

Answered by Ron Festejo, Creative Director, EyeToy, SCEE London Studio

**When you first started working in the games industry did you ever think it would be as big as it is now? And when you first started playing videogames did you ever imagine they could be this cool?**

I used to go to a lot of trade shows where they would showcase arcade games – this was before consoles got popular. The shows were always packed and I thought that games were massive then... I never thought that the industry would get this big! I've always thought playing games were cool. It just took some people longer to see it 😊

**What have been your favourite PlayStation projects to work on?**

For me it has to be working on EyeToy®. To be able to go through the whole process of being inspired by seeing the technology and then creating a product around it. I am extremely proud of what it has achieved.

**With the advent of PS3, have there been any concepts that you've been dreaming about for years that, with the new technology, can now be brought to fruition?**

That's a difficult one to answer... Any concept can be made – given the time. It's going to be interesting to see what the PS3 brings into the mix. I would love to see artificial intelligence truly working in a game of some kind. It always seems to be the hardest thing to do. I would like to think that the PS3 could do this really well.

**Equally, are there any other classic titles that you would like to see remade, with the benefit of modern day developing?**

One of my favourite games, growing up, was Return of Shinobi (on the Sega Megadrive/Genesis). I would love to see Sega do a remake of this on the PS3. It may not be a classic to everyone – but it was for me.

**Where do you see the future of gaming, what areas do you think will change in the future?**

A lot has been said about the merging of video games and movie industry. While this has started, to a certain extent, I don't believe that it has truly happened. I would think that video games will get to a point where it will adopt techniques similar to how a film/movie is structured – not only in its content but also in the way that it is made.

**Do you feel we've had the 'golden age' of gaming, or are we seeing it now?**

There will always be a "golden age" but it's different for everyone. My golden age was during the C64 days – to others it'll be during the PlayStation/Saturn

era. As long as the games industry continues to deliver – there will be a golden age for every gamer!

**What's the best PlayStation launch party you have ever been to?**

I can't remember if it was a launch party, as such. It was around the time that the PlayStation 2 was being unveiled, though. It was the party where Jamiroquai played and was joined on stage by Ronnie Wood. That was a great night!

**If you could transport yourself into a game which one would it be?**

It would have to be Metal Gear Solid – the original on the PlayStation. I would love the chance to go through a game wearing a stealth suit. Awesome!

**What's your funniest PlayStation moment at E3?**

Hmm... there have been lots of drunken nights that are too messy to talk about. So I would have to say capturing Phil Harrison on film looking like he was being hypnotised by the PlayStation3s that were in a glass case going around and around.

**Describe, in ten words or less, what sums up PlayStation for you?**

Generation defining experiences!