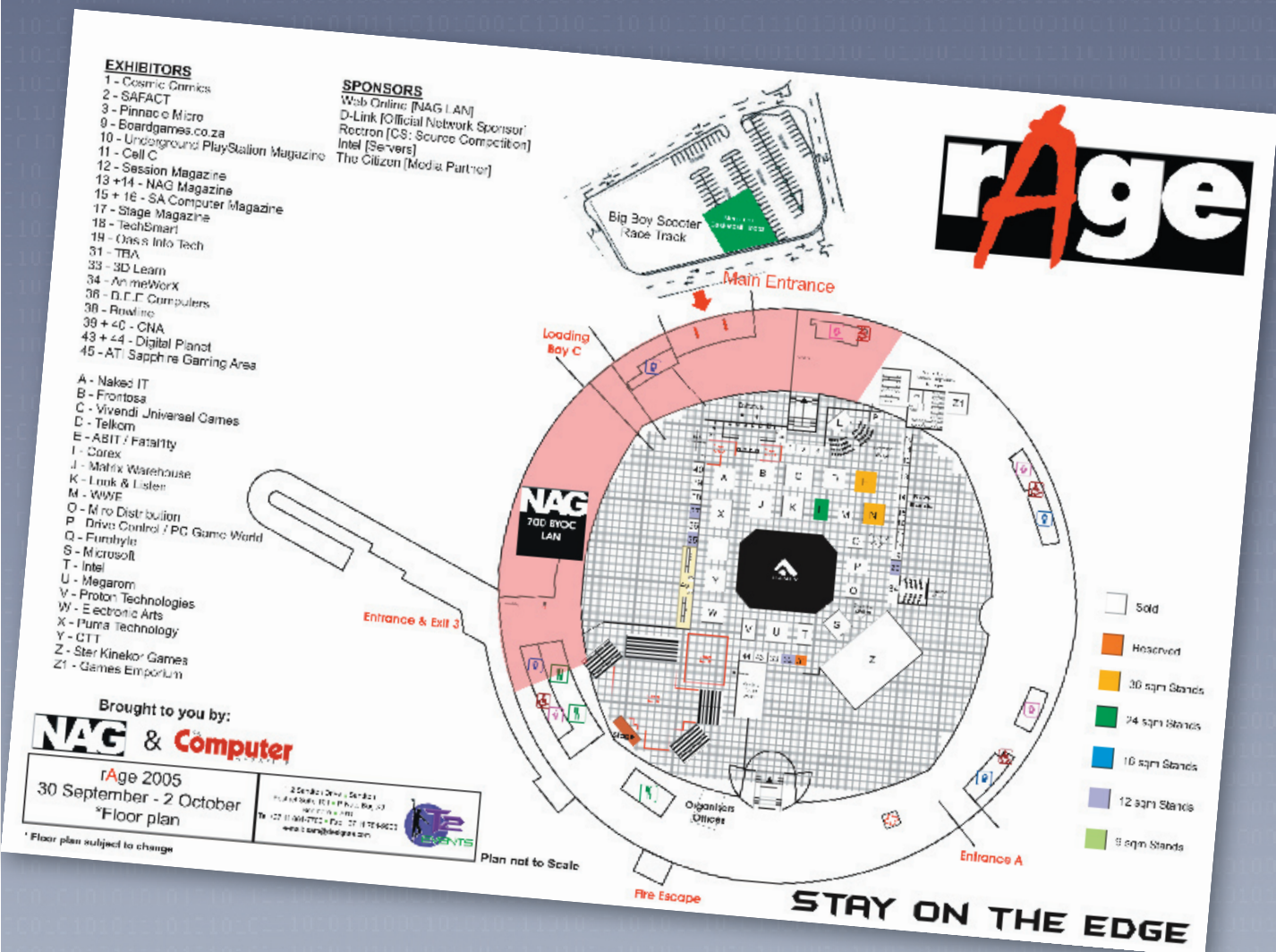


rAge

2005 Full of Surprises





THE ANNUAL INFORMATIVE ARTICLE for NAG's rAge expo has always been an interesting one to write, as it involves a unique process. It is the only time when the editor himself sits down to be interviewed. Of course, this produces intriguing results all on its own – as our dear friend Michael James is even more sarcastic in person than he is in print – but what he had to say about rAge 2005 comfortably surpassed all expectations. Simply put: you really want to be there this year.

