

# **Sony Ericsson**

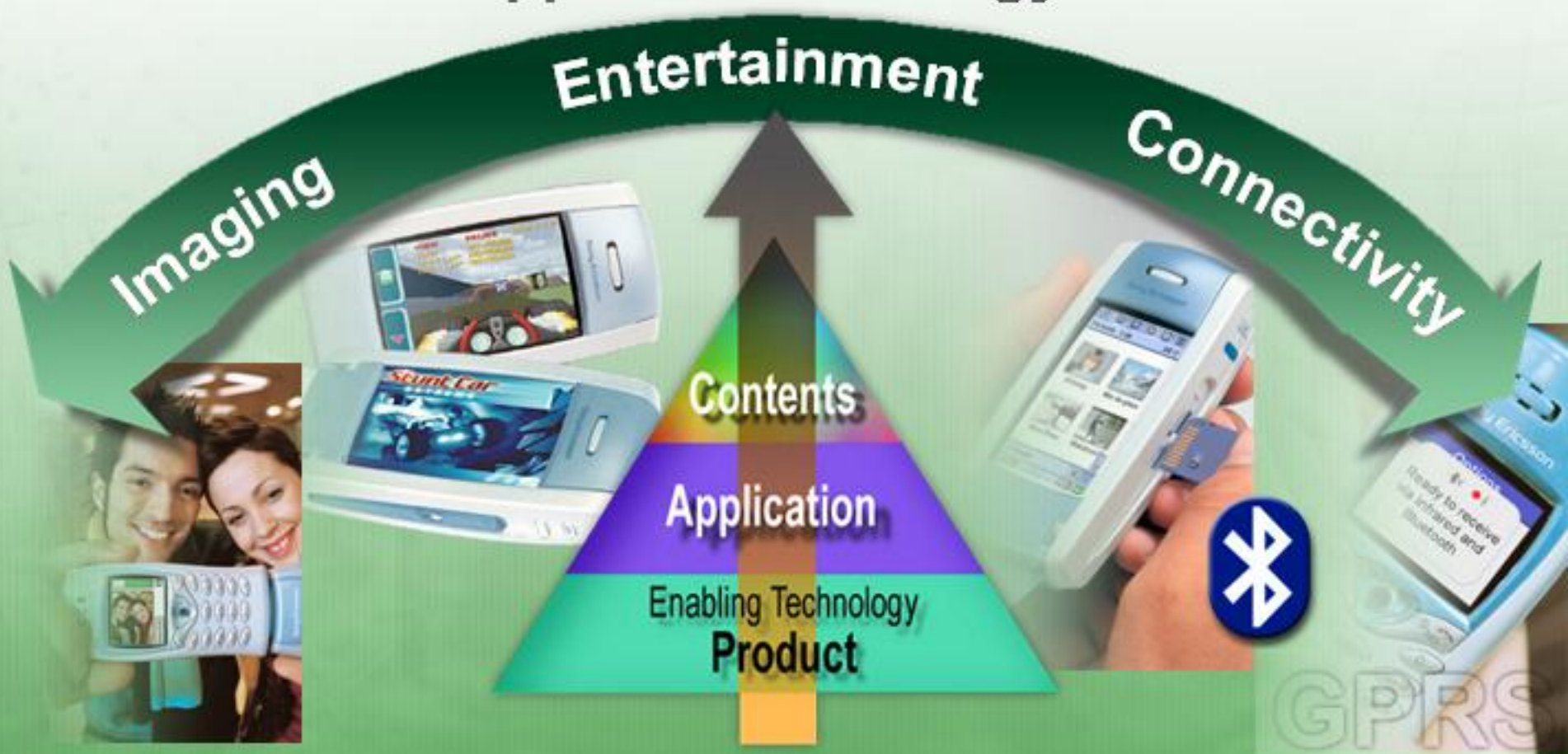
**Entertainment vision of good games**

**Game Developers Conference  
2003, San Jose**

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Application Area Manager**



# Product and Application Strategy



# Vision of the game type

Game play and game idea

Extensions to the games

Easy and quick games

Robust and working games

Avatars



## Everybody are invited

Growing future

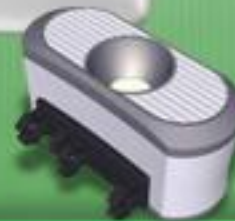
Life time

All types of games

Bigger games



# Merging the key areas



## Promoting freedom of choice

Sony Ericsson supports the following development environments:



**Visual Basic**

## How to engage with Sony Ericsson

View demos and talk to representatives in GDC booth

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