

PRODUCERS VIDEO COMPRESSION DIGITAL AUDIO
PROGRAMMERS SOUND EXHIBITS
3RD PARTY SEGA CHANNEL PRODUCERS
GAME DESIGNERS SEGA CD
PICO ARTISTS
32X SATURN

GENESIS

ARTISTS

REGISTRATION PACKET:

Please fill out the enclosed forms as per the instructions inside.

SOUND



3D

ARTISTS

PRODUCERS

SEGA CHANNEL

SEGA -CD SATURN

GENESIS SH2

DEMOS

DIGITAL AUDIO

EXHIBITS

PRODUCERS

3RD PARTY

SATURN

SEGA -CD

March 14-17, 1995
Santa Clara Marriott Hotel
Santa Clara, California

32X

PICO

OPEN STUDIO

PROGRAMMERS

DEMOS

SATURN

PARTNERS

GAME DESIGNERS

VIDEO COMPRESSION

Multitrack Seminars for Programmers, Artists, Musicians, Sound Engineers, Game Designers and Producers



REGISTRATION

Fill out a separate form for each attendee.

Please print clearly.

Attendee Name _____
First and Last Name

Company Name _____

Company Address _____

Mailing Address

City

State

Zip Code

Country

Business Phone _____

(Area Code)

Confirmation will be sent by fax or e-mail.

Fax Number _____ E-Mail _____

(Internet address, if available)

Registration Fee

Standard Registration (Received by **March 9**)

All currency in US\$

= \$595 _____

Later Registration (Received **March 10** and after, or at the door)

= \$695 _____

A Photo ID is required to secure your entry badge.

Payment Method

Payment, either check or credit card, must accompany the registration form.

Check or Money Order in US\$ is enclosed. Amount of check or money order \$ _____

Visa Mastercard

Credit Card Number _____ Expiration Date _____

Name on Card _____ Signature _____

Mail-in registration will not be accepted after **March 9, 1995**.

Payment must be in US\$ either drawn on a U.S. bank or via an international money order. A \$50 processing charge will be applied to all refunds. No refunds are given after **February 20, 1995**.

Confidentiality Agreement

Please sign the enclosed DevCon '95 Confidentiality Agreement form and return it with this registration. Registration is NOT acceptable without a signed agreement.

Return Registration

Fax completed registration documents to: **(415) 802-1717** Fax number for Sega of America, DTS

Mail registration documents ONLY if you are paying by check or money order. Make your check or money order out to Sega of America and mail to: Sega of America, 150 Shoreline Drive, DevCon '95 —Dept. 448, Redwood City, CA 94065 U.S.A.

Make Sure Your Registration Is Complete

Have you completed all registration documents?

Registration Form Payment//Payment Method Confidentiality Agreement Topics Survey Travel Form

Please remember to bring a photo ID to secure your entry badge!

DevCon '95 Topics Survey

What top 20 events are you likely to attend?

We are planning our conference space for DevCon '95, and we'd like to ask your help. Just check the events you are likely to attend. Your top twenty please. Topics are subject to change.

Opening Night

- Evening Reception with Key Note
Address by Joe Miller, Sr. VP,
Product Development
-

for Saturn Programmers

Programming Foundations:

- VDP1
- VDP2
- SMPC
- SCSP/Sound Driver

Video Compression Overview

- Cinepak & Duck
 - 3-D Programming
-

Systems Functions & Interactions (advanced programming & DSP):

- SCU/DMA
 - DSP (Math)
 - CD subsystem/VCD
-

for 32X Programmers

Programming Foundations

- General Overview
- VDP-Graphics
- How to start Programming for 32X

- CD Programming

Video Compression Overview

- Cinepak and Duck for 32X

Art Programming for 32X

- SOJ tools demo and workshop
- Off-the-Shelf product demos

- 32X Programming-
Tricks and Tips
-

for Genesis/Sega-CD/Pico Programmers

Programming Introduction

- Genesis Intro
- Sega CD Intro (relationship to Genesis)
- Pico Intro (compare to Genesis)

- Genesis/Sega CD Roundtable
Genesis/Sega-CD tips
Genesis/Sega-CD rountable
Sega-CD access tips

Advanced Topics

- Using Battery Backup RAM
 - Universal Driver
 - Sega-CD scale/rotate
-

for Art Experts

- Seminar and demo on Saturn Graphic
Tools (Tume, CHEAT/CHEATA)
 - Open Studio (Photoshop, Debabilizer)
 - Video Compression (Cinepak and Duck)
-

- SOJ Tools for Saturn
Brief Overview, Demo, Integration

for Sound Experts

Saturn Sound

- Saturn Sound Tools (overview & demo)
- Digital Audio for the Saturn

High Level Sound Design

- Sound types
- DSP linker and Mixer Tricks
- MIDI Implementation
- Sound Memory Space
- Scheduler

