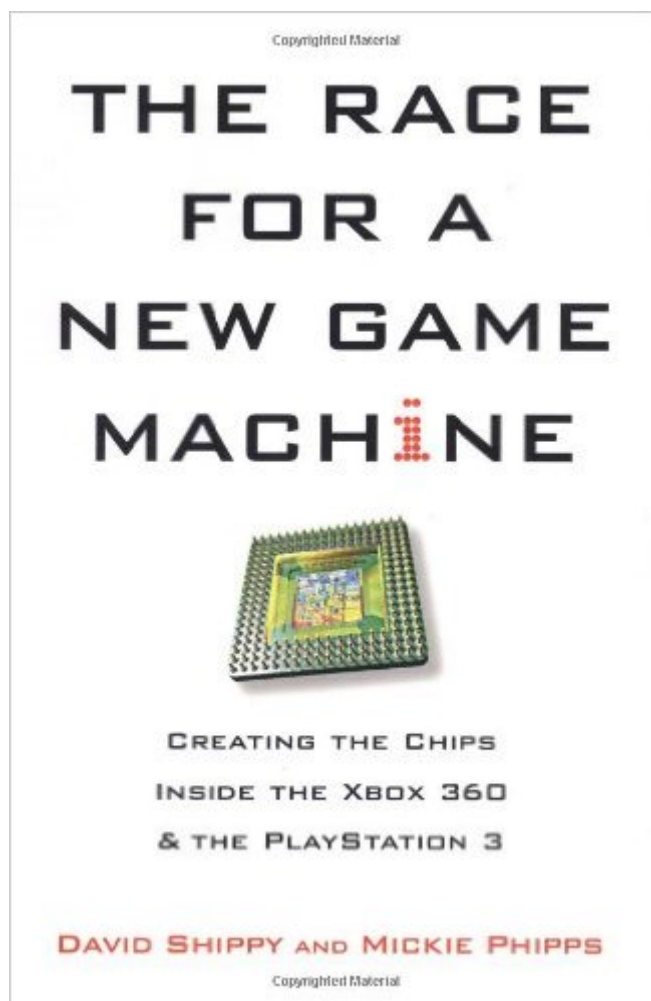# The Race For A New Game Machine: Creating The Chips Inside The XBox 360 And The Playstation 3

Synopsis

Abstract A personal account of the author's leadership of the team that created a revolutionary microprocessor that changed personal computers and the gaming industry. Subjects Shippy, David James. Phipps, Mickie. Microprocessors -- Design and construction. Video games -- Equipment and supplies. International Business Machines Corporation -- Case studies.

Book Information

Customer Reviews

I don't usually feel the desire to write reviews -- I always feel like others have generally said what I have thought, or that I can't really add much. After reading about two thirds of this book so far, I feel compelled to add in my two cents...The negative reviews about this book are, quite unfortunately, correct. I got this after having read Opening the Xbox, an absolutely fascinating story about the creation of the Xbox platform. Unfortunately, this book doesn't have any of the intrigue that book has.I want to point out just a few issues that I have with it so that others are aware of it:1) The author notes in a relatively early chapter that he was not really involved with the gaming industry before getting back into this chip design. All right, fair enough -- but then he says that he studies the history of it and walks the reader through pinball, and arcades, and then gets to the video game crash... And then says that the market was dead until Sony created the Playstation.Now, unless I'm mistaken, Nintendo was in the middle there somewhere, and Nintendo was actually responsible for getting Sony into the gaming business. And, he mentions Sega, but notes that they made their name with early 80s arcade games.I don't know if he was trying to say that was the part of the

gaming world he followed or not, but it struck me as being extremely out of place. Either finish the story and don't skip 1984-1995, or leave the history to another book.2) He continually talks about deadlines that are marching closer, but fails to convey the urgency behind these deadlines.

I so wanted to read the book and walk away reminiscing the days of the console wars heating up in the early 2000s with more knowledge into the details of the actual chip design.Instead, I left feeling belittled because I didn't meet the expectations of the author who in turn fishes for a book that really has no place. The discussions about technical issues in chip design only get a single paragraph yet there are pages and chapters entirely devoted to office politics and IBM culture.Also, if you're a die-hard gamer who wanted to see the console wars from the inside, you really may be dismayed at the entire book because it doesn't nothing to compare the talking points of the community at large before and after these products ships and does more to make you pick sides according to which corporate mantra you want to buy in. I didn't leave any the wiser understanding any of the choices made, I just felt constantly berated of how not many people are good enough to do what they did when from my perspective it blows my mind for how BAD they were at understanding the gaming industry and it's a miracle they got anything to work..Yet years later, a lot of what they discuss in this book did little to grow the gaming industry beyond what it was before these chips were designed. Prettier graphics owe more to GPU design than CPU and IBM has missed the mark on GPU and GPGPU consolidation and even Intel and AMD which they harp on continually as not good enough have surpassed these CPU's much quicker than these designers give credit with not only more scalable chips, but lower power ratings and after multi-threading and far far superior graphics chips.

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