

# FIFA 10 First Look

FIFA 10 First look  
Electronic Arts

First look at FIFA 10 on the Playstation 3 & Xbox 360 ...

Gameplay &ndash; Our No. 1 Priority

Refining the Critical Fundamentals Using 70 % of Our Gameplay Team's Capacity

Urgency Adding over 50 new movement cycles and new Urgency AI logic that drives to more responsive player positioning. Includes concepts such as marking and space threat to improve the authenticity of our players movement keeping them focused on the ball and movement at a speed appropriate to the context of the action.

Trapping Improving players intelligence by giving them an awareness of where the easiest, most natural trapping position is. Increases responsiveness as players are able to get the ball on the ground and under control easier and earlier.

Positioning Introducing more advanced defensive positioning concepts such as position priority (e.g. CB is more important than CM) which allows defenders to multi-task resulting in more intelligent covering logic. Positions are covered when dangerous spaces are left by an out of position teammate. In attack, players will analyze space more effectively, curve their runs in an attempt to stay onside, create passing lanes and drive for more variety in attacking options overall.

Passing Improving the analysis of space and the threat of putting the ball in that space. This leads to an improvement in through ball passes that will give the receiver more options and will allow him more time to outrun his defensive marker.

Shooting Refining our context sensitive shooting system using a tool that allows us to recreate in-game situations and ensure that the different error factors have the correct effects on the ball trajectory, thus creating varied, authentic, logical shots.

Defending Improvements to slide tackle targeting (giving more reach to good players and trying to avoid tackling through the dribbler), press marking, and adding better effort clearance logic (e.g. sliding to block crosses, overhead kick clearances) will give the defender more options. Counterpointed by less forgiving standing tackle make defending a more tactical skill in FIFA 10.

Goalkeeping A myriad of improvements and refinements including: Improved the GK's perception of where he can intercept a loose ball, the urgency at which he should do so and his movement style. This result in a more responsive and powerful rushing system. New animation warping technology will allow us to control the GK's save momentum and ensure that he saves are realistic to create a variety in scoring as his positioning and momentum will play a greater factor in his range of saving.

Responding to Feedback from over 250 Million Games Played

Balance Lofted Through Balls

Goalkeeper Intelligence and Goals from Kick Off

Shooting + Physics Hitting the Woodwork (Post/Bar) Too Often

Animation Sprinting and Movement Animations

Rules Off-Sides & Advantage

Immersion Continuous Play & Quick Free Kick & Practice Area

Innovating Player Control to Change the Experience

360 Dribbling The first-ever true 360 dribbling system in a football game gives you finer control in dribbling that allows you to find spaces between defenders that previously were not possible.

Skilled Dribbling Animation warping technology gives skilled dribblers the ability to face the defenders to use highly responsive lateral dribbling to skip past him.

Freedom of Physical Play Wider dribble touches and new collision sharing allows for a varied, less predictable and extended fight for possession between the dribbler and the defender.

Manager Mode

Adding 50 improvements to manager Mode Authenticity

Match Realism

Based on Team Strength and Weaknesses

Fidelity Down to Players, Strength of Lines and Formation

Calculated Minute by Minute

Authentic Transfers

Logic Based on Multiple Decision Points

Finance, Prestige, Career Prospects and Other Players Play a Role

Competition by AI Clubs

Believable Player Development

Players' Growth Curves Based on Multiple Factors

Playing Environment Affect Growth

Growth Against Potential Affect Potential Affects Player Demands

Surrounded by Football World

AI Rotates Formations/Squad based on Match Importance

## Real-Time Transfers Week by Week Summaries and Highlights of Transfer Events Promote Bidding Wars

Ronaldinho  
Ronaldo de Assis Moreira  
Born: March 21, 1980  
Height: 182 cm  
Position: Attacking midfielder

Ronaldinho turned down a £25.5 million offer from Manchester City to join Italian giants Milan on a three-year contract, after he was purchased from Barcelona for €21 million. With the number 10 already occupied by teammate Clarence Seedorf, he selected 80 as his jersey number, because 1980 was his birth year. Ronaldinho scored his first goal for Milan in a 1-0 derby victory over Internazionale on 28 September 2008, and his first brace was in a 3-0 win over Sampdoria on October 19, 2008. He scored a 93rd-minute match-winner against Braga in the UEFA Cup group stage on November 6.

Karim Benzama  
Born: 19 December 1987  
Height: 183 cm  
Club: Lyon  
Position: Striker

After getting off to a good start to the 2008&ndash;2009 season, netting six goals in his team's first five matches, Olympique Lyonnais president Jean-Michel Aulas quelled the many transfer rumors surrounding Benzema by placing a €100 million price tag on the striker.

He scored his seventh goal of the league on 29 October scoring in the 2&ndash;0 win over FC Sochaux-Montbéliard. Benzema scored again the following weekend, in a 2&ndash;0 win over Le Mans. He was nominated alongside Franck Ribéry to be featured on the French cover of the video game FIFA 09. Benzema scored his 15th and 16th goals of the season on 17 May in a 3-1 away victory over rivals Marseille, the first goal being a penalty

Wayne Rooney  
Born: 24 October 1985  
Height: 178 cm  
Club: Manchester United

Position: StrikerRooney began his career with Everton, joining their youth team at age ten and rising through the ranks. He made his professional debut in 2002 and his first goal made him the youngest goalscorer in Premier League history at the time. He quickly became part of Everton's first team, spending two seasons at the Merseyside club. Before the start of the 2004&ndash;05 season, he moved to Manchester United for £25.6 million and became a key member of the first team. Since then, he has won the Premier League three times, the 2007&ndash;08 UEFA Champions League and also the Football League Cup.

Rooney made his England debut in 2003 and at Euro 2004 he briefly became the competition's youngest goalscorer. He is frequently selected for the England squad and also featured in the 2006 World Cup.

He appeared on four straight covers of Electronic Arts' FIFA series from 2005 to 2008 ...