

LucasArts

KGDI



2006 10

Pearl Research

: Pearl Research

가

, PC

. Pearl Research

: Pearl Research

가

가 . Pearl Research 가

Research

Pearl

Pearl Research

Direct Ph: 415-566-8509

Email: [help@pearlresearch.com](mailto:help@pearlresearch.com)

<http://www.pearlresearch.com>

I.

LucasArts George Lucas LucasFilms R&D  
 1982 . LucasFilms Games  
 1984 1 Atari  
 가 . LucasArts  
 8 NPD  
 2005 LucasArts 2 7,500  
 4.6%

LucasArts ( ) , 가  
 LucasArts  
 LucasArts 가  
 Star Wars . LucasArts  
 Activision,  
 Electronics Arts

LucasArts Star Wars (RPG),  
 , Mercenaries,  
 2 , Thrillville, Indiana Jones  
 PC  
 LucasArts 2000

Atari 5200 가  
 - Playstation 2, Xbox,  
 Gamecube, Windows PC. Game Boy Advance, Nintendo Dual Screen,  
 Playstation Portable ,  
 Star Wars THQ Wireless /  
 . LucasArts  
 가 ( Xbox 360, Wii,  
 Playstation 3)

*Star Wars Galaxies*

LucasArts Sony Online Entertainment 가

1982 - 1987:

1982 Activision George Lucas  
 Lucas  
 . 1984  
 - Atari 5200 *Ballblazer* ( ), *Rescue on*  
*Fractalus* ( ). Atari



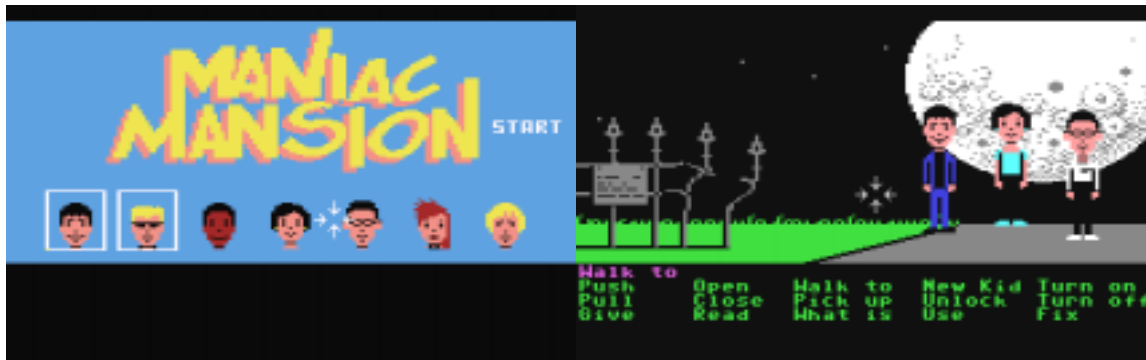
1.1: Atari 5200 LucasArts *Ballblazer*

LucasArts Ron Gilbert Lawrence Holland 가  
 Lawrence Holland 가 LucasArts 가  
 2 , Ron Gilbert  
*Maniac Mansion* SCUMM (Script  
 Creation Utility for Maniac Mansion)  
 LucasFilms 가  
*Labyrinth* 가

1987 - 1993: SCUMM

1980 1990 LucasArts  
 LucasArts 가 Sierra  
 , Sierra

PC 가 . 가 Dave  
 Grossman, Tim Schafer, Steve Purcell 가 .  
 Ron Gilbert 10 .  
 가 Maniac Mansion, The Secret of  
 Monkey Island, Sam and Max Hit The Road, Day of the Tentacle 가  
 LucasArts .



1.2: SCUMM

Maniac Mansion

1990 LucasFilm Games George Lucas Industrial Light  
 and Magic and Skywalker Sound LucasArts  
 Entertainment . LucasArts .

Holland 2 3  
 Luftwaffe . Ron Gilberts 가 Secret Weapons of the  
 SCUMM  
 Holland  
 PC Star Wars .

1993 - 1998:

1990 SCUMM  
 Ron Gilbert .  
 . CDROM 3D PC 가  
 , PC

LucasArts 가 Star Wars PC  
 . Star Wars X-Wing  
 Lawrence Holland 1993 .

