivals Apple's developer support team when the Mac was just coming out.”

Alan Pavlish, Executive Producer  
Origin Systems  
*Ultima Ascension*

“When selecting a hardware partner for our action/adventure Redguard, Bethesda Softworks viewed the field with one goal in mind – uncompromising performance and the highest possible graphics quality. In our opinion 3dfx has met the challenge on all fronts with its easy-to-use Glide API and its family of graphic chips that have become synonymous with cutting edge technology.”

Vlatko Andonov, Vice President  
Bethesda Softworks  
*10th Planet*

“3dfx will remain the key player with the leaps and bounds their technology is set to take. They have always provided superior support and an outstanding commitment to quality products.”

Dave Stalker, Producer  
Fox Interactive  
*Alien vs. Predator*

“3dfx helped us tremendously in our efforts to develop an independent game. Even us small developers are cared for. Voodoo3 looks incredible and we'll support it because it's the best – and the new commercials kick some serious ass!”

David Rosenthal, Developer  
Singularity Software  
*Fire and Ice* [winner of the Grand Prize at the Independent Games Festival '99]

“The new Voodoo3 generation is a fantastic foundation for our brand new generic krass™ Engine and Aqua. The 3dfx hardware is the top choice for superb framerates at high resolutions.”

Ingo Frick, Technical Director  
Massive Development  
*Aqua*