

FIFA INTERACTIVE WORLD CUP 2008

THE ULTIMATE FOOTBALL GAMING EXPERIENCE



GLOBAL GAMING TOURNAMENT

LATEST GAME TRIALS

REAL MEETS VIRTUAL FOOTBALL

WATCH WORLD CLASS COMPETITION

**FOR MORE INFO GO TO
WWW.FIFA.COM/FIWC**





The FIFA Interactive World Cup

In an exciting twist on the familiar, the FIFA Interactive World Cup 2008 season has been extended to mirror the European club football season so now you have more time to hone your skills and challenge the world's best gamers! The qualification format remains the same with an Online Qualification on the PS Network to take place alongside the physical Qualifier Events all over the globe. These off- and online competitions will run from **October 2007 through to April 2008** culminating in the FIFA Interactive World Cup Grand Final in May 2008.

This tournament is for you ... the world's only official FIFA football gaming tournament: **the FIFA Interactive World Cup**. FIFA, along with its Presenting Partners Electronic Arts (EA) and Sony Playstation will bring the FIFA Interactive World Cup 2008 to a city or screen near you. Do you have what it takes to pass, dribble and score your way to glory? Would you like to represent your country at the FIFA Interactive World Cup Grand Final 2008? Then come and join us ... this tournament is for you.



IMPRESSIONS OF PREVIOUS TOURNAMENTS



The **FIFA Interactive World Cup Grand Final 2006** was set in the Dutch capital of Amsterdam and attracted a large audience from across the globe, all hoping to get a glimpse of the world-class football gamers, meet real life football stars, sample the action packed football gaming areas and watch live music performances by the »Infadels« and »The Sheer«.

FIFA Interactive World Cup 2006 - 5,547 gamers worldwide, but just 1 champion

»I'm so happy, I can't stop shaking. This is great - the best moment of my life!«, exclaimed 17 year old **Andries Smit** after being named FIFA Interactive World Player 2006 at the funky Westergasfabriek, Amsterdam, in December 2006. Andries conquered 127 of the world's best gamers to take the title of **FIFA Interactive World Player 2006** and the prestigious prize package of two all-expenses-paid ticket to the FIFA World Player Gala 2006 as well as 20,000 US-Dollars.





2008 – The Road to the Grand Final

HOW DO YOU ENTER?

A new pitch, but the same ball

Fancy being the world's number one? Think you have the nerve and ability to cut it against the world's best football gamers? To claim the prestigious world title, you must demonstrate advanced skills, applied technical aptitude and concise ball control. But even if you are just a football fan intrigued by the fascination of virtual gaming, we look forward to welcome you at one of the FIFA Interactive World Cup Qualifiers.

So take to our **Sony Playstation »pitch«** with your **EA »ball«** and get started with your World Cup training! For the first time ever the **EA Sports FIFA game** will be available on the **Sony PS3** to deliver the next generation of football gaming right to your fingertips!

There are two routes to qualify for the FIFA Interactive World Cup Grand Final 2008: via the **Online Qualification** on FIFA.com or by attending one of the physical **FIFA Interactive World Cup Qualifier Events**.



FIFA Interactive World Cup Qualifier Events

We're running numerous spectacular tournaments all around the world and whatever your ability, everyone gets his/her chance! **You cannot pre-register for these tournaments** so make sure **you turn up on the day** for what promises to be the ultimate football gaming experience.

If you're unable to attend one of the physical events, then **Online Qualification on the PS Network** is the place for you. You can join other football gamers from all over the world to challenge for a place at the FIFA Interactive World Cup Grand Final 2008. All you need to do is register on **www.FIFA.com/FIWC** and you have a chance to qualify for the Grand Final and claim the title of FIFA Interactive World Player of the Year 2008.

Log on to **www.FIFA.com/FIWC** **now to register** as an online player or to check out the event schedule if you want to participate in one of the physical qualifier events for the FIFA Interactive World Cup 2008.

The FIFA Interactive World Cup Grand Final

May 2008 will see **32 of the globe's best football gamers** arrive to challenge for the title of FIFA Interactive World Player 2008. This amazing event will draw spectators and press from all over to witness the live action unfold.