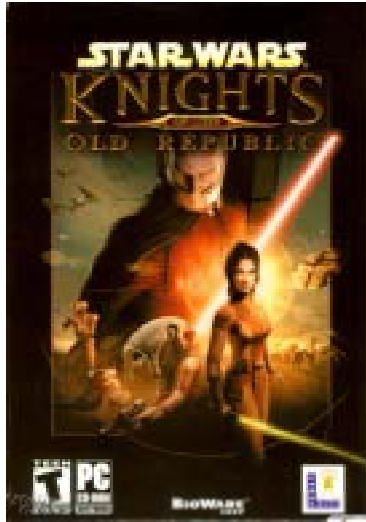


1.3: LucasArts PC Star Wars X-Wing

가 Star Wars Rebel Alliance 11  
 CDROM (full motion) “  
 CDROM CD  
 id Software’s DOOM 가  
 LucasArts  
 , LucasArts Star Wars  
 . 1997 Curse of Monkey Island 가 SCUMM  
 . 1998 가 LucasArts Tim  
 Schafer LucasArts Grim Fandango  
 3D LucasArts  
 . Schafer 2000 LucasArts

1998 - 2004: Star Wars

1999 5 , 1983 Return of The Jedi 가  
 Star Wars Star Wars Episode 1: The Phantom Menace 가  
 LucasArts (Jedi Knight ); (Force  
 Commander, Galactic Battlegrounds); (Masters of Teras Kasi);  
 (Episode 1 Racer), (Knights of the Old Republic);  
 3 (LEGO Star Wars, Revenge of the Sith);  
 (Star Wars Galaxies)



1.4: Bioware LucasArts  
가

Knights of the Old Republic  
가

가 Star Wars  
Raven Software/ Activision, The Collective,  
Traveler's Tales, Obsidian, BioWare  
가 LucasArts

가  
Knights of the Old Republic, LEGO Star  
LucasArts

Wars  
Activision

2004 - 2006: Shifting Priorities Redux

2004 Jim Ward George Lucas LucasArts  
가 가 LucasArts

5

가 8 Star Wars

Star Wars

Star Wars

Letterman Digital Arts Center . 2005

Presidio,  
Lucas



Jim Ward

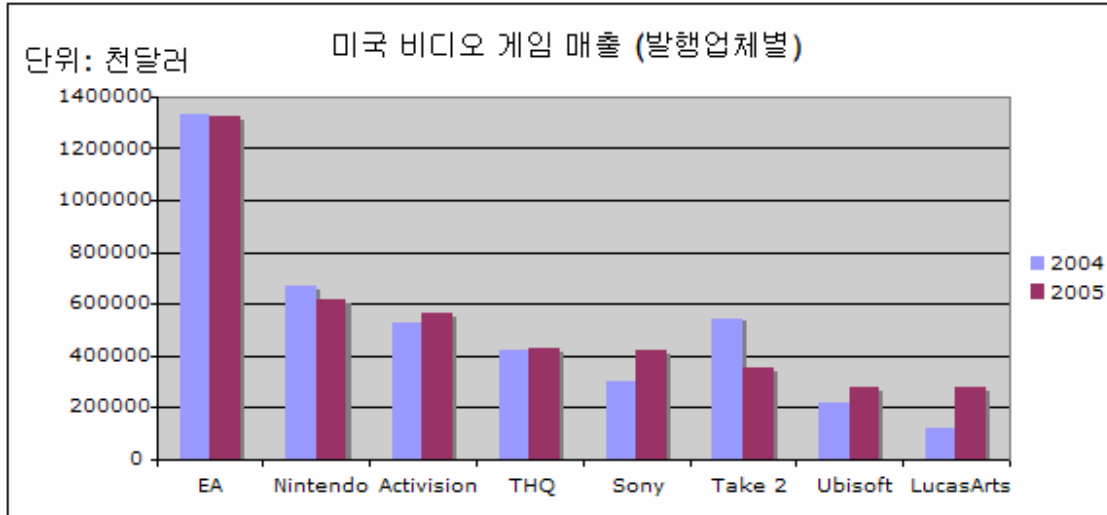
Ward 2004 5 . LucasFilm  
LA BBDO, Wieden &  
Kennedy . Hanover  
American Graduate School of International Management  
(Thunderbird)