"My evil plan is to smite all other IT shows in South Africa and rule supreme," explained Michael calmly. Last year he spoke about his ambition to turn rAge into a local rendition of the Electronic Entertainment Expo (E3), and that goal seems to be drawing ever closer to reality. For starters, the physical size of the exhibition is set to be approximately thirty percent larger than last year, occupying most of the Dome floor space. The list of exhibitors has continued to grow, including local hardware and software distributors, cellular service providers, media, anime, board games and music. The expo has also increased in status. "For example," said Michael, "we're hoping to have Quake 4 code on the show floor as well as international developers coming to

Hitlist – Cool things to do at rAge

- Watch anime – anime theatre
- Win cool stuff – competitions galore
- Play games – PC and PlayStation games
- Photograph chicks – booth babe alert
- Hardware specials – mod your PC
- Board games – try before you buy
- Expert opinions – NAG eXperience workshop
- Gaming pro's – SA's top Counter-Strike teams
- Famous people – get the NAG Editor's autograph
- Scooting around – ride a Big Boy scooter
- Handheld gaming – wireless PSP station
- Card role-playing – play Magic the Gathering

The lighter side of rAge Staying on the edge

Last year (at rAge 2004, for reference sake) a man was unceremoniously duct-taped to a mannequin, while his son looked on in horror. Tears may have been shed, but good fun was had by all (except for the one distraught child).

To explain what rAge is all about using only the primitive confines of the written word would be futile. Sure, one could use words such as 'biggest' and 'computer', perhaps even throwing in 'expo' for effect. But where is the pizzazz, the glamour? Dear friends and innocent bystanders, rAge is much more than a simple computer and electronics expo. It's an indescribable explosion of sight, sound, touch, smell, taste and a little something extra, localised around a certain date and venue, September 30, 2005 at the Coca Cola Dome Northgate.

There are countless (count them) events happening at rAge. You can keep abreast of developments by religiously checking www.rageexpo.co.za every day, before breakfast or perhaps after a light lunch.

For those without a connection to the "interwebs", here is a brief rundown of some of the aspects rAge 2005 will contain: kids, adults, chairs, tables, carpets, posters, music, a poodle, some cables and lots of air. It's amazing how much stuff can fit into the Coca Cola Dome.

If you're not interested in any of the above, then perhaps rAge 2005 can still provide.

Webcams will be tracking your every move as you run rampant through the various displays, stalls and vendors. You'll get to buy stuff, try stuff, play things, pick up objects and even (if you're so inclined) bring your computer so you can participate in the massive 700 player LAN. D-Link will be providing over R250,000 worth of equipment to make sure that you can frag (kill), capture (steal) and be 'pwned' (that's slang for 'abused') without any problems.

If multiplayer mayhem isn't your thing (shame on you), then the expo itself will be more than happy to accommodate you. rAge is after all, the ultimate consumer show encompassing gaming, computers and IT.

Specials on stuff will let you fill your shopping bag and only marginally empty your wallet (come with a full wallet), while various other activities will keep you (or your hyperactive children) entertained. You'll be able to play board games, test-drive the latest games that won't even be on sale yet and participate in a variety of workshops.

Speaking of the workshops, if you're interested in game development, magazine layout or even digital art, be sure to stop by the NAG eXperience workshop for a little practical participation. A full itinerary of what/when/where will be posted on the rAge Website blog.

rAge is all about challenging the misconceptions around gaming, and bringing the best to the South African market. The event itself is diversifying and other fancy-sounding things, so that it will Stay on the Edge, for you.

So do the right thing. Don't do drugs. Be kind to yourself. Come to rAge 2005.



demonstrate other big titles." The opportunity to play-test Quake 4 is what most competitive gamers have only been dreaming of until now. "As far as I've been told it'll be hands-on code," Michael elaborated. "We're also trying for an informal multiplayer thing, but this is a big maybe because the id Software people might not have proper competition software ready at that time. Hold thumbs."

