

GUILD WARS



masquerade
party?

Halloween
with ArenaNet
(Oct. 29-31)



world premiere event - trick or treat?



OK? What's the gimmick here? ArenaNet is going to let the entire world play Guild Wars on Halloween Weekend - for free? Have they lost their mind? What's the trick? What's the treat?

The Trick - It doesn't take a rocket scientist to figure out what ArenaNet is up to. They want to get you hyped up for Guild Wars. Despite the fact that ArenaNet was founded by legendary game developers, the company is something of an unknown. The word-of-mouth hype is not strong enough to make Guild Wars succeed. That means ArenaNet simply has to show you the game. They're banking on the fact that you'll fall so hopelessly in love with Guild Wars, that you'll have no way to resist pre-ordering the game. Look at what this event leads up to. Less than one week after the World Premiere Event, the beta event begins. But wait, you can't play without pre-ordering. Awwwwhhhhh!

Sounds like a vicious drug dealer doesn't it? The first hit is free. But if you want another, it's going to cost you. That's not very sporting of ArenaNet, is it? They get you hooked on the game, then they send you off to the store. Those monsters! They're getting little kids hooked on digital narcotics. Are you scared yet? BOOOOOO!

The reality is, this isn't such a bad deal from ArenaNet. You have three days to decide if Guild Wars is worth pre-ordering. To think of all the games I put on the shelf after 72 hours. The World Premiere Event is a pretty bold statement from ArenaNet. They're so sure you'll like this game, that they're just letting it all hang out. Well, there will be plenty of inaccessible content during the World Premiere Event, but there should more than enough stuff to keep you busy for three days. The pressure is on ArenaNet. They have to deliver a quality game. That's what I like about ArenaNet. They have a confidence about them. They put things out in the open and let you decide. If the World Premiere Event is a Halloween trick, it's not a very good one.

The Treat - The World Premiere Event is one of those pinnacle moments in video game history. There was a feeling about the "E3 for Everyone" event. There



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was such joy and optimism. The players loved the game. The worst part was seeing it end. Guild Wars Alpha has been such a lonely place since then. The game is designed to be played by thousands of players - simultaneously. That's why I'm looking forward to the World Premiere Event. It's going to be a Halloween treat.

So there you go. You are cordially invited to attend The Guild Wars Halloween Weekend Party. There's no need to RSVP, because your invitation cannot get lost in the mail. All you have to do is download a 90K gw.exe file. You'll be good to go. (If you don't have the gw.exe file by now, you can simply head over to GuildWars.com and download it.) This is the moment of truth for Guild Wars. Up until now, things have been fairly quiet for the Guild Wars community. This is make or break time for ArenaNet. This is not only just ArenaNet, but fansites too.

Last May, the volume from the 'E3 For Everyone' event was tremendous. Fansites were getting bombarded with visitors. It was an exciting and frightening time. Once the event was over, players from all over the world started pounding the fansites for more Guild Wars information. This time around, I expect the storm to be much more powerful. There are significant reasons why the World Premiere Event should eclipse the E3 For Everyone Event.

It's a weekend event - The "E3 for Everyone" event fell on five consecutive weekdays. The free-for-all was shut down immediately after Friday had past. There was no Saturday or Sunday action. That's not the case this time. The weekends are often known for serious gaming. I wouldn't be surprised if many players forego a traditional Halloween, just to spend it playing Guild Wars.

ArenaNet is Not Fighting For Attention - E3 is a stressful time for the Video Game Industry. You have companies vying for attention. "Look at me... look at me...our game is the best... look at our mammoth booth... have a t-shirt... check out our hourglass shaped booth babes.... we're the best... check out how many polygons we have... over here, over here... look at our dynamic lighting effects and our semi-realistic breast physics... did I mention this is being rendered in real time?" With all the money being dumped into E3, the splendor of Guild Wars got lost in the shuffle. Over 200,000+ account were made for the "E3 for Everyone" event. According to an ArenaNet press release, that made Guild Wars "one of the five largest online games in North America." Where was the fanfare? Why wasn't Guild Wars named Best of Show? ArenaNet was the unsung hero of the 2004 E3. For the World Premiere Event, Guild Wars can be on center stage. This year, ArenaNet owns Halloween.