Peter Hirschmann

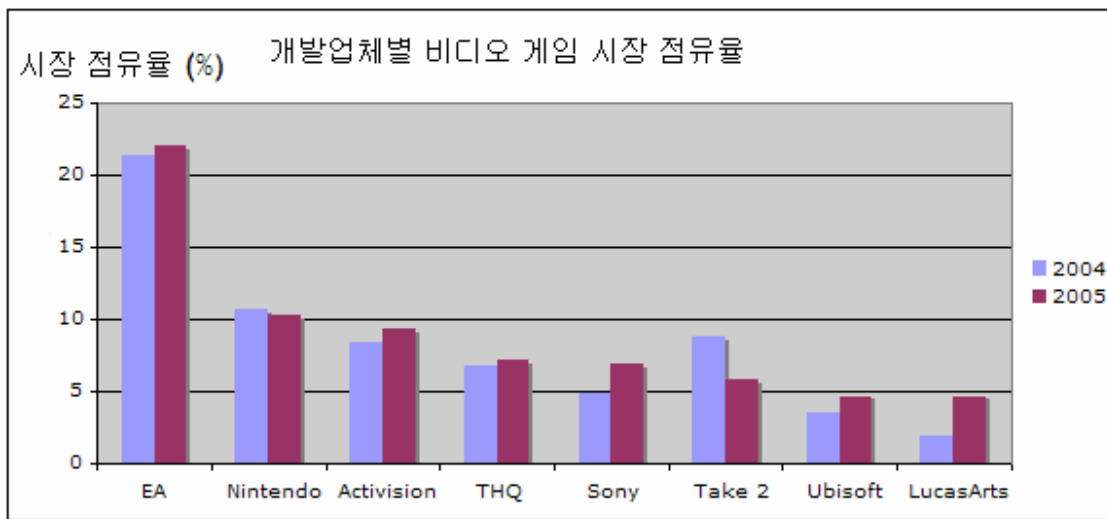
Hirschmann 2004 Jim Ward 가 . Electronic  
Arts *Medal of Honor*

Kevin Weston

Atsuko Matsumoto



1.6: 8 ( : NPD)



1.7: 8 ( : NPD)

<ul style="list-style-type: none"> <li>▪ LEGO Star Wars 2: The Original Trilogy</li> <li>▪ Star Wars: Episode III Revenge of the Sith</li> <li>▪ Mercenaries: Playground of Destruction</li> <li>▪ Armed &amp; Dangerous</li> </ul>	<ul style="list-style-type: none"> <li>▪ Star Wars: Battlefront 2</li> <li>▪ Star Wars Republic Commando</li> <li>▪ Jedi Knight: Jedi Academy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Star Wars: Empire at War</li> <li>▪ Thrillville</li> </ul>
<b>RPG</b> <ul style="list-style-type: none"> <li>▪ Star Wars: Knights of the Old Republic</li> </ul>	<ul style="list-style-type: none"> <li>▪ Secret Weapons over Normandy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Star Wars Galaxies</li> </ul>

### *Star Wars*

#### **Knights of the Old Republic Franchise:**

Star Wars: Knights of the Old Republic, Star Wars: Knights of the Old Republic 2: The Sith Lords

#### **Jedi Knight**

Dark Forces, Jedi Knight: Jedi Academy, Jedi Knight: Jedi Outcast

#### **LEGO Star Wars**

LEGO Star Wars, LEGO Star Wars 2: The Original Trilogy

#### **Star Wars Galaxies**

Star Wars Galaxies: An Empire Divided, Jump to Lightspeed, Rage of the Wookies, Trials of Obi-Wan

#### **Star Wars Battlefront**

Star Wars Battlefront, Star Wars Battlefront 2

#### **Indiana Jones**

Indiana Jones and the Emperor's Tomb, Indiana Jones and the Infernal Machine

#### **Monkey Island**

Secret of Monkey Island, Monkey Island 2: LeChucks Revenge, Curse of Monkey Island, Escape from Monkey Island

**Maniac Mansion**  
Maniac Mansion, Day of the Tentacle

II.

*Star Wars*

30 가 200 Star Wars  
LucasArts . Forbes Magazine 2005  
200  
Star Wars 가  
65 2 Wars 10 가 6 50 Star  
Wars 6 1 Star  
Star Wars 가  
LucasArts Star Wars 15  
LucasArts 75 7% . 1993  
*X-Wing*



Star Wars

Star Wars

(NFL)

가

2

Star Wars

Star Wars

LucasArts 가

Star Wars

Monkey Island

가

*Sam and Max*

Telltale Games 가

*Sam & Max Hit the Road*

, Fox Kids TV

LucasArts

. 2004 *Wrath Unleashed*

가

1998 *Grim Fandango*



2.2: *Sam & Max Hit The Road* LucasArts 가  
 . TV ,

LucasArts 가

2003 PC  
*Armed and*

*Dangerous*

LucasArts 가

*Secret Weapons over Normandy* 가  
 82 . LucasArts 가

*Mercenaries*  
 metacritic.com

*George Lucas* 가

LucasArts 1982

가 가

George Lucas 가  
 가

George Lucas

SCUMM

가 LucasArts PC  
 1986 *Maniac*

*Mansion*

2006 Pixelux NaturalMotion

. LucasArts  
 Star Wars Indiana Johns

SIGGRAPH 2005

George Lucas



“ 가  
가  
“... 가  
”