Before the night is over, **one talented football gamer will be crowned** FIFA Interactive World Player 2008 and will be given an **all-expenses-paid trip to attend the FIFA World Player Gala**. Here the FIFA Interactive World Player 2008 will **meet with the world's best football stars of the year** and be presented with a fantastic trophy as a permanent reminder of his outstanding achievement. For any further general information about the FIFA Interactive World Cup please send a mail to **fiwc-info@fifa.org**.



PLAYSTATION 3



Combining the latest developments in entertainment technology with incredible processing power, **PLAYSTATION®3** is the most capable interactive home entertainment system ever created. With full support for Blu-ray Disc, High Definition, **PLAYSTATION®3** transforms your entertainment lifestyle:

High Definition

The powerful processing power of **PLAYSTATION®3** renders crisp high-definition imagery with ease. The full array of HD resolutions is supported - up to and including 1080p - producing images of spectacular, incomparable detail.

Blu-ray Disc

Next-generation entertainment needs a next-generation format to store the vast amounts of data required to render high-definition game worlds and movies. Blu-ray is that format. A staggering 54 gigabytes of data can be stored on a single Blu-ray Disc (BD), ensuring that **PLAYSTATION®3** will cater for the most ambitious games and high-definition movies in the years to come.



EA SPORTS FIFA 08

Start the game with FIFA 08

FIFA 08 challenges players to master the skills required to **play like a professional football player**. Fans around the world can experience the same highs and lows of real-world players and tackle the challenges they face on a daily basis.

The FIFA 08 next-gen gameplay engine, built to maximize the power of the **PLAYSTATION®3** computer and entertainment system, delivers animations and ball control that is so responsive **you feel like you are actually on the pitch**. Players are now aware of their surroundings, reacting authentically to threats and opportunities to make intelligent decisions.

Now with the FIFA 08 shooting system you can **enjoy even more control** and precision in front of the goal **to become a true marksman**.



WELCOME TO FIFA.COM - your source for the FIFA Interactive World Cup

So you've always dreamt about becoming a FIFA World Cup champion and you love playing the FIFA game on your virtual pitch: then you must be a fan of the FIFA Interactive World Cup. And perhaps you already know the best way to keep in touch with your favourite sport and keep on the ball with the FIFA Interactive World Cup all year round is on www.FIFA.com/FIWC.

This website is **the one-stop shop** for passionate football gamers for news, info and registration details on the FIFA Interactive World Cup. With **one click**, you can immediately **become part of the game**.

The site covers the on and off-line qualifiers leading up to the season's finale, the FIFA Interactive World Cup Grand Final in May 2008. The exclusive features and behind-the-scenes stories also offer the unconverted an introduction to this exciting tournament. **Check FIFA.com regularly** to see if you can follow the action from the virtual activities to the real thing - directly from your computer. So if you did not already know, now you do. You want to keep your fingers on the pulse of the FIFA Interactive World Cup and world football? Then there is only one place to go: www.FIFA.com/FIWC.

Media Content

Welcome to the media section!

The FIFA Interactive World Cup 2008 will have at least 20 events and a global online PS Network Tournament, covering over 25 countries, all culminating when 32 contenders from all over the world descend on the FIFA Interactive World Cup Grand Final.

Accreditation

There is **no press accreditation required** for this year's FIFA Interactive World Cup Qualifier Events. However, you will be asked to present your press card and complete a short form on entry to the tournament.

Media representatives interested in attending the FIFA Interactive World Cup Grand Final in May 2008 should contact the FIFA Interactive World Cup Team (details below) for further details. There will be a dedicated media working area available at the FIFA Interactive World Cup Grand Final.



Broadcast Requests

Broadcast journalists and photographers who would like to attend any of the FIFA Interactive World Cup events (other than the Grand Final) must complete a license agreement on arrival at the event.

FIFA Media Channel

Journalists will find the latest information as well as high resolution pictures in the password protected area within the media services section on www.FIFA.com.

Official Emblem Request

To request the Official Emblem of the FIFA Interactive World Cup 2008, please fill out the marks request form for media on www.FIFAdigitalarchive.com.

Media Contacts

For further information about the FIFA Interactive World Cup 2008, including images or tournament updates, please contact fiwc-media@fifa.org.

CD CONTENT

Mood clip

Pictures (high res - print quality)

Booklet as pdf

FIWC backgrounder

EA SPORTS FIFA 08 profile

PLAYSTATION 3 profile

