

William R. Woodward

**Pulse
Entertainment Inc.**

Co-Founder and
Chief Executive
Officer

Specialty: 3D, real
time, character cre-
ation technology and
desktop games



With the huge success of its CD-ROM game "Bad Mojo," Pulse Entertainment got off to a racing start as one of the foremost developers/publishers of interactive entertainment software.

And leading that charge is CEO Bill Woodward, who co-founded the company in 1994 with Chief Technology Officer Young Harvill, a pioneer in 3D animation technology and related software tools. One year later, they were joined by CD-ROM game designer Drew Huffman, whose game "Iron Helix" was a bestseller of 1994.

Always looking to stay ahead of the industry by developing their own technology, the principals of Pulse have created their own software that allows for the creation of 3D figures. The software, known as Digi, will be featured in the company's upcoming releases, "Flux" and "Space Bunnies Must Die!"

Describing Digi as a "turnkey solution for making interactive content," Jonathon Fishman, Pulse's manager of Internet development says, "Digi provides all the resources for artists and engineers to create compelling interactive content for whatever use: whether you want it for Internet content, a Sony Playstation video game or a PC CD-ROM."

In addition to its games, Pulse will be marketing Digi independently to other game-development companies in the near future.

"What Bill does best is pull together the very best resources in an environment that lets art and technology shine through," says Fishman. "Pulse creates award-winning content that is differentiated by next-generation technology. Bill is the one that brings this together."

With the creation of its Japanese division, Pulse KK, last July, the software developer is now moving into the global market with its mission to leverage Pulse's technology and content to foreign markets.

Pulse KK is Pulse's first foreign venture.

A privately held company, Pulse employs 60 employees at its two locations, in Santa Monica and San Francisco, with roughly an equal number of workers at each location.

— Pat Kramer

Brian J. Farrell

T-HQ Inc.

Chairman, Chief
Executive Officer
and President

Specialty:

Developer/publisher of
interactive video
games for dedicated
consoles and personal
computers



Six years ago, T-HQ Inc. in Calabasas was struggling to survive, having suffered big losses from its toy division that threatened to derail the company. Then Brian Farrell arrived.

Farrell joined T-HQ in 1991 as vice president, chief financial officer and treasurer. His decisions to divest the company's incompatible toy business and implement strict cost controls are widely credited with turning the company around — certainly T-HQ's board must have thought so, because it made Farrell chairman and CEO in 1995.

Today, T-HQ is one of the leading video game developers in L.A. During the second quarter, earnings (\$994,000) and sales (\$12.2 million) hit record highs.

T-HQ's "WCW vs. the World" (PlayStation), released last March, was recently listed as one of the 10 top-selling video games in the country (Business Week, June 9). The interactive game features World Championship Wrestling's most popular stars rolling around in the ring, doing their specialized moves on each other.

The company makes games to work on nearly every platform, from Nintendo's Game Boy to personal computers. While its wrestling titles have had the best success, T-HQ is also known for its numerous licensing agreements with movie studios, such as the deal with Universal Studios Inc. to create a video game based on the film "The Lost World: Jurassic Park."

"While a lot of multimedia companies said they were going to do what we call 'Siliwood' (merging Silicon Valley and Hollywood) and tie movies and full-motion video into their games, for the most part, those games have been very unsuccessful because they forgot they were games," Farrell said. "What's unique about THQ is that we really understand that we're in the games business and at the end of the day, we've got to have a game that a game-playing consumer is going to enjoy."

Farrell says he views himself as a manager with strength in taking a business to the next level.

"My philosophy, and the rest of my staff understands this, is that we're running a business," Farrell said. "We work for the shareholders and we're paid to increase the value to our shareholders in a number of ways. I think that business angle really helps set us apart from our competition."

— Pat Kramer