LucasArts 가

가

LucasArts Star Wars  
가

Star Wars  
LEGO Star Wars  
가 가

LucasArts

가

### Letterman Digital Arts Center

2005 7 LucasArts  
presidio

San Rafael

LucasArts  
and Skywalker Sound

LucasFilms

Industrial Light and Magic  
Letterman

23

가

17

6

865,000

, 3

가

, LucasArts

Industrial Light and Magic

(render farm)

Lucasfilm CTO Cliff Plumer

”

. Letterman Digital Arts

Center - , ,  
 " ,  
 Bay Area  
 San Rafael 30 San Jose  
 Silicon Valley 1 30



2.3: Lucas Arts

Letterman Digital Arts Center

III.

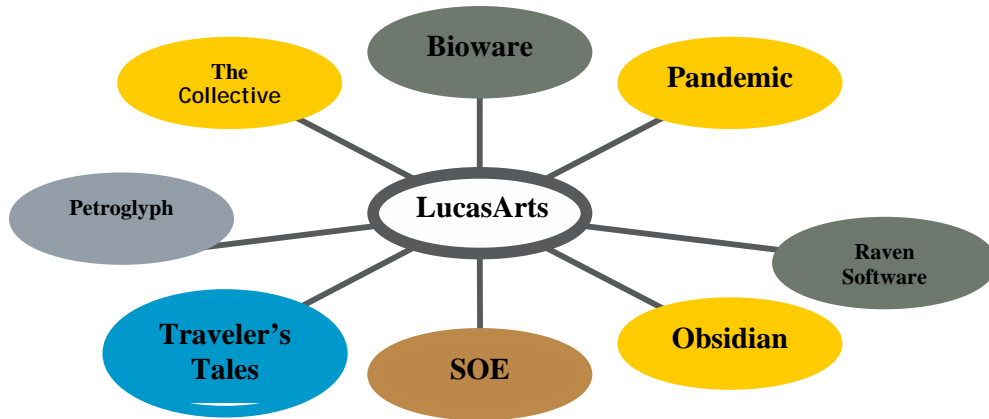
2005 Industrial Light and Magic (ILM) and Skywalker Sound Letterman  
Digital Art Center LucasArts

ILM LucasArts  
가 Tom Cruise 가  
ILM Zeno . Zeno  
LucasArts Zeno  
*War of the Worlds*  
3D  
ZED  
LucasArts ILM  
Indiana Jones Chris Williams Next-  
Gen.biz  
"ILM", ILM  
가  
*Star Wars Indiana Jones games* ...  
LucasArts  
ILM . Chris Williams  
" 가  
" 가  
" ."

가 LucasArts 가  
 가 LucasArts , Star Wars  
 PC Xbox *Knights of the Old*  
*Republic* (Bioware ) *LEGO Star Wars 2: The Original*  
*Trilogy* (Traveler's Tales ) . Bioware  
 Simon Jeffery 2000

" BioWare  
 LucasArts  
 ."

가 Pandemic, Sony Online Entertainment, Petroglyph,  
 Raven Software/ Activision, The Collective, Obsidian  
 LucasArts 가 350



3.1: LucasArts 가

LucasArts

, Bioware *Baldur's Gate* and *Neverwinter Nights*  
 (RPG)

Star Wars RPG Bioware  
 . Bioware 가 RPG

LucasArts

LucasArts 가 가  
LucasArts

LucasArts

8 Republic Commando  
2 Thrillville Traxion  
Development Kuju Entertainment 가 Frontier

LucasArts 가 (Oracle, Natural  
Motion, Pixelux)가

Oracle Letterman Digital Arts Center  
(render farm) Oracle  
1,500 가 100

Jeff Odell Lucasfilm

"Oracle 가 가  
가 가  
가 가  
" Oracle 가  
Oracle LucasArts 가

Natural Motion LucasArts 가  
uphoria 가

가

. (AI ) LucasArts

가

. LucasArts

Chris Williams

“ 가

?

?

가

가

.”

Pixelux 가  
DMM (Digital Molecular Matter)

가

. *Euphoria*

DMM

가

. *Euphoria*

Chris Williams explains

”

가

가

가

.”

