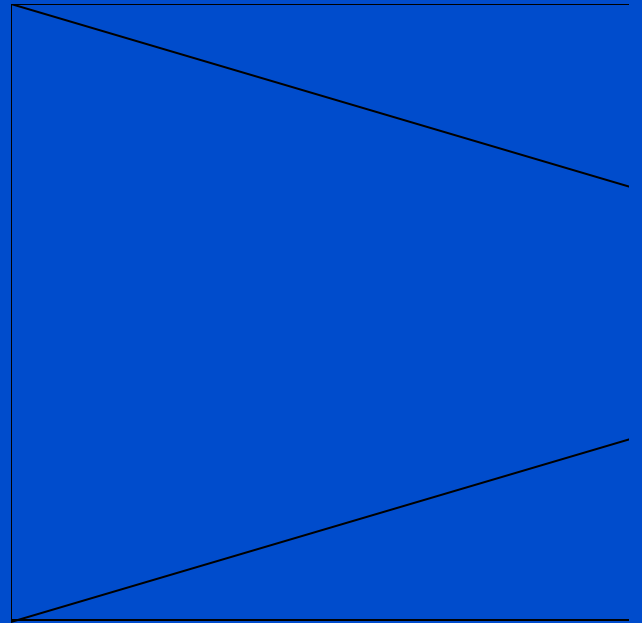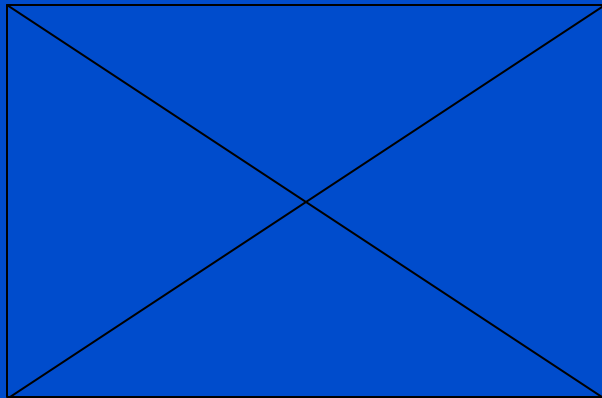# Winter '95
Consumer Electronics Show

Winter CES is a must for anyone who makes their living in the consumer electronics industry. This year's event (January 6-9) was again held in Las Vegas. While consumer electronics always has its share of risks, the annual choice of this gambling capital continues because Las Vegas is one of the rare cities with enough hotel and exposition accommodations to house the exhibitors and attendees whose numbers have risen beyond a hundred thousand. (Las Vegas' airport claimed there were over a hundred thousand people who were attempting to fly out of Las Vegas on Monday night, the last day of the show.)

Airports, taxis, buses, and hotels aside, Winter CES is a spectacular event. It is an opportunity to demonstrate the products developers struggled to get into the marketplace in time for the holidays. It is also a chance to be seen by the press and attract the attention of buyers with product that developers have prototyped and hope to have in the marketplace by the next holiday season.
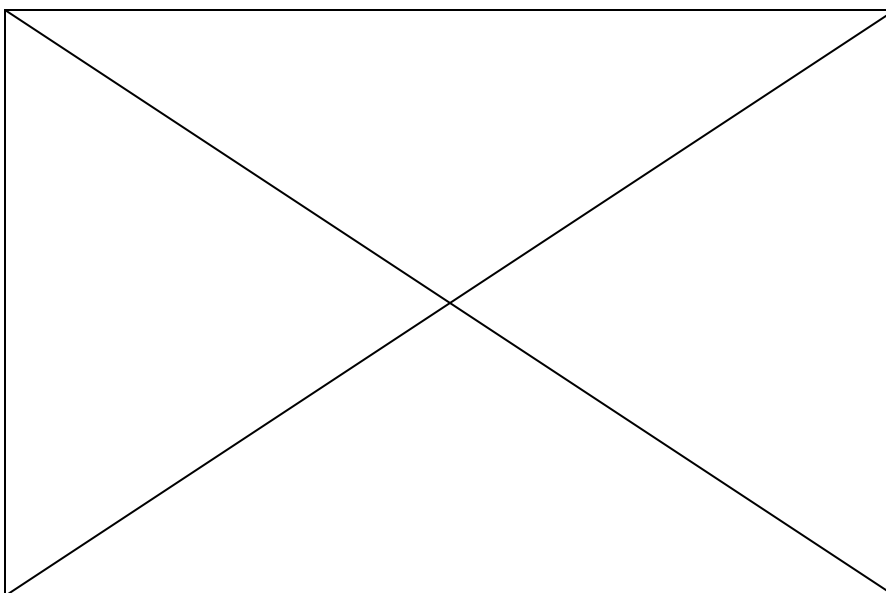
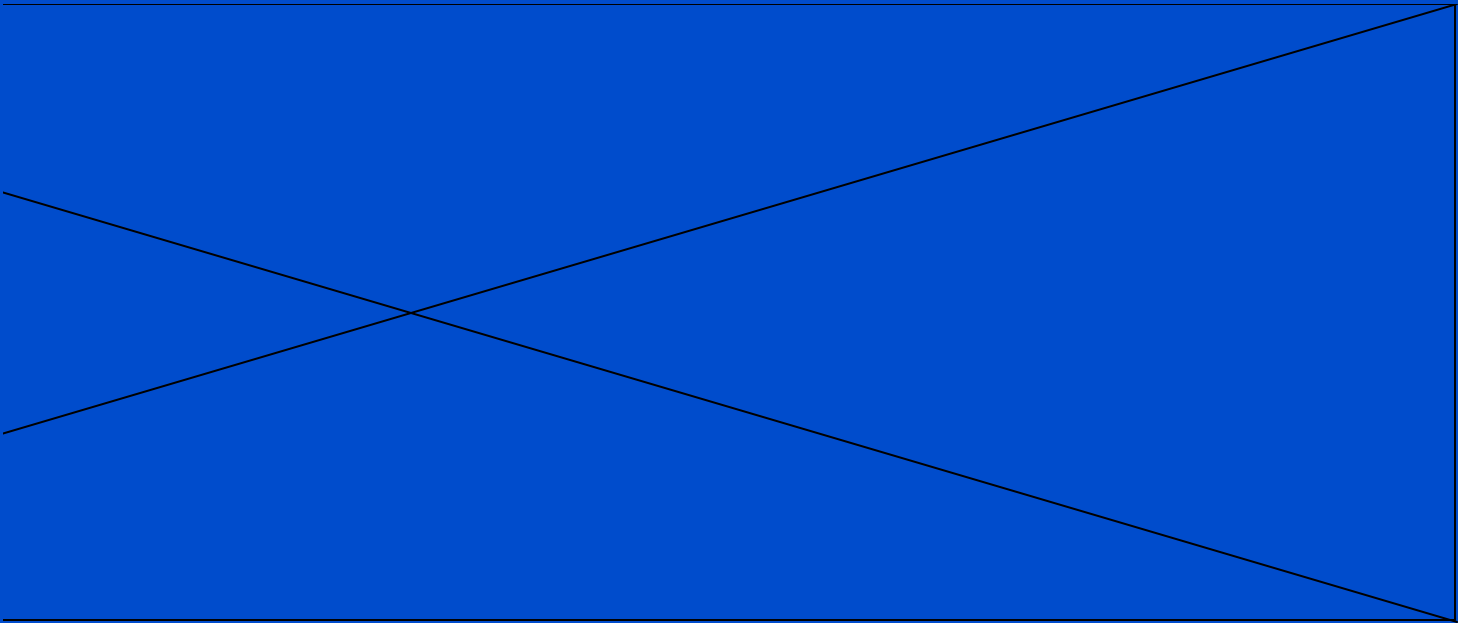3DO developers were fortunate to have several choices in demonstrating their wares. Many large publishers reserve exhibition space in the pavilions for their product showcase. For a multiple platform publisher, this strategy appears to work well. The developer remains stationary while a herd of reporters and buyers stream by their booth.

