

The Sims 3: Ambitions: EVALUATION SUMMARY



About Ambitions

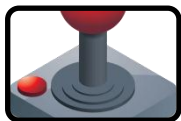
Developed by The Sims Studios, The Sims 3: Ambitions (Ambitions) is a life simulation game and is the second expansion pack for Sims 3. Within Ambitions players are introduced to extra career pathways for their "Sims" within several designated workplace environments. Ambitions also saw the addition of an in-game "online store" where players can purchase objects online. RYG evaluated Ambitions with the inclusion of The Sims 3 only.

Medium: Disc Version
Version Tested: 4.0.87.006



About "EA's Disc Checks"

Like Sims 3, Ambitions would use EA's internal disc-verification system, along with a serial key for activating Ambitions offline.



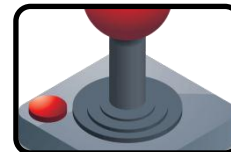
About Electronic Arts

With over 8,000 employees and \$3 Billion USD in revenue, Electronic Arts Inc (EA) is one of the world's largest developer and publisher of Video Games. Aside from once owning a 15% interest in Ubisoft Entertainment, EA's list of Developers' includes Westwood Studios, DICE, Maxis, as well as Bioware. John Riccitiello is their current CEO.

INDIVIDUAL SCORES



57%



54%



N/A

RYG's RATING*

56%

NOT FRIENDLY

* RYG's Rating is an aggregate of the Individual Scores

AREAS OF CONCERN

- Pre-Purchase & DRM Notification

DRM: Inconsistent DRM Notifications between gaming package, manual and readme files.

Publisher: As above; No demo.

- Privacy Policy

BOTH: Policy not specific on 3rd Parties and in-game "store" that will monitor and analyse users through the Game Launcher.

- EULA

BOTH: Incomprehensible; Ownership bias; Slanted refund policy.

- Personal Backup

BOTH: Not permissible.

- Installation & Game Patches / Updates

Publisher: Logs not provided; Minimal information provided on 3rd Party Software (Integrated Game Launcher / Online Store)

- Activation

BOTH: Constant Disc-check.

- Gameplay

BOTH: Regular system "hang-ups" whilst playing on systems bearing recommended specifications.

- Customer / Technical Support

BOTH: Official EA technical support Inconsistent, absent at times and unhelpful; Difficult to navigate.

- Internal Disputes Resolution

BOTH: Non-existent.