가

LucasArts 가

가  
가

LucasArts

가





3.1: LucasArts

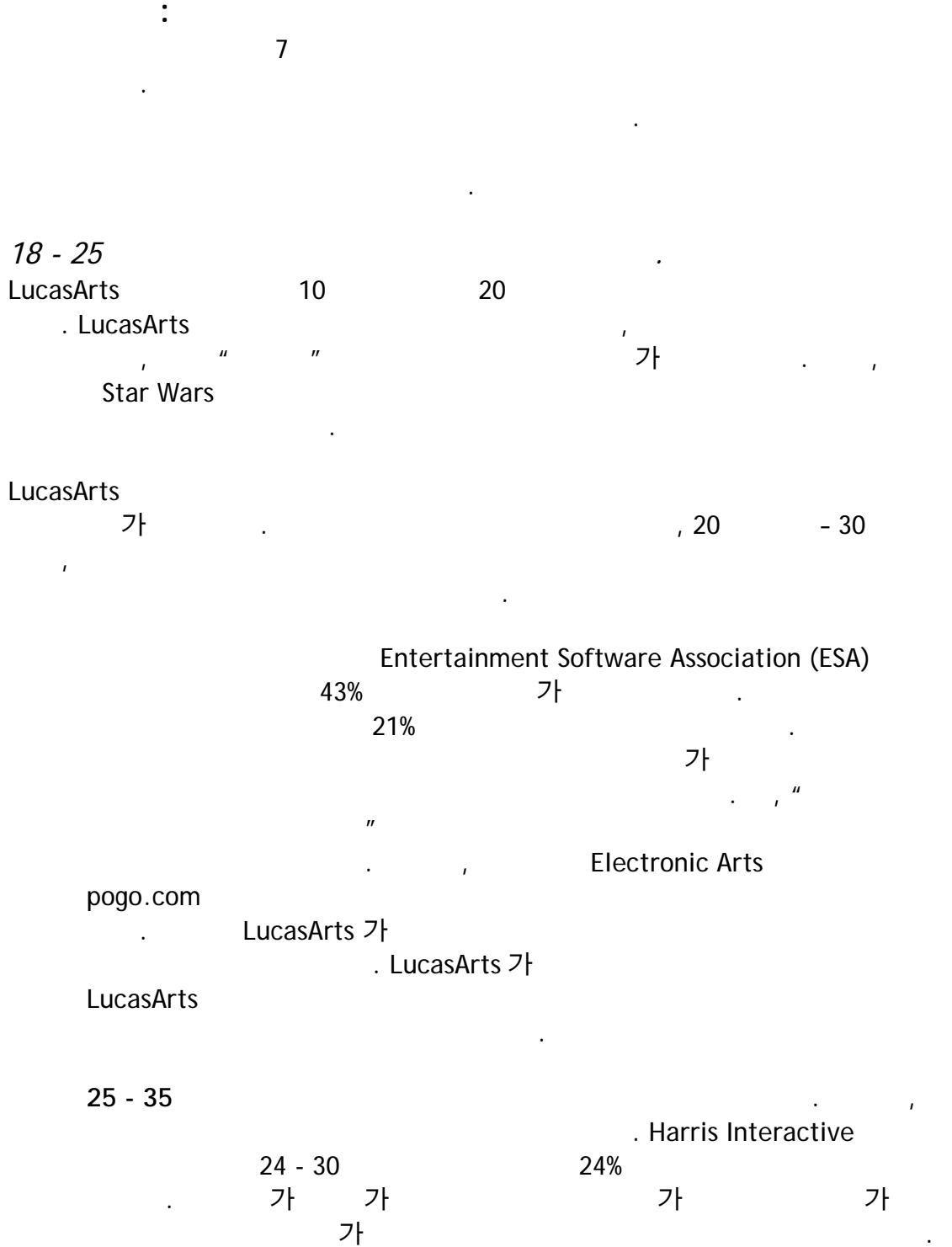
3

Playstation Portable,

DS



IV.



LucasArts 10 LucasArts

25% 가

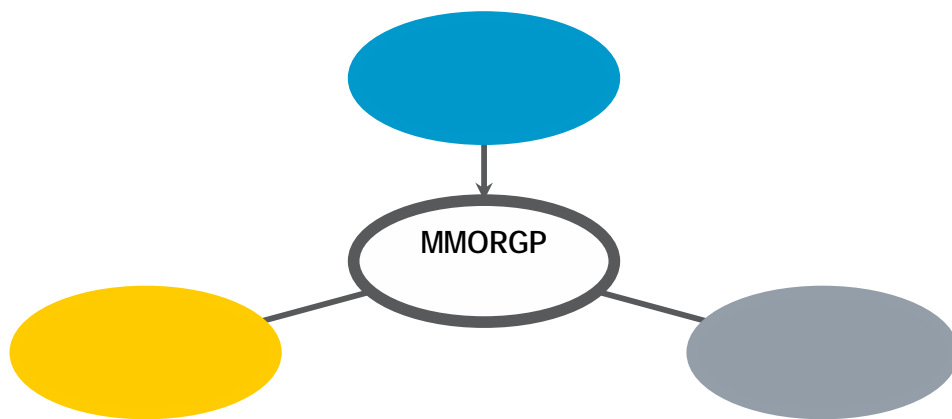
ESA 가

( )

