

PC Gaming Alliance @ CES 2010

The PC Gaming Alliance (PCGA) attended CES 2010 with a focus on raising overall PCGA awareness and promoting the capabilities of PC gaming. PCGA board members, along with member company volunteers, interacted with consumers, press and prospective members to showcase new PC gaming technologies including 3D, touch screen, and multi-screen applications.

Five gaming stations were on display and available for anyone to play, including:

- DIRT 2 – Powered by ATI Eyefinity technology on three HD displays;
- Dark Void – Playing on the Alienware M15x laptop;
- Street Fighter IV – Controlled by new Mad Catz Street Fighter IV Fight Sticks TE 2nd Edition
- Resident Evil 5 – Demonstrated in 3D utilizing NVIDIA GeForce 3D Vision technology;
- World of Goo - Touch enabled via Windows 7 for a new and exciting experience.

The reaction from prospective members was amazing with numerous companies interested in how to join and tap into the knowledge and expertise that is shared among member companies. We would love to divulge more information about which companies are most interested in joining, but for now, we'll keep it confidential.

In addition, the feedback from people walking through the booth and media was very positive as well, including the publication of stories and interviews by Gaming Shogun, Over Clockers Club and others. Many comments surrounded the DIRT 2 racing simulation running on the three HD displays and Resident Evil 5 in 3D demonstrations. For many visitors this was the first time they had seen these innovations and remarked about how amazing the experience would be in their home. This type of sentiment is exactly what the PCGA is promoting and it is great to see the message being received by the public and media alike. To see what was on display and the PCGA's latest efforts to promote PC gaming, check out the video interview conducted by Christian Svensson from Capcom and Gaming Shogun: <http://tinyurl.com/ycjebbt>

Before wrapping this up, it is important to communicate how these kinds of events are executed on behalf of the PCGA. All aspects of planning and execution are completed by the individuals that volunteer for the PCGA sub-committees. Without the dedication of these individuals and their parent companies, participation with events such as CES 2010 would not be possible. Their commitment clearly demonstrates a dedication to driving the worldwide growth of PC gaming and promoting solutions that drive the PC gaming industry forward through the PCGA.

Through activities such as participating within CES and the distribution of the PCGA Horizons report, the PC Gaming Alliance will continue to drive growth of gaming on Personal Computers, the world's most popular platform for gaming.