32X & Genesis Sound

- GEMS (Basics)
- GEMS Workshop (Advanced)
- Genesis Sound Driver (Advanced)
- PWM Chip, Driver, & Tool
- 68k vs. Z80

- Game Gear Roundtable**
(PSG Sound Driver)

- Open Studio**

for Producers and Designers

- Overview of Current Titles
- Saturn Pep Rally (Marketing Info)
- 32X Pep Rally (Marketing Info)
- Design Strategy
- Submitting Games to Sega
- Testing Process
- Localization
(Technical and Cultural Issues)
- Developing CD Masters
- Working with Developer Technical Support (DTS)

Sound Topics

- Digital Streaming Audio
- Audio in Game Design

of General Interest

- Game Demos by authors

Partner Presentations

Catapult

- Seminar

Creative Labs

- "How to Port Your Game from Sega to Your PC"
- "How Sound is Formatted on a PC and Ported to Sega"

Cross Products

- "Introduction to SNASM"
- Advanced SNASM

DigiDesign

- "Multi-Media Audio Authoring Development Tools"

Enchida

- "Creative Uses for a Map Editor"
- "How a Map Editor Can Save You Time and Money"

Hitachi

- "Overview of SH2"
- Four SH2 Workshops for various kinds of users

Novalogic

- Seminar

QSound

- "QSound on Saturn"
- "Sound on 32X"

Radius

- "Multi-Media Authoring Tools"

Realtime

- Seminar

Romburger Associates

- "Processing Graphics-Color Control"
- Demos: Cheetah, Spatula

SEGA Channel

- "All about SEGA CHANNEL"

SN Systems

- "PsyQ, State-of-the-art in Console Development Systems"

SoftImage

- "New Tools in SoftImage for Game Development - Motion Capture"

- "Toonz - 2D Cell Animation"

Wavefront

- Seminar

Zaxtek

- "Different Tools and Approaches for Debugging a System"
- 3rd Parties to demo on Game Gear, Genesis, Mars

DEVCON '95
CONFIDENTIALITY AGREEMENT

In consideration of Attendee's participation in DevCon '95, to be held March 14 - 17, 1995, in Santa Clara, California, Attendee agrees to abide by this agreement.

"Sega":	Sega of America, Inc. 255 Shoreline Drive, Suite 200 Redwood City, California 94065	Contact: DTS Hotline Phone: (415) 802-1719 Fax: (415) 802-1717
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"Attendee": (please print)	_____ _____ _____	Contact: _____ Phone: _____ Fax: _____
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"Proprietary Information": Confidential and proprietary information and related materials concerning the business plans and current and planned software and hardware products of Sega and the Sega partners who make presentations at DevCon '95, including but not limited to information and materials concerning the following system(s) and the design and development of software products compatible with such system(s):

- Genesis/Mega Drive, a 16-bit entertainment system
- Game Gear, a hand-held color portable system
- Sega CD/Mega CD, a CD ROM peripheral for the Genesis System
- Genesis 32X, an advanced peripheral for the Genesis System
- Saturn, a 32-bit entertainment system
- PICO, a 16-bit entertainment system, which uses a light pen

Purpose of the Disclosure: For use by Attendee at DevCon '95.

THE PARTIES HEREBY AGREE AS FOLLOWS:

1. Property of Sega. All right, title and interest in and to the Proprietary Information shall be and remain vested in Sega. Nothing in this Agreement shall grant Attendee any right of any kind with respect to the Proprietary Information, other than the privilege to review and evaluate such information solely for the Purpose of the Disclosure set forth above. All information is provided "AS IS," and without any warranty, whether expressed or implied, as to its accuracy or completeness.

2. Attendee's Obligations. Attendee agrees that it will:

(i) use commercially reasonable efforts to safeguard the Proprietary Information and to prevent any unauthorized access, reproduction, disclosure, and/or use of any of the Proprietary Information;

(ii) disclose the Proprietary Information only to those officers, directors, and/or employees of Attendee who need to know such information in order to carry out the Purpose of the Disclosure, and in the event the employment or appointment of any such person is terminated, Attendee agrees to use its best efforts to recover any Proprietary Information in such person's custody or control.