LucasArts 가

PC 가

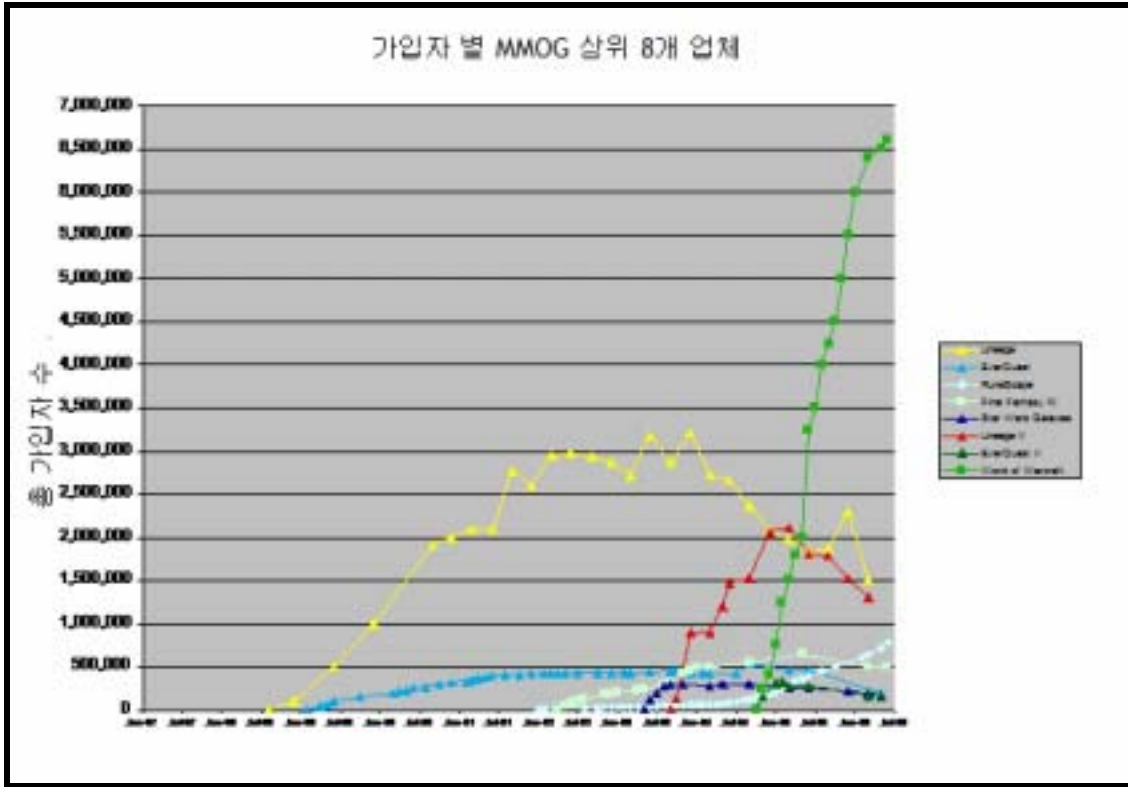
LucasArts PC



4.1: EA 가 LucasArts , MMORPG, PC

61% ESA

PC  
 LucasArts  
 ESA  
 2006 PDA 32%  
 Arts 가 20% 가 Electronic LucasArts  
 Star Wars THQ Wireless 가 LucasArts  
 Star Wars 가  
 LucasArts  
 such as Sony Online Entertainment Everquest  
 Blizzard *World of Warcraft*  
 (Massively Multiplayer Online Games,  
 MMOG) . ESA MMOG 7%



4.1: Star Wars Galaxies 가 8  
Blizzard World of Warcraft

LucasArts Sony Online Entertainment  
*Star Wars Galaxies* 2003  
 mmogchart.com  
 300,000 가  
 2006 6 가  
 175,000 가  
 6,500 가  
 2004 11  
 Blizzard *World of Warcraft*  
 . 2005 LucasArts 가  
 가  
 mmogchart.com  
 2006 1 50,000 가 가  
 LucasArts 가

. *World of Warcraft* 가

2006 11 . LucasArts  
2006 Xbox 360 2005 11  
Wii Playstation 3

( Playstation 2)  
Gamecube Xbox

가

Wii

가

. LucasArts 가

1,600 500 - 2,000 가 400 -

LucasArts : “ **Star Wars 가 !**”  
가 Star Wars

“Star Wars ”  
LucasArts 가 Star Wars  
. LucasArts Star Wars

LucasArts 가 Star Wars 가 (sequelitis)  
(sequelitis)

