



“Leaves Need For Speed Underground choking on its smoke...”
- Official Australian PS2 Magazine

INTRODUCTION

There are only a few video games released each year which cause the gaming industry and hardcore gamers around the world to fly into a rumour fuelled frenzy of expectation. Juiced is such a game.

Since early screen shots and concept overviews were released earlier this year, the buzz around this game has been phenomenal. Never before has a game combined the street cred and attention to detail of cult classics like Grand Theft Auto with the high performance features of Gran Turismo.

This one game is touted as a company-maker for Acclaim Entertainment. The quotes by gaming journalists around the globe confirm that there is a new king of the streets.

FACTS

The Game:	Juiced
Website:	www.juicedthegame.com
Publisher:	Acclaim Entertainment www.acclaim.com
Developer:	Juice Games
Platform(s):	PlayStation®2 computer entertainment system Xbox® video game system from Microsoft PC
RRP:	\$99.95 - Xbox® and PlayStation®2 \$69.95 - PC
Shipping:	September 2004
OFLC Rating:	Rating Pending
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Key attributes:

- Juiced is the only game which fully embraces real performance street racing with full customisation and personalisation within a massive online “community” on all consoles.
- It is the only game with full damage *and* modification on licensed vehicles, with fully licensed parts in massive, city-based environments.
- It is the only game that allows crew racing *and* full online experience including “pink slip” racing and lets you build respect in your car and character online.
- Nearly 50 licensed vehicles: fully licensed in all aspects: vehicles, parts, music, in-game partners (cars include Holden, Nissan, Mitsubishi etc.)

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- Hundreds of authentic aftermarket parts from leading manufacturers such as A'PEXi, AEM, Bridgestone, Ferodo, Konig, Alpine and HKS providing players with thousands of personalized vehicle customization combinations.
- The chance of another online gamer having the same car as you is 1:7.2 trillion: no other game offers such depth and versatility.
- Progressive, non-linear gameplay that enables players to build their characters and cars, and gain respect and notoriety by winning races and cash.
- Online world statistics database that will be used to measure overall global player rankings, lap records, fastest speeds achieved, and most expensive cars, successful crews and points scored in an online event.
- Unique blending of simulation and the high-octane appeal of arcade-style racing.
- The most realistic experience yet in street modding: authentic car physics *and* damage.

BACKGROUND

The Modding Phenomenon

In Australia just like the US, Japan and the across Europe you'll find customization of street cars – or modding – is on the increase. It used to be the realm of enthusiasts, but today it has spilled over into a much broader demographic. In fact, through a widely increasing obsession with speed and the desire to have a car that looks individual, it's become a clearly defined lifestyle category, witnessed by an explosion in magazines that support the scene.

The internet and mobile phone are the de-facto communications of this growing community, and 'cruises' are the shadowy gatherings from which challenges emerge and enter into street legend. It's very much a young adult's scene, synonymous with clubbing.

The roots of modding can be traced back to the original US muscle car, the Pontiac GTO, but these days all types are ripe for treatment, from the least expensive car to supercars. Most importantly, the demographic for car modders is a reflection of our console audience.

Juiced

While the street modding scene has been alluded to in driving games such as Auto Modellista and Midnight Club, it has never had the simulation touch of Gran Turismo. With the introduction of a team based structure, and unparalleled simulation, JUICED takes the street racing scene to a detailed and personal level, where you feel that you're genuinely connecting with real characters and competing for credibility, not just a position in a league table.

Players develop an affinity with their cars; what they look like, how they perform and what it takes to keep it roadworthy all matter. In this game you control it all.

Performance adjustment is becoming commonplace in driving titles, but the real modding scene demands more than just invisible tweaks. Of course, to be the business, you'll need the big-bore HKS pipes, the Turbo-Technics blower. But to be seen you need highly visible improvements. Adding a set of 18" chrome-dipped Kahn wheels is not just about improving traction and grip; it's about looking cool... and without the lowered springs, Street weapon body kit, and pearlescent finish your chariot is still too OE (original equipment) and won't attract attention. Unless you create a worthy street monster, you won't get to race the serious racers, or haul in the serious cash.

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Once you've turned your pride and joy into a low-flying babe-magnet, you need to convince the competition that you're not just a sheep in wolf's clothing. The final, touch – a healthy manifold injection of Nitrous Oxide.

Juiced is a PlayStation®2 computer entertainment system, Xbox® video game system from Microsoft and PC racing simulation that totally immerses the player in the lifestyle, community and risk-taking of the street modding scene in a unique and compelling way. Juiced doesn't pay lip-service to the modding scene, it takes you there and involves you in it culture, risk taking and unique creativity... the car as a personalized art-form.

It's not an arcade style game in the pure sense of the term, but it will deliver quick thrills and action. Most importantly, the depth of game play goes far beyond an arcade style racer, pitching you against a broad range of characters who aim to trash you by building the meanest looking, hardest driving street machines, then trouncing you in a series of increasingly risky challenges. They want your cash, your cars, and your pride. Progression is not based on a scripted story, but evolves as your skills in modding and driving increase. You have to work hard to get to where the real petrol-heads and money lurk, building up a collection of nitrous burning, eye popping monsters for every type of challenge. And once you've maxed your cars, the stakes are maxed out too.

Serious racing simulations have made their mark in the driving genre, but none deal with the street modding scene quite like this:

- Combines the driving and extreme-sports genres;
- Build up the most respected street racing crew;
- Collect and customize or 'mod' a wide variety of cars;
- Recruit and manage drivers;
- Compete for cash and cars;
- Interact with characters from other crews;
- Use team tactics to win races;
- Enjoy the 'home' track advantage;
- Progress by gaining respect and notoriety;
- Organized Street Races and Race Track Events;
- Highway Races and Special Challenges;
- Use of real brands and recognizable licenses to add believability to the game world;
- Use of actual auto manufacturers' blue prints for nearly 50 licensed in-game vehicles;
- Believable, but highly accessible physics and handling;
- Car and environment damage;
- Cutting edge next-generation graphics;
- Split-screen multiplayer gaming;
- Online play on PlayStation2 and Xbox.

About the Developer

Juice Games was only officially "born" in January 2003, however, the team has been working together for nearly a decade first at Digital Image Design and latterly as Rage Warrington. With a history that spans games like **TFX**, **EF2000**, **eRacer**, **Typhoon** and the critically acclaimed but unreleased, **Lamborghini**, Juice Games has an enviable back catalog. Utilizing their own leading edge technology Juice Games develop for Xbox™, PlayStation®2 computer entertainment system, PC, ID TV and mobile platforms. For more information please visit www.juicegames.com.

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About the Publisher

Based in Glen Cove, N.Y., **Acclaim Entertainment** Inc., is a worldwide developer, publisher and mass marketer of software for use with interactive entertainment game consoles including those manufactured by Nintendo, Sony Computer Entertainment and Microsoft Corporation as well as personal computer hardware systems. Acclaim owns and operates five studios located in the United States and the United Kingdom, and publishes and distributes its software through its subsidiaries in North America, the United Kingdom, Australia, Germany, France and Spain.

The Company uses regional distributors worldwide. Acclaim also distributes entertainment software for other publishers worldwide, publishes software gaming strategy guides and issues "special edition" comic magazines periodically. Acclaim's corporate headquarters are in Glen Cove, New York and Acclaim's common stock is publicly traded on NASDAQ.SC under the symbol AKLM. For more information please visit our website at www.acclaim.com.

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