It's Halloween - ArenaNet has a habit of celebrating the holidays. On April Fool's Day, I logged into Guild Wars Alpha and spotted a most peculiar sight. Gnomes - Hakewood had been invaded Gnomes. They were everywhere. There were signs too. They had silly little saying like, "There's no place like Gnome." If this is what ArenaNet does for a few hundred people, what do they have in store for a few hundred-thousand people?

It's the second time around - Not everyone got a chance to participate in the "E3 for Everyone" event. Many gamers simply did not know about Guild Wars. Back then, Guild Wars was - and still is - a sleeper hit. There are plenty of gamers who would enjoy Guild Wars, but they're not even aware that Guild Wars exists. Since the "E3 for Everyone", more players have been enlighten. Unlike six months ago, Guild Wars is on store shelves today. This time around, the objective isn't just promotion, it's to generate sales. Quite frankly, I think 200,000 accounts would be a low turnout for the World Premiere Event. It's free after all. That's why I'm expecting ArenaNet will want to get more players involved for the World Premiere Event. Just look at what ArenaNet is saying.

"We welcome feedback from the millions of players invited to join the events"
- Jeff Strain

Guild Wars is not your typical MMORPG. Because there is no monthly fee associated with Guild Wars, ArenaNet / NCsoft is using a different business model. In order for Guild Wars to be truly successful, that means millions of copies need to be sold. Think about it. This is an A++ title. There are over 60



Here we have a Monk checking the pockets of a fallen Necromancer for loose change. Actually, the Monk is probably about to resurrect his slain comrade.

people on the ArenaNet staff. That's one expensive payroll. Then you have the trio. Do you really think the founders (Mike, Jeff and Pat) started their own company, worked on this project for 4-5 years, just to settle for mediocre sales? No way! This game is going huge. Of course, that fate depends on the success of three days... October 29, 30 and 31.

The World Premiere Event has to be bigger and better than the "E3 for Everyone" event.

I'm not sure why ArenaNet goes for these big to-do's. It puts so much pressure on a few days. Guild Wars is a lifetime game. New expansions can make Guild Wars a game without end. With such longevity, how do you effectively judge Guild Wars within a few days of playtime?

ArenaNet could have had a simple message board, and slowly bring the community to a rise. This is a proven method of generating popularity with MMORPGs. That and a massive marketing blitz would help too. Instead, ArenaNet is treading in uncharted lands. They have their own unique approach to promotion. Is it going to pay off? Aside from the lack of accolades in the press, the "E3 for Everyone" was a flawless event. Time will tell if ArenaNet can make it two in a row.

In any case, I can't see why you would want to miss it. The World Premiere Event is free and it aims to be fun. Fame or folly, I'll be there to see what happens to ArenaNet. I'm thinking most players won't care about the economics behind all of this. Nay, I say most players will be more concerned with completing missions, battling in tournament, improving their gear and/or chatting it up with friends. The 10th edition of this PDF magazine marks the end of an era. In late October, Guild Wars goes mainstream. It may not be full blown retail, but it will be loud enough to end the quiet days of Guild Wars. Get ready, the Guild Wars community is about to explode.

Normally, my opening editorials don't stretch until page 5, but this is exciting stuff. I thought the "E3 for Everyone" was a once in a lifetime event, but the world is getting a second chance. If for some reason you missed the first event, now is your chance to get a taste of Guild Wars. I don't know about you, but Guild Wars has ruined all other video games for me. Not only have I been saving a ton of money, by no longer playing monthly fee games, but I haven't bought a single video game since I got involved with Guild Wars. Within the last year, I got two new video games for my birthday. THEY'RE STILL SITTING IN THE BOX! Now you might not reach this level of obsession, but you'll know for sure soon enough! I hope to see you in game. My toon goes by the name "Guildmaster Photics", so you're welcome to say hello.



