

FASTTALK

> iPhone Gaming

The Speed Racer

HIMANSHU BAWEJA, 25, created the iMo Controller with cofounder Pankaj Meena. The app, which won best demo at the TechCrunch50 conference this fall, lets users play iPhone games on a computer screen, using the iPhone itself as a joystick.

"The iPhone is a \$300 joystick. We wanted to tap into the potential of that technology. I was a big gamer in college, but I wanted something more portable than the Wii. I don't want to go to my TV, turn on all this stuff, and block off a Sunday morning. People can use the iMo Controller to play games on a large screen, transforming the iPhone into an ultraportable console.

We're working with developers to make games more tailored to the iMo Controller. Imagine playing cards with a group of friends and 'tossing' cards from your iPhone to the computer screen. All of the capabilities are there—someone just has to build it. The iMo Controller got a strong reaction at TechCrunch50 because it's novel, but to be honest, this is just the beginning of where the iPhone can take gaming."



Himanshu Baweja

> Cofounder

IMO CONTROLLER

> DELHI, INDIA

The Teen Titan

KATE CONNALLY, 37, manages AddictingGames, the largest free online-games site for teens, with 3,500 titles and 15.3 million monthly visitors. She's now bringing those games to the iPhone.

"Media companies need to provide experiences wherever their audiences are, and the iPhone is really where we're seeing the audience go. One of the big reasons we thought our online strategy would work on the iPhone is because AddictingGames aggregates games from developers everywhere from Canada to India. If you're an independent and you make one title, it's very difficult to get noticed. Our brand can give games that initial marketing boost. For example, when we launched *iPark It*—a car challenge—in the App Store last August, it hit No. 7 in the games category.

We'd love to do more immediate, news-based games on the iPhone as we do online. We published *Shut Up Kanye* in the days following the MTV VMAs, and we did *Where's the Naughty Governor?* last July just after Governor Mark Sanford admitted to having an affair. Both games were enormously popular. One of the biggest barriers to these kind of games on the iPhone is Apple's publishing process. We're working with Apple to reduce that delay, because this is a great medium for instant, socially relevant game play."

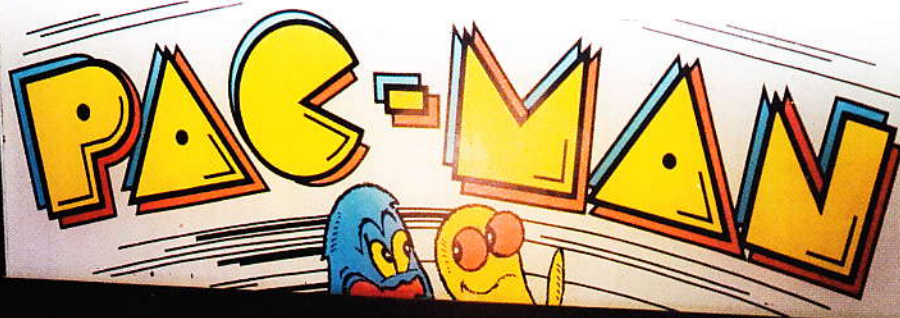


Kate Connally

> Vice President, AddictingGames

MTV NETWORKS

> SAN FRANCISCO, CALIFORNIA



The Transformer

JONATHAN KROMREY, 41, worked at Apple as an iPod and iPhone games producer and designer before helping to create Namco's new games team dedicated to the platform.

"When I was at Apple, we could put the blinders on to focus on game play. I took my entire development team with me to Namco in part to replicate that focus. The iPhone is very different from other mobile devices, and it's important for us to stay up to date and add things as Apple supports them with the device—from peer-to-peer and multiplayer games to using the accelerometer or the compass. There are a bunch of new tricks and tools available.

Our next big initiative is to let players access their Namco games no matter which device they're on, so you could play against your friend who's on his PC or seamlessly jump from your PC to your iPhone. We feel like a kid in a candy shop right now, saying, 'Yeah! We'll have some of that. And that. And that.'"

Jonathan Kromrey

> General Manager,
Apple Games

NAMCO NETWORKS

> SAN FRANCISCO, CALIFORNIA