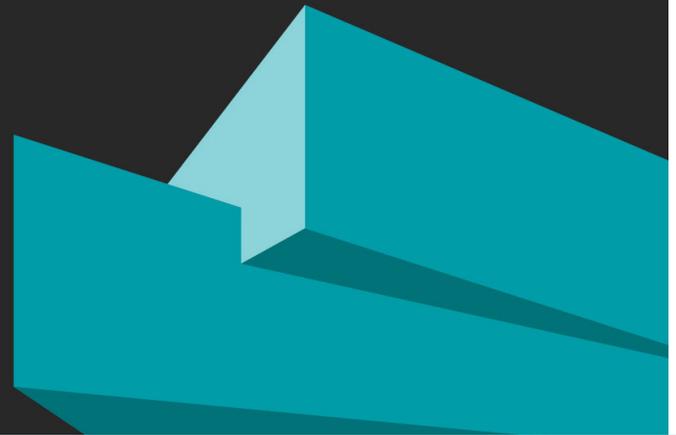


COMMUNITY SPOTLIGHT



GORDON WALTON | ARTCRAFT ENTERTAINMENT INC.



Gordon Walton Jr. is an American video game developer and executive producer who has worked with many North American online game companies, from Maxis and Electronic Arts, to Sony Online and Bioware. Since 1977, he has personally developed over thirty games and overseen development of hundreds more, working as producer, vice president, or executive producer. He is currently executive producer of Crowfall.

What does your company do?

We make massively multiplayer games (games for thousands of people to play together online) primarily for the PC platform.

Why have you chosen to locate your business in Austin?

There is sufficient talent for us to draw on in Austin for this type of game development.

What project do you have currently in the works?

We are currently working on Crowfall (www.crowfall.com) a highly innovative and anticipated Massive Multiplayer Role Playing Game.

How do you think the gaming industry has evolved over the years and what do you see in its future?

Gaming has become completely mainstream, everyone under 40 has played games. Games are available on every electronic computing platform. Basically games went from a hobby for nerds to a giant segment of the entertainment business in the last 30 years. In my view, we won!

What makes Austin's creative economy good for your company?

Having a place where creative people (who are typically odd folk) feel both accepted and valued is unusual. I've made games in five states across the country and I knew Austin was the best place to make games the first time I came here in 1998...and I intend to be here for the rest of my career. Austin's tolerance for the weird, combined with its focus on high technology, makes it a perfect environment for the creativity required to make great entertainment.



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