

3D accelerator graphics card. Hardware in the computer that controls the display and enables 3D graphics to be displayed.

Accelerometer. Part of the Wii controller that reads how fast the remote moves.

Barrier to entry. Resources and technology used by existing firms that are difficult to obtain by others who would want to compete in the market.

Bluetooth. Wireless technology that relays information via radio frequency signal.

Blu-Ray. High-density data disc that is read by a narrow-beam, blue laser.

Cache memory. Memory modules located very close to the processor in the computer.

CELL processor architecture. Advanced computer processor design used in the PS3.

Dedicated. Performs a special or specific function.

Emulator. Simulated game environment that has a look-alike and play-alike feel of the original game environment.

Flash memory. Memory chip that retains stored information even when power is turned off.

Graphics. Visual images seen on the display screen.

Lamp. Imaginary bright spot in a game that projects virtual light in a single direction.

Laser burn. Burned spot on an optical disc that occurs when the disc gets too close to the laser or the disc stops spinning allowing the laser to stay in the same place for too long.

Logic statement. **IF** and **THEN** programming to determine an action/reaction relationship in a game.

Market share. Percentage of the total market in terms of unit sales held by a single company or product.

Nanometers. Measurement equal to 1/1,000,000,000th of a meter.

Niche market. Very small or narrow market segment.

Optical disk drive (ODD). Type of optical disc used by Nintendo that is similar to a DVD.

Parallel processing. Performing two or more computer operations at the same time.

PC gaming. Playing games on a personal computer instead of a dedicated game console.

Pits. Grooves that hold data on an optical disc, like a CD, DVD, or Blu-Ray disc.

PlayStation 3 (PS3). Generation 7 video game console manufactured by Sony.

Porting. Converting computer code from one system to work on a different system.

Random-access memory flash. Memory chip that can be written to and read from.

Red ring of death. Colloquial phrase for a broken Xbox 360 that displays a red ring around the power button.

Synergistic processing elements (SPE). Small processors used in CELL architecture to enable parallel processing.

System operations. How information is transported between the parts of the user interface, computer system, and video display.

Technology transfer. How experimental gaming technology is later used in mainstream products.

Unified shader. GPU attempts to move the vertices and shade pixels at the same time through the same processor.

Virtual light source. Imaginary lamp in a scene that projects light in a single direction to cause light/dark shades on objects and cast shadows for the illusion of depth.

Wii remotes. Motion-based controllers used by the Nintendo Wii; nicknamed Wiimote.

Xbox. First game console produced by Microsoft; became a major player in the market.