

About Harmonix

Harmonix Music Systems is a videogame development company based in Cambridge, MA. The company specializes in music-based games, and is renowned for groundbreaking design innovation. Founded in 1995 by Alex Rigopulos and Eran Egozy, the company is home to a vibrant and dynamic group of designers, artists, gamers and musicians. The core principle at the heart of all Harmonix products is to share the joy of creating and performing music with everyone, regardless of musical experience.

In 2006, Harmonix was acquired by MTV Networks—a division of Viacom International Inc.—and set out to develop **Rock Band™**, the company's most ambitious project to date. Published by MTV Games, **Rock Band** was released on November 20, 2007 and became a multi-million unit selling, genre-defining music game platform. **Rock Band** allows music fans and gamers to choose their instrument (guitar, bass, drums, or vocals), put together their band and set out on the path to full-fledged rock-stardom!

Rock Band™2, released in September 2008, featured improvements on the original, including a robust online multiplayer experience and an unrivaled tracklist. In addition, **Rock Band 2** was the first music game ever to feature backwards-compatibility, giving owners of the **Rock Band** the power to continue to play songs they previously enjoyed within the original title, including both disc and downloadable content.

And there was a staggering amount of content downloaded by Rock Band fans! **Rock Band** and **Rock Band 2** have racked up over 40 million individual songs sold via download through the **Rock Band** platform. Furthering its position as the music video game leader in paid song sales and downloadable content, the **Rock Band Music Store** now features over 700 songs available to date, with new music being added every week.

In addition to garnering more than 50 industry awards, the **Rock Band** franchise officially surpassed \$1 billion dollars in North American retail sales in 15 months, according to the NPD Group. In those 15 short months, **Rock Band** established itself as an unparalleled video game experience, as a party staple, as a way for everyone to live out their rock fantasies, and, perhaps most importantly, as a way for people to get closer to their favorite songs while discovering new music through the power of performance.

As previously announced, Harmonix is developing ***The Beatles™: Rock Band™***. This journey through the legacy and evolution of the band's legendary career will allow fans to pick up the guitar, bass, mic or drums and experience The Beatles' extraordinary catalogue of music like never before! The game, published by MTV Games, will be available on 09/09/2009 simultaneously worldwide in North America, Europe, Australia, New Zealand and other territories for the Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and Wii™ home videogame console from Nintendo.

In addition, Harmonix and MTV Games announced plans to release **Rock Band Unplugged** for the PSP (PlayStation®Portable) system simultaneously in North America and Europe on June 9, 2009. This marks the first time the **Rock Band** franchise has made

its way to a portable device, giving fans the chance to be a one-man band!

Prior to its acquisition, Harmonix was the developer of *Guitar Hero I* and *Guitar Hero II*, which were published by RedOctane. Those games became a shrine to the glory of rock guitar and a fiendishly addictive fusion of music and gaming. The result, as described by *Official PlayStation Magazine*, was "ridiculously awesome." The original *Guitar Hero* (2005) was an Interactive Achievement Awards winner in 5 categories, a Game Developers Choice Awards winner in 2 categories and a nominee for Game of the Year in both. The sequel, *Guitar Hero 2* (2006), is one of the Top 10 rated games in the history of the PlayStation 2.

Harmonix's foundation as a music gaming company was built with a variety of diverse titles for different publishers. In the fall of 2007, Harmonix released *Phase*, an interactive music game for the latest Nano, Classic and 5th generation iPod® that lets users experience songs in an entirely new and unique way. Fans can create a playlist in their iTunes® library and *Phase* will turn included songs into a playable game level. *Frequency* (2001) and *Amplitude* (2003), published by Sony Computer Entertainment, successfully merged real-time music-making with insanely addictive gameplay. The *Karaoke Revolution* series of titles (2003 to 2005), published by Konami Digital Entertainment, turned singing into a competitive game and turned game consoles into a high-end interactive karaoke machines. In addition, Harmonix developed *EyeToy: AntiGrav* (2004), published by Sony Computer Entertainment, which allowed you to control on-screen avatars using Sony's EyeToy camera, and stands as Harmonix's only game outside the music genre.

Alex Rigopulos (CEO) and Eran Egozy (CTO) met while working in the computer music group at the MIT Media Laboratory. While the principle of "creating ways for non-musicians to experience the unique joy that comes from making music" has always been at the heart of the company, Harmonix wasn't started to explicitly develop videogames. Harmonix's first product, *The Axe*, was PC software that turned a joystick or mouse into a musical instrument, with which anyone could improvise original instrumental solos in real time. Additionally, the company created interactive music attractions for theme parks, including Disney's Epcot Center, and other location-based entertainment venues. These exhibits allowed users to improvise music simply by moving their hands in the air.

Harmonix continues to grow in Cambridge, expanding the **Rock Band** franchise, developing new titles and searching for new ways to bring the joy of music to the world.