(iii) not remove any copyright notice, trademark notice, and/or other proprietary legend or indication of confidentiality set forth on or contained in any of the Proprietary Information;

(iv) not copy or reproduce any of the Proprietary Information, except as necessary to carry out the Purpose of the Disclosure;

(v) not use any of the Proprietary Information other than for the Purpose of the Disclosure and then only in strict compliance with the provisions hereof;

(vi) to the maximum extent permitted by applicable law, refrain from disassembling or decompiling software, peeling semiconductor components, or otherwise attempting to reverse engineer the design and function of any of the Proprietary Information including the requirements for compatibility with the system(s) and compatible software;

(vii) not directly or indirectly, either during or subsequent to the term of this Agreement, disclose the existence, content, and/or substance of any of the Proprietary Information to any third party, nor develop, manufacture, produce, and/or distribute any software product(s) derived from or which otherwise use any of the Proprietary Information, without entering into a separate license agreement with Sega;

(viii) have no obligation to maintain the confidentiality of any Proprietary Information which: (a) Attendee can demonstrate with documentary evidence that it was known by Attendee prior to the disclosure thereof by Sega; (b) properly came into the possession of Attendee from a third party which is not under any obligation to maintain the confidentiality of such information; (c) has become part of the public domain through no act or fault on the part of the Attendee; and/or (d) Attendee can demonstrate with documentary evidence that it was independently developed by or for Attendee without the use of Proprietary Information.

3. Term. Attendee's obligation hereunder shall commence upon the date first written above and shall continue until the Proprietary Information comes into the public domain. Promptly upon Sega's request, Attendee shall return all Proprietary Information and shall not retain any copies thereof.

4. Indemnification and Other Relief. Attendee agrees to indemnify and hold Sega harmless from and against all claims, losses, liabilities, damages, expenses, and costs (including, without limitation, reasonable fees for attorneys, expert witnesses, and court costs) which result from a breach or threatened breach of this Agreement by Attendee. Attendee agrees that if it breaches this agreement, Sega shall be entitled to an accounting and payment of all forms of

compensation or benefits which Attendee directly or indirectly realizes as a result of such violation. Such remedy shall be in addition to any injunctive relief or other remedies to which Sega may be entitled at law or in equity. Attendee agrees that any unauthorized use of such information by Attendee shall cause Sega irreparable harm for which its remedies at law would be inadequate. Attendee agrees that Sega shall be entitled to seek and obtain, in addition to any other remedies available to it, immediate injunctive relief without bond to prevent the breach of threatened breach of any of Attendee's obligations hereunder.

5. General. (a) This Agreement shall be governed by and interpreted in accordance with the laws of the State of California, excluding that body of law related to choice of law, and the courts of San Francisco or San Mateo Counties, (if under State law) or the Northern District of California (if under Federal Law) will have exclusive jurisdiction and venue of such actions; (b) the prevailing party, as determined by the court, in any action between the parties arising from this Agreement shall be entitled to recover, in addition to any other relief awarded, its costs and expenses incurred in any such proceeding, including, without limitation, its reasonable fees for attorneys, expert witnesses and court costs; (c) should any provision of this Agreement be determined to be void, invalid or otherwise unenforceable by any court of competent jurisdiction, such determination shall not affect the remaining provisions hereof which shall remain in full force and effect. (d) no waiver or modification of any of the provisions of this Agreement shall be valid unless in writing and signed by both of the parties; (e) Attendee's rights under this Agreement cannot be assigned to any third party without Sega's prior written consent. Any attempted or purported assignment of this Agreement without Sega's consent shall be void; (f) this Agreement constitutes the entire agreement and understanding between the parties with respect to the Proprietary Information listed above, and supersedes all prior and contemporaneous negotiations, discussions and understandings of the parties, whether written or oral.

In witness thereof, Attendee has acknowledged acceptance of the this Agreement by (1) attending DevCon'95, and/or (2) returning an executed copy of this agreement to Sega.

(Attendee Signature)

Print Name: _____

Title: _____

Company: _____

Date: _____



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RETURN

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GAME DESIGNERS SEGA CD ARTISTS

32X PICO SATURN

DEMOS SATURN

GENESIS OPEN STUDIO 3D GAME DESIGNERS

SOUND SH2 PARTNERS 3RD PARTY ARTISTS

EXHIBITS GAME DESIGNERS

SATURN SEGA CHANNEL PRODUCERS

PRODUCERS PROGRAMMERS SATURN 3D

EXHIBITS 3RD PARTY ARTISTS

ARTISTS PICO SATURN PRODUCERS

32X OPEN STUDIO

DEMOS GENESIS SH2 SEGA CHANNEL

SATURN PICO 32X SEGA CD SATURN

GAME DESIGNERS SATURN GENESIS SH2

EXHIBITS SATURN DEMOS

SH2 DIGITAL AUDIO EXHIBITS

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SEGA CD 3RD PARTY

OPEN STUDIO PROGRAMMERS

DEMOS PARTNERS VIDEO COMPRESSION

GAME DESIGNERS SATURN