Look, I'll make it nice and simple for you. If you do not have the gw.exe, all you have to do is click the image above. It will lead you to the download page.

**BONE
IDOL**



WARPICK



KANTHAN TARGE



CENSOR'S ICON

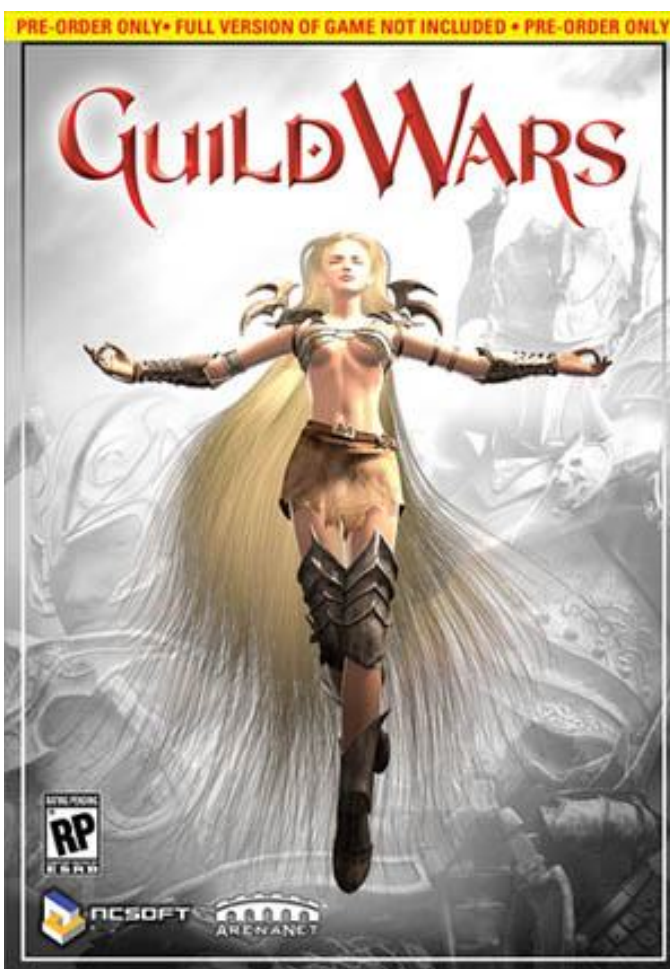


ITHAS BOW

know your loot!

After blank faces from retailers, it is a relief to finally see the Guild Wars pre-order on store shelves. This makes it official. Guild Wars was not some crazy dream. A no-monthly-fee MMORPG does exist.

Now here's something you might want to know. Each retailer has a special pre-order item. The Bone Idol is a focus item that works with Death Magic - a Necromancer skill. It is available from CompUSA. • The Warpick is a hammer. This makes the item suitable for Warriors, as it uses Hammer Mastery. It is available from GameStop. • The Kanthan Targe is a shield, which is also most beneficial to warriors. It uses the Tactics ability. It is available from Best Buy. • The Ithas Bow is best suited for Rangers with Marksmanship. This item is available from Electronics Boutique. • The Censor's Icon is a focus item, which is based off of Smiting Prayers. That makes this item most useful to Monks. It is available at all other retailers.



Some retailers might not know what Guild Wars is. That's OK. Simply print this page out and hand it to them. Then you can say, "I want that. Bring me the girl."

ArenaNet - Showing Too Much Leg?

First off, I'm not talking about lingerie. The splendor of Guild Wars underwear is already a matter of notoriety. No, this is the revealing of a different matter. For the World Premiere Event, is Guild Wars showing too much of "the goods"? In other words, could the Halloween weekend merely be a three day affair or is this the start of a beautiful, meaningful and lasting relationship?