Smaller publishers with a single title or a single platform, may find it better to demonstrate their title in an area reserved for just that platform. At this CES there were three such places for 3DO software. The 3DO company operated a large booth area with an abundance of 3DO developer kiosks in the North Hall. While this is extremely far from the main software pavilions, it is in an area that was once reserved for multimedia only. The 3DO Company has maintained a booth in the same area for three consecutive WCES events. This means that software developers, press, store buyers, and more can always find the 3DO area. In addition, the location is very close to the transportation--most exhibitors must walk by their hall in order to get to any other area of the complex. It also means that the 3DO developers in

Blasted:
Creative Labs (left) demonstrated their 3DO Blaster using EA's popular Road Rash.

Drawing Crowds:
Panasonic (above), GoldStar (below), and The 3DO Comapny (not pictured) drew thousands of attendees to see the latest in 3DO software and hardware. Pansonics' live, large screen, 3DO demonstration and give-away every 30 minutes attracted huge crowds (Inset left).
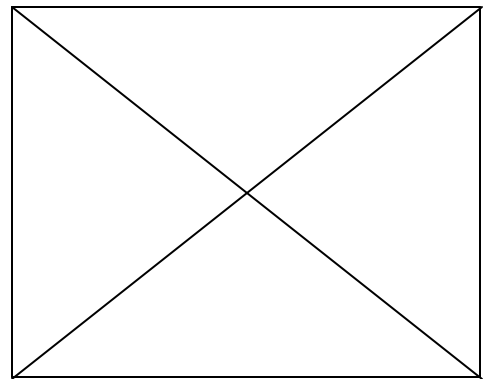
this area will be seen by anyone with an interest in the platform.

In addition to The 3DO Company's area, Panasonic and GoldStar also had areas reserved for their 3DO products. Panasonic not only maintained a large area for its own demonstrations, but it had dozens of Panasonic 3DO kiosks with third party software developers running their products. Panasonic ran a major multimedia presentation with a live host every thirty minutes or so. Panasonic had a very similar presence last year, but this year there was a special emphasis on their 3DO system. This year, Panasonic announced the FZ10.

Panasonic's FZ-10
Panasonic announced the replacement of their FZ-1 3DO system with the new FZ-10. Besides the sleek new cabinet, this unit includes a built-in Memory Management System. The reconfigured Interactive Multiplayerš has a smaller footprint than its predecessor as well as a top-loading disc mechanism. The FZ-10's controllers provide smoother operation for greater control. They also have a slightly smaller footprint, while maintaining original button and control pad size. This reduction in size makes the controller more comfortable for small hands. The new Memory Management System will allow users to be able to tell immediately whether there is enough memory space to save a game in progress or other files. An on-screen graph clearly illustrates the unit's remaining memory and lets players easily delete files from an accompanying menu.

Panasonic's new FZ-10