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Virtual valerie

"When Virtual Valerie 1.0 came out in April of 1990, it became the first adult entertainment CD-ROM title in history. It was also the first consumer CD-ROM title created with the now-popular multimedia authoring tool: Director. In addition, Virtual Valerie 1.0 marked the first time anyone had used Director to create a navigable,artificial environment based on the now-popular notion of Virtual Reality.

"This series of "firsts" was, of course, my primary intent with the title. That being the case, Virtual Valerie 1.0 was sped to market and certain scenes and features were left out of the final product. With Virtual Valerie: The Director's Cut, my goal was to restore those lost scenes and features. In Virtual Valerie: The Director's Cut, the graphics, animation, sound and functionality have been enhanced and the player can now choose Virtual valerie's costume from a selection of sexy lingerie and fantasy apparel.

"In retrospect, I had no need to be concerned about speeding Virtual Valerie 1.0 to market. It remained unchallenged by any competition Whatsever for more than two years. Up until the announcement of Virtual Valerie: The Director's Cut, Valerie 1.0 enjoyed strong sales, tremendous media attention and popularity among CD-ROM enthusiasts.

"By the time Reactor shipped Virtual Valerie: The Director's Cut, there were many adult CD-ROM titles in the market to compete with. Most of these were of the digitized adult movie variety that were very graphic, but suffered under a limited degree of interactivity. Faced with such competition, Virtual Valerie: The Director's Cut sold very well and the title still holds a position as one of the most popular and recognized adult CD-ROM titles to this day.

"Many people find Virtual Valerie to be a humorous CD-ROM title. This pleases me because while the program itself does not embody a great deal of humor, the very concept of Valerie is a funny notion and this "absurd novelty" aspect is one of the guiding principals of my work. I am always endeavoring to create "conceptual" and revolutionary products that stimulate one's thinking about new media in a highly entertaining or humorous way. Often, this comes at a great cost. Revolutionary products are fast, immediate, roughly-made and encounter great resistance and adversity in the market. Meanwhile, evolutionary products enjoy the benefits of being refined over time in an established market.

"I regularly abort many of my own concepts when I see that they are coming to market too late. I also withhold other concepts for years when I see that the market is not ready for them. Virtual Valerie is a clear example of an idea that was held in reserve for years. I created the first adult Macintosh software title in 1986 with MacPlaymate. Soon after, I conceived of a more involved program that begged for a larger delivery medium such as CD-ROM. I called it "Virtual Valerie" to satirize the concept of "Virtual Reality". I held the concept in reserve until the installed base of CD-ROM drives grew to support such a release.

"Now, with the advent of the evolutionary Virtual Valerie 2 and the explosion of the adult CD-ROM marketplace, Virtual Valerie Director's Cut has become an important artifact. Valerie is now the subject of considerable study among social theorists, historians of popular media and adult entertainment, and software chronologists."I hope you enjoy the Japanese version of Virtual Valerie, The Director's Cut. It is a milestone along the road toward the promising future of interactive adult entertainment. I thank you.

Mike Saenz
President & CEO
Reactor Inc.

Chicago
October 1994