



July 2005
Press Information

EyeToy®: Kinetic **A New Look Team**

More than two years in the making, EyeToy: Kinetic is the result of a unique collaboration between the worlds of sport, fitness and gaming. A team from the Nike MOTIONWORKS lab in Portland, Oregon worked with a dedicated EyeToy: Kinetic development team from Sony Computer Entertainment Europe [SCEE] based in London, England.

Sony Computer Entertainment Europe

Tom Holmes, Producer

The man responsible for creating EyeToy: Kinetic, Tom began his career in the games industry as a student tester in Sony Computer Entertainment Europe's Liverpool Studio working on a series of PlayStation® games. From there, Tom's career took him to Infogrames where he first worked in the sports arena as an Assistant Producer on the highly respected football series, Premier Manager.

Returning to SCEE's London Studio in 2002, Tom produced SCEE's first online game, 'Hardware: Online Arena', which remains to this day one of the highest ranked online gaming titles. He went on to join the London Studio's critically acclaimed EyeToy group as Producer on EyeToy: Kinetic.

Mark Parry, Designer

The man challenged with bringing EyeToy: Kinetic to life and for refining the in-game experience, Mark began working for SCEE's London Studio in 2002 having previously studied industrial design. His role at SCEE was to approach games as products, using his knowledge gained at university to design original, creative games in a modern and contemporary way.

Mark's first project at SCEE was for the singing game, SingStar™, considered by the industry to be one of the titles responsible for broadening the market for PlayStation. Since then, Mark's work as a core designer for EyeToy: Kinetic has immersed him in the world of digital fitness and seen Mark achieve his 'optimum level of weight and fitness' after shedding three stone working on and working out with the product!

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Keith Ribbons, Lead Artist

Keith Ribbons has studied art and computer graphics for more than 12 years. After achieving a degree in communication media, he moved into television for three and a half years, working at a small independent television production company, Science Pictures. There, he created animated sequences for a number of natural history and education programmes for the BBC, C4 and the Discovery Channel.

After gaining a wide range of skills and digital techniques, he moved to SCEE and worked on his first game for PSone™. He then spent the next four years working on the This Is Football™ series, pushing the title forward through four successful series and eventually becoming Lead Artist on the team. Since then Keith has been the lead on EyeToy: Kinetic – creating, rigging and animating characters. He also supervises a strong and talented team of artists that have consistently pushed this title to be the best it can be.

Nike MOTIONWORKS

Jeff Pisciotta, Senior Researcher

Jeff is the man responsible for managing the partnership with SCEE and, in particular, for ensuring that the very highest standards in biometric analysis techniques were applied to the development, presentation and evaluation of the in-game exercise and development programmes.

Jeff has worked in the Nike Sports Research Lab for nine years as a Senior Researcher. His primary areas of research are tennis, kids, cushioning, fit/foot morphology and “advanced” innovations. He has helped Nike pioneer technologies such as Nike FREE, Nike Shox Basketball, Zoom-Air cushioning, Visi-Zoom cushioning and one of the top tennis shoes – Nike Air Court Motion.

A leading researcher in the field of orthopaedic biomechanics, Jeff has more than 14 years experience in clinical gait and sports medicine. He has had research published in leading scientific publications including: Journal of the American Physical Therapy Association, Medicine and Science in Sports & Exercise; Clinical Orthopaedics and Related Research; Archives of Physical Medicine; Journal of Biomechanics and Journal of the Neuromuscular System

Jeff's interests include running, martial arts (in which he is rumoured to have been trained by Bruce Lee), science fiction, multimedia digital graphics, computers, special effects, animation and palaeontology.

Albert Shum, Director New Business Innovation, Nike Global

Albert is one of the innovation leaders at Nike with a focus on developing new Nike growth opportunities in digital product experiences.

Albert has been working with Nike for more than nine years identifying and exploiting new opportunities in the market. His accomplishments include the development of the Nike Timing business and the creation of the Nike TechLab programme.

With more than nine years experience in design, product development, marketing and business development, his vision is to create a new platform for physical activity through immersive products and services.

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For further information please contact your local PR manager.