The World Premiere Event is a teaser. Its objective is to seduce you, to ignite your passion for an MMORPG that is free of subscription fees. It aims to tantalize your senses, with its exotic graphics. It yearns to excite you, with its blood pumping battle system. It will caress you, with tedium free gameplay. When the three days of gaming nirvana end, will you be left craving for more? Will your body ache for the calling of cooperative combat? Will your soul burn for victory in tournament? When the blissful weekend has passed, will you run to your local retailer? Sweaty and weak, will you demand your copy of the Guild War pre-order kit?

...or will you 'forget' to return ArenaNet's calls?

"Hi! This is ArenaNet. I had a wonderful weekend. I was wondering if you wanted to come over next weekend and meet my family. Call me, thanks."

Here's what I'm really getting at. There have been game demos that I downloaded. The demos were so good that I didn't even bother to buy the full game. Can that realistically happen here? Could you get a three days fill of Guild Wars, then simply move on to anticipating the next big MMORPG? "Oooooohhhh lookie... it's 'Elves in Space' and it's available in 2008." What if you were crazy and played for a straight 72 hours? Could you call it game over? There is a substantial argument for this. Have you seen what ArenaNet is presenting for the World Premiere Event?

"Experience the Guild Wars leveling process: Players participating in the World Preview Event will start at Level 15 and can advance up to Level 20" ...ummm, hello?! The maximum level is 20. Has ArenaNet lost it? In other MMORPGs, they typically drag out the 'carrot stick' elements of the game. The ultimate goal is always just out of reach. You finally hit level 175, but next week the 55th expansion raises the cap to 180. Instead of ArenaNet saying you need 186,253,582,094,102 points to the next level, they're letting you hit the maximum level before the game even releases. They weren't kidding you when they said there was no grind. For decades, since



the days of pen & paper, RPG players have been conditioned for 'wack-a-mole' gameplay. The lofty goals, the elusive treasures, that is what drove the genre. Is ArenaNet heading for financial suicide with this decision? Can RPG players live without the level grind? Time will tell.

Here's another one. "Explore 2 new regions for conquest and adventure: The Kingdom of Kryta and The Wilds – each with its own beautiful environment, persistent town and instanced hunting grounds" ...duh... what's going on here? Last I checked, there were only five different lands. The public has already seen one. That leaves two lands... Northern Shiverpeaks and Southern Shiverpeaks. That's basically only one undiscovered land. Is it time to start panicking?

"WTF Mike?!?!?!1/?!?1!1! You get me psyched for this game, but now I find it's teh sux. I hate this game and I hate YOU Mike."



OK... now that you're good n' frazzled. I'll take it back to the other side. Guess what... ArenaNet DOES keep secrets. You don't believe me? There are plenty of things that they don't even tell us Alpha testers. As for lands to explore, you should see the ones they threw away. What ever happened to Shipwrecked, Hands of Dwayna or Lost Treasures? These were awesome maps, but I can't access them anymore. Shipwrecked was a starting mission. It was a little tough, but you had a more involved startup. New characters didn't start in the main town. They used to start in the Shipwrecked map. Hands of Dwayna was a quest on Epic levels, with superb level design. It was non-linear and the quests were challenging. Lost Treasures was radical. It was a great map to farm loot. It was also great fun to save the Monk Village. It had the gameplay that traditionalistic MMORPG players would go nuts over. Where did this content go? I haven't a clue. Just know that ArenaNet is full of surprises. Yah, sure, you can hit level 20. But even if you played for 72 hours straight, I highly doubt you can play the game out. There's just too much to do. Let's not forget there are around 75 skills per profession. You think you're going to get 150 in three days? That not likely! There are lofty goals to be found, but they're not mandatory for winning tournaments. I've been playing since February and here I am. I still got plenty to talk about. I still have plenty of goals unmet. This is not even taking the social value into account. Guild Wars is a keeper... but you'll be able to judge for yourself soon enough.



October 29, 30, 31... Guild Wars Beckons You!