

# MCV

## The Market for Home Computing & Video Games

www.mcvuk.com

Incorporating **CTW**

intentmedia



Andrew Shephard steps into the role of managing director at Bigben as Neil Meredith moves on

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True Crime has proved you can introduce original IPs to the market, says Activision's Tim Woodley

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THQ's Andrew Walker begins the hunt for new European developed product to bring to market

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THE BEST OF 2003

**SPECIAL REPORT FROM ELSPA'S ONLINE NETWORK GAMES CONFERENCE**

By

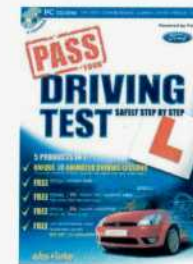
## Absolute drives ahead

**ABSOLUTE** Entertainment is looking to reinvigorate the home software market as it kicks off a new range of titles headed by driving tutorial software produced in association with Ford.

Pass Your Driving Test Safely Step by Step is pitched as the most comprehensive of learner driver

products, coming in a two-disc pack which includes a variety of tutorials, the Highway Code plus a post-test set of details that cover topics such as car maintenance.

The pack includes the DSA Theory Test Question Bank, plus the official Hazard Perception test.



Chris Hogden, managing director of Absolute, offered: "Absolute Entertainment is going to inject some much

needed creativity and excitement into the informative software market. Many tutorial titles are poorly developed and lack that all important 'x-factor' that consumers look for."

The driving kit is priced at £29.99 and is available now.

Absolute's plans don't stop there, however; the company plans to apply the same in-depth high-quality formula to other genres, such as sports tutorial software and interactive DIY guides.

• *Absolute: 01204 669 566*