가

LucasArts  
 가 . LucasArts 가 가  
 가 . , Ron Gilbert, Tim Schafer,  
 Steve Purcell

LucasArts 가 가  
 가 가  
 가 2 가  
 가 . Maxis Will Wright,  
 Lionhead Studios Peter Molyneux, American McGee 가  
 LucasArts 가  
 가



4.2: Tim Schafer LucasArts 가

70 가 Activision, Electronic Arts LucasArts  
 , 가 ,  
 8  
 LucasArts  
 가 Blizzard  
 . LucasArts

LucasArts

*Galaxies*, 2005 1 Sony Online Entertainment  
*Wars Galaxies* LucasArts  
*Star Wars* 가  
*Star* LucasArts 가

LucasArts 가 가  
*Episode 3: Revenge of the Sith* 8,300 Star Wars  
2  
1/6 가

LucasArts 가 5 가  
가 LucasArts 가

# V.

## Star Wars

LucasArts

Star Wars  
가

(“evergreen”)

가

Star Wars

Star Wars 가

LucasArts  
Star Wars

가 . LucasArts *Lego Star*

*Wars Knights of the Old Republic*

Star Wars



5.1: *Knights of the Old Republic*

Star Wars

가

700 가

가

가

*Knights of the Old Republic*

4,000

Star Wars

가 Star Wars

Bioware 가 2003

LucasArts

가 . 가

Star Wars



가

*Knights of the Old Republic*

LucasArts

Star Wars  
LucasArts 가

LucasArts  
가

LucasArts

LucasArts  
*LEGO Star Wars*

Traveler's Tales 가

3D

1 - 3

LEGO

LEGO

" (force)"

Star Wars

LEGO

*Knights of the Old Republic* 가  
*LEGO Star Wars*

Star Wars  
LucasArts

LucasArts

50-50

Star Wars 가

가

50-50

LucasArts

LucasArts

Star Wars

LucasArts Lucasfilms

Indiana Jones

Monkey Island  
2005

*Mercenaries: Playground of Destruction*

LucasArts 가  
Wars

Star

가 , 가 , 2004 - 2005  
Star Wars  
가 가

5  
2004 Jim Ward George Lucas 5  
가 가  
Ward Lucas 가 “  
가 Star Wars

LucasArts  
LucasArts 가  
Playstation 3 Xbox 360  
가

LucasArts 가  
Pixelux DMM (Digital Molecular  
Matter) 가  
가 NaturalMotion, Ltd  
*euphoria* LucasArts

LucasArts

LucasArts

LucasArts 가

LucasArts 가

가

3 가 TV,

2005 LucasArts Destruction 30 TV *Mercenaries: Playground of*

“ ”



5.2: *Mercenaries* TV



CBS

가  
Butler, Shine and Stern TV  
LucasArts Rolling Stone Playboy TV  
가 가 가  
*Mercenaries* 가  
가 가 가

3 LucasArts 가 가  
CEO Jim Ward 가 2004 5  
Jim Ward 가 LucasArts  
Star Wars

LucasArts

. ILM

LucasArts  
가

가

LucasArts

가

LucasArts

SKU

LucasArts

SKU

가

, 2004

가

. 2004

LucasArts

(greenlight)

(concept art)

