

# VIRTUAL ARMY EXPERIENCE<sup>SM</sup>

## THE AMERICA'S ARMY BRAND

Launched in July 2002, the *America's Army* game has become one of the most popular computer games in the world. *America's Army* has penetrated popular culture and is one of the most recognizable game brands as a result of its unique inside perspective on the U.S. Army and exciting gameplay. As the game's popularity continues to grow with each new mission release, the Army has expanded the brand through a variety of products to include console games, *America's Army* merchandise, such as T-shirts and action figures, as well as training applications for use within the military and government sectors. Over the coming year, the America's Army brand will further extend into popular culture when it makes the transition into cell-phone games and arcade games.

### PC GAME

*America's Army* is an innovative PC action game that provides civilians with an inside perspective and a virtual role in today's modern Army. The *America's Army* game provides players a virtual portal into the Army, from exploring the development of Soldiers in individual and collective training to their employment in simulated missions in the Global War on Terrorism. The first installment of the game, *America's Army: Operations*, was released on July 4, 2002. The next chapter of the game, *America's Army: Special Forces*, highlights the critical and specialized role of the Special Forces in the Global War on Terrorism. Launched in late 2003, *America's Army: Special Forces* builds upon the incredibly popular *America's Army: Operations* game, in terms of player progression, and expands the original gameplay and lets players gain an inside view in the world of the Army's elite Special Forces Soldier. Over the past three years, the Army has released many new versions of *America's Army: Special Forces*, significantly increasing the number of missions and capabilities of the players. Available for download at [www.americasarmy.com](http://www.americasarmy.com) or on DVD at recruiting or Army events.

### CONSOLE GAME

Built in partnership with the U.S. Army, and published by Ubisoft, *America's Army: Rise of a Soldier* on Xbox offers the most true-to-life Army experience on a console, allowing players to create a Soldier and take him through the adventures of an Army career. Intense single-player missions and high-adrenaline multiplayer action build the skills of the player's Soldier and advance him through his career from recruit to Special Forces team leader. Real Special Forces Soldiers consulted with game designers to ensure the highest level of realism in any military console game in existence. Authentic weapons, equipment and combat situations come straight from the U.S. Army subject matter experts. *America's Army: Rise of a Soldier*, released in summer 2005, offers a top-notch multiplayer experience with up to 16 players online as well as split-screen cooperative play mode. Career mode is available in single-player and online multiplayer mode, and allows players to create and build online characters. The Army and Ubisoft have several other games in progress.

### AMERICA'S ARMY PLATFORM

Due to its ability to render exceptionally realistic and flexible environments, player interactions and scenarios, Army Game Project management offered a wide variety of military and government agencies the opportunity to benefit from repurposing the *America's Army* platform, to develop training simulations and applications. The Army Game Project created the *America's Army* Government Applications teams to produce effective and engaging virtual learning for Force Protection, Adaptive Thinking and Leadership and Convoy Survivability, as well as applications ranging from mission rehearsal to modeling advanced weapons systems and fire control systems, all using the *America's Army* platform. *America's Army* teams are also developing embedded and appended training devices for the Army's most advanced missile systems; remote weapons stations; and nuclear, chemical and biological detection systems. By using the *America's Army* platform for training development, government and military agencies will be able to train today's heroes in the skills that help them successfully defend freedom at home and around the world.



## AMERICA'S ARMY BRAND EXTENTIONS

### Real Heroes Program

The *America's Army* action game ([www.americasarmy.com](http://www.americasarmy.com)), with its solid establishment into American pop culture, presents a unique opportunity to offer a more personal look at some of the heroes of the U.S. Army. Giving *America's Army* players a closer look into the lives of Soldiers helps civilians learn about a Soldier's personal character and accomplishments, and gives them greater insight into the wide range of individuals that make up the Army's elite fighting force. The *America's Army* Real Heroes program highlights heroic Soldiers in a variety of venues. Soldiers' likenesses and biographies are utilized in the *America's Army* game, as action figures to be sold at retail outlets, and as special features on the *America's Army* and GoArmy.com Web sites.

### Virtual Army Experience

The Virtual Army Experience (VAE) provides participants with a virtual "test drive" of the Army with a focus on operations in the Global War on Terrorism. The core of the 10,000-square-foot VAE is the *America's Army: Special Forces (Overmatch)* computer game, rendered with state-of-the-art Army training simulation technology to create a life-size, networked virtual world. The VAE highlights key Soldier occupations, Army technologies, operating environments and mission profiles within a fast-paced, action-packed, information-rich experience that immerses visitors in the world of Soldiering in the U.S. Army. Participants employ teamwork, rules of engagement, leadership and high-tech equipment as they take part in a virtual mission to capture an HVT (High Value Target). In the VAE's Mission Simulator area, 40 participants, who are split into two teams, fall in on six HMMWV simulators modeled on vehicles employed by Army Special Forces, and onto two Overwatch or covering positions where participants employ light arms and TOW anti-tank missiles. The VAE also includes activities such as multiplayer versions of the *America's Army* computer game, briefings by *America's Army* Real Heroes, PackBot Robot operator training and a robot agility course. Throughout the experience, Soldiers guide activities and stand ready to discuss Soldiering with participants.

### ArmyGameGear.com

ArmyGameGear.com is the official Web site for purchasing *America's Army* products. The site includes apparel such as T-shirts and sweat-shirts; accessories including mugs, stickers and posters; and official U.S. Army merchandise. The Web site also features the *America's Army* Soldier line of action figures, which debuted in fall 2005. These figures highlight the different Soldier roles in the Army. ArmyGameGear.com is run by U.S. Allegiance, Inc., an official licensee of *America's Army*® logo products. U.S. Allegiance, Inc. is also a major supplier of other Army logo items to the Army & Air Force Exchange Service.

### Cell Phone Game

*America's Army®: Special Operations* is the first official mobile game of the U.S. Army. Created by Gameloft and the U.S. Army, the game lets players join the ranks of the world's premier military land force in a mission to repel an enemy attack. Players assume the roles of U.S. Army personnel, from Apache helicopter pilot to infantry Soldier to armored vehicle commander. The game features authentic U.S. Army weapons and vehicles, including Apache helicopters, Strykers, M4A1 rifles and Stinger missiles. Borrowing from real Army operations, players must achieve mission objectives ranging from neutralizing a radar station to combat search and rescue. With its advanced combat sequences and fully destructible environments (including desert, city and jungle scenes), *America's Army: Special Operations* will immerse players in the action. The mobile title is available in 70 countries through 160 telecom operators and 150 partners. The game has been adapted to 600 different cell phone models. For more information, please visit [www.gameloft.com](http://www.gameloft.com).