If that doesn't sound impressive enough, NAG is excited to announce that the world's most famous (or infamous) professional gamer, Johnathan "Fatal1ty" Wendel, is coming to rAge to participate in a Fatal1ty Shootout, with NAG offering a R20,000 cash prize to the first person who

can beat him. The format of the competition will be explained in more detail on the rAge Website once it has been finalised. "The idea," said Michael, "is that people draw numbers and are then randomly selected to go up against him. I believe Quake III will be his game of choice, and from what I've seen, my R20,000 is safe."

As usual, Arena 77 will be running a 'Bring Your Own Computer' tournament in addition to the NAG LAN which was spoken about last month. The featured game this year will be Counter-Strike: Source and the

Exhibitors*

3D Learn	Games Emporium
AnimeWorX	Intel
ATI Sapphire Mini LAN	Look & Listen
B.E.E Computers	Matrix Warehouse
Boardgames.co.za	Megarom
Bowline	Microsoft
Cell C	Miro Distribution
C.N.A.	NAG Magazine
Corex	Naked IT
Cosmic Comics	Oasis Info Tech
CTT Computers	Pinnacle Micro
Digital Planet	Proton Technologies
Drive Control / PC Game World	Puma Technology
Electronic Arts	SA Computer Magazine
Eurobyte	SAFACT
Frontosa	Session Magazine

*Exhibitors confirmed at time of going to print

Stage Magazine
Ster Kinekor Games
TechSmart
Telkom
Underground PlayStation Magazine
Vivendi Universal Games
WWE

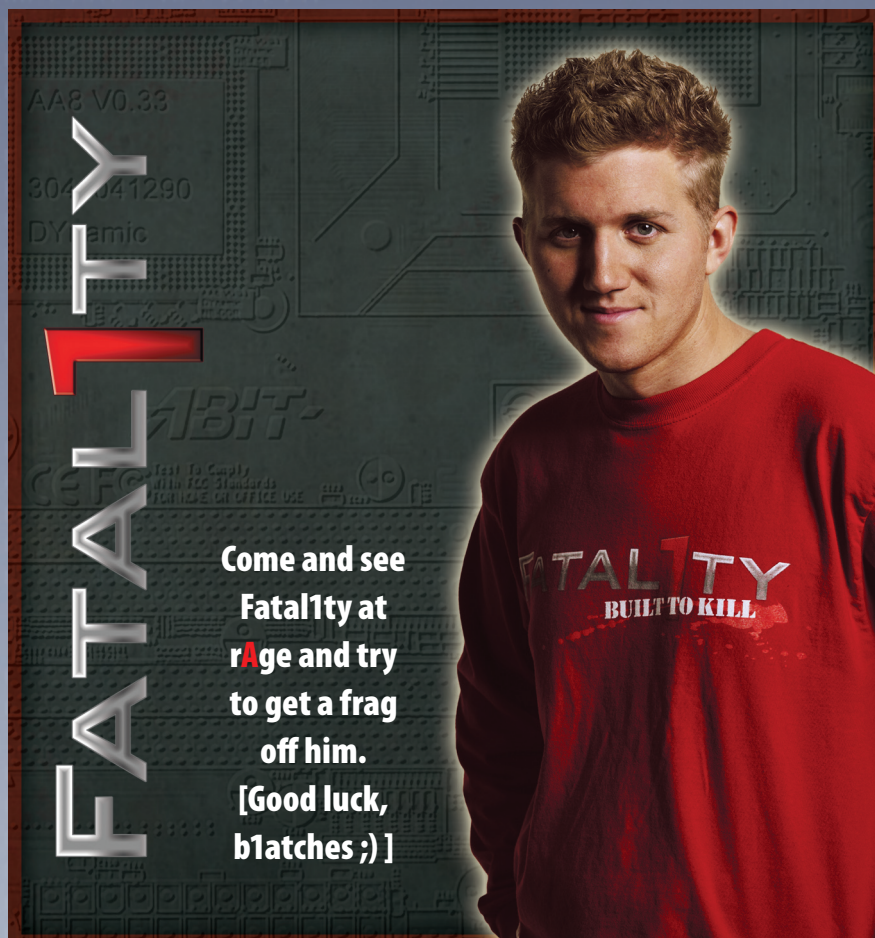
Sponsors*

D-Link [Official Network Sponsor]
Intel SA [Gaming Servers]
Rectron [Counter Strike: Source Competition]
The Citizen [Media Partner]
Web Online [NAG LAN]