2004

*Battlefront*

LucasArts

가

# VI.

가

가

gamerankings.com

LucasArts

LucasArts

가

가

가

가

가

가

LucasArts

*Grim Fandango*

가

Gamerankings.com

142

4,000

가

LucasArts

74.9%

가

*Knights of the Old Republic, LEGO Star Wars II: The Original Trilogy,*

*Mercenaries* 94.5%, 86.2%, 85.2%

*Mercenaries*

1

*Knights of*

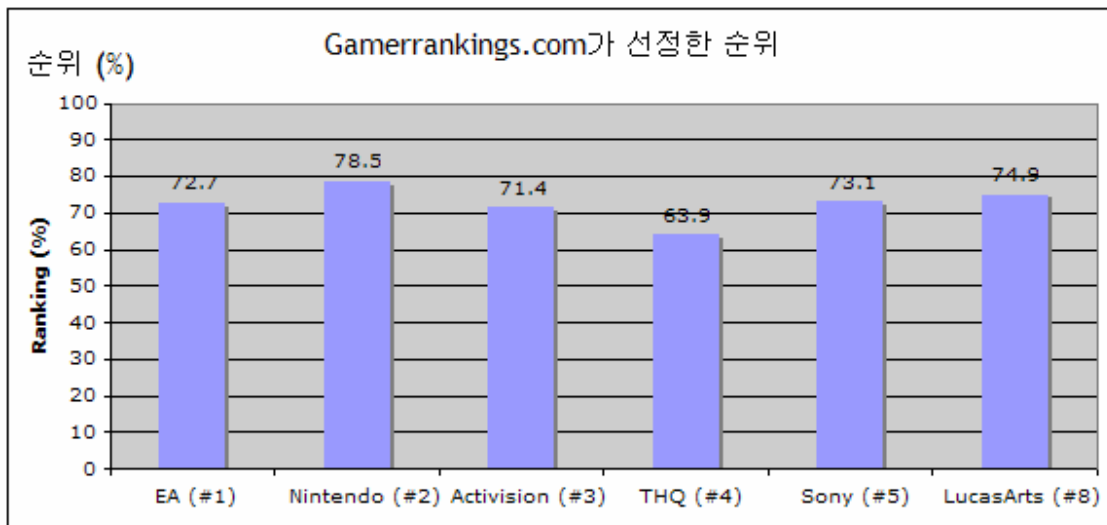
*the Old Republic* Xbox

*LEGO Star Wars*

110 가

가

LucasArts



6.1:

5

LucasArts

( : Gamerankings.com)



LucasArts  
 Lucasfilms 가  
 Lucasfilms Episode 3: Revenge of the Sith DVD 가 2005  
 11 LucasArts Star Wars: Battlefront 2 가  
 Star Wars  
 2004 Star Wars DVD  
 Battlefront DVD 가  
 250 가 LucasFilm 1  
 Battlefront DVD  
 ( 240 )



6.2: Star Wars Episode 3: Revenge of the Sith Star Wars Battlefront 2

LucasArts 가  
 Republic Maniac Mansion Knights of the Old  
 LucasArts

LucasArts

### 1: LEGO Star Wars 2: The Original Trilogy

3D

LEGO Star Wars 2  
LEGO Star Wars  
Star Wars DVD

DVD

DVD

110 가 , metacritic.com 86.2% 가 ( )  
 LEGO Star Wars 2 가 Lego Star Wars  
 4 가



6.3: LEGO Star Wars 2: The Original Trilogy



## 2: Star Wars: Knights of the Old Republic

Bioware 가 LucasArts *Star Wars: Knights of the Old Republic* 가  
 Bioware *Baldur's Gate* (open-ended plot) 가 (mechanic) 가  
 Bioware Star Wars 2003 가 가  
 가 Bioware LucasArts 30 " "  
*Star Wars: Knights of the Old Republic* Star Wars 가  
*Star Wars: Knights of the Old Republic*

GameSpy	2003	Xbox
		2003
2004 Game Developers Choice Awards	2003	
		(HK-47)
IGN		(Xbox )
		(PC )
	2003	Xbox RPG
	2003	PC RPG
	2003	Xbox
	2003	PC
		2003
Gamespot	TV	

	2003	Xbox
		2003
Computer Gaming World	2003	
PC Gamer	2003	
Interactive Achievement Awards		/
Official Xbox Magazine	2003	

6.4: *Knights of the Old Republic*

## VII.

3 LucasArts , 2003 LucasArts

가

LucasArts 3 Star Wars LucasArts

Star Wars

LucasArts

가

*Star Wars: Masters of Teras Kasi*  
Gamerankings.com 55.8% gamespot.com

*"Star Wars: Masters of Teras Kasi*

가

가

가

."

*Star Wars: Masters of Teras Kasi* 1990 가  
. 2005 next-gen.biz  
LucasArts John Geoghegan Star Wars

" *Star Wars*

가

."

2003 LucasArts Star Wars  
SKU 600,000 . 2005 8 SKU  
LucasArts

LucasArts

가

가

가

가

가

가

가

LucasArts

PC

가

LucasArts *Knights of the Old Republic*

가

LucasArts

LucasArts

"

*LucasArts*

"

LucasArts  
가 LucasArts 가 가  
가 가 LucasArts 가  
가 가 (AI) , 7.1 가  
가 가 가 가  
가  
LucasArts George Lucas LucasArts 가  
. CDROM  
Pixelux, NaturalMotion, Ltd.  
, LucasArts Take 2  
LucasArts 가 1980 Atari  
LucasArts 가  
LucasArts  
, Letterman Digital Arts Center  
LucasArts  
1980 Ron Gilbert SCUMM *Indiana Jones 2007 (Working Title)*  
*Next-Gen Star Wars (Working Title)*  
LucasArts 가  
: **SW Galaxies**  
*Star Wars Galaxies* MMOG