event has already garnered a huge response from the local competitive community. In fact, a new South African record was established for the fastest online registration. Another major improvement being implemented this year is the focus on the spectators at the event. A grandstand/stage area with a big screen will be positioned away from the players, with constant commentary to accompany the action. People new to competitive gaming are encouraged to come along and experience the thrill of this new sport, which is gaining increasing popularity worldwide. Prizes for rAge have traditionally been staggering, and this time is no exception. The winning CS: Source team will receive R50,000 with second and third place prizes still to be confirmed. To spice things up a bit, rAge will also be featuring less formal tournaments for Xbox and PlayStation, as well as the PC title F.E.A.R. and Serious Sam II. Prizes for these competitions will include 3D cards and games.

A new addition to rAge is the advent of South Africa's first competitive gaming conference. In an effort to further a unified competitive gaming community in South Africa, NAG will be hosting an open panel discussion at rAge on Friday, where the public and those with vested interests in the future of competitive gaming, can come and pose questions to a panel of people involved in the competitive gaming industry. The conference will be open to all expo attendees, and will feature several SA gaming personalities such as Len Nery from Arena 77, gaming journalist Anton "The_Basilisk" Lines, Michael James Editor of NAG and top local player Karl "Mburr" Buys. Michael explains: "I think it's important to do this, because at the moment there's nothing like a group of experts discussing the topic of competitive gaming in South Africa as a more serious activity."

[www.rageexpo.co.za] **NAG**



**Come and see
Fatal1ty at
rAge and try
to get a frag
off him.
[Good luck,
b1atches ;)]**

Exhibitor announcements

- Naked IT will be launching the first Issue of Otaku Magazine at rAge 2005. Otaku Magazine – a first for SA – is a magazine focused on the growing SA Anime Subculture, featuring articles and reviews on locally and internationally available Anime (Animation) and Manga (Comic) titles, related movies, sound tracks, music, PC/Console games, gadgets and accessories
- Naked IT show specials – 10%-30% off all products at rAge 2005
- Matrix Warehouse will showcase the latest in hardware (including motherboards, CPUs, memory, graphics cards, fans and cooling) as well as PC and PlayStation games
- B.E.E. Computers will be showcasing and selling brand new Thermaltake products only due out on the street at the end of 2005
- Look & Listen will be stocking PSP consoles, hardware, software, accessories and Ital racing seats with sound. Look & Listen will also have a range of top selling CDs and DVDs, clearout stock of GameCube software titles and plenty of prizes up for grabs
- Digital Planet promise to source any gaming products that are not available at rAge to be ordered and delivered to the customer within a few days. Digital Planet will also be selling most of the games and hardware that will be exhibited by the major distributors at the lowest prices in the country. The focus will be on a large selection of products ranging from games across all platforms to hardware for all type of machines
- Frontosa will be launching the all new CPU Cooler from Zalman, the CNPS9500 LED Series Cooler as well as a whole new range of niche LCD series, and Antec's newest chassis, the P180. As official distributors of ABIT and Zalman in South Africa, Frontosa will be launching the ABIT Fatal1ty as well as the Zalman Fatal1ty range of products which will include the Mainboard Series and Pure Copper and Fin cooling fan techniques. To round off Zalman's show case, Frontosa will be displaying the Totally No Noise (TNN) solution chassis using Heatpipe Technology. This will be featured in the TNN300 and TNN50AF series
- Oasis will be showcasing the brand new Microsoft Media Centre software that facilitates mutlichannel simultaneous recording off TV. Oasis will also be providing wireless and other accessories on excellent show special rates
- Various workshops will be run at the NAG Magazine stand during the course of rAge, ranging from game development right through to digital art and even tutorials on how to design your own magazine. Each workshop will be hosted by someone in the field and most will even include practical sessions and tutorials. A detailed schedule of events will be released on the NAG Website two weeks prior to rAge
- Competitive Gaming: From Here to There – an open panel discussion will be hosted by NAG after lunch on Friday afternoon at rAge where the public and those with vested interests in the future of competitive gaming, can come and pose questions to a panel of figures involved in the competitive gaming industry
- A rAge blog is up and running where you will be able to read the most up to date information and happenings on the expo. The blog will also be updated during the show with news and photos for those unable to attend. www.rageexpo.co.za