## {Onen Office} THRIVING IN A WORLD WITHOUT WALLS

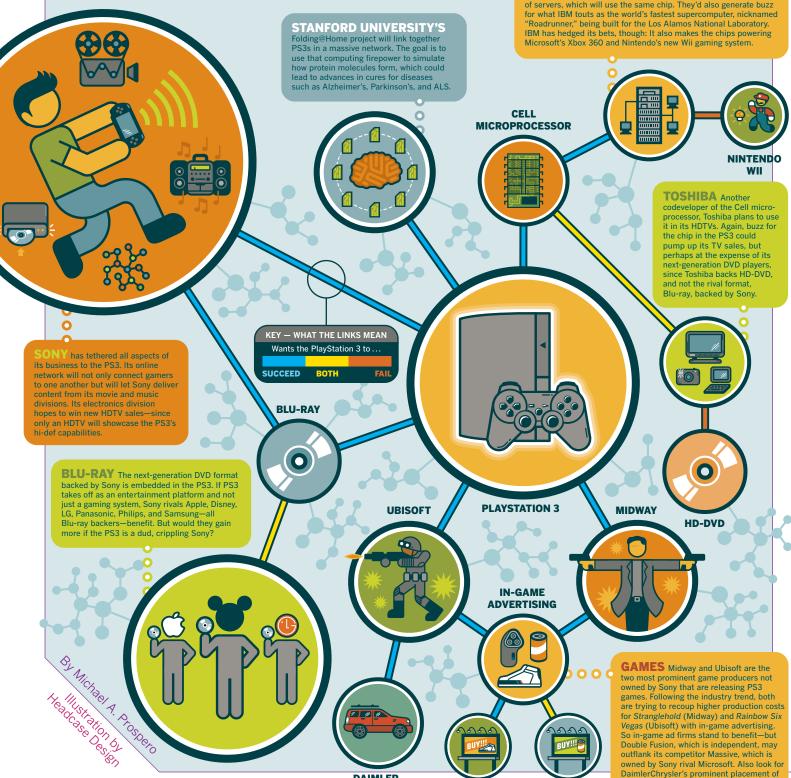
## THE PS3 ECONOMY

Sony's much-anticipated PlayStation 3 hits stores on November 17. Its success or failure will have a profound impact not only on Sony but also on its complicated network of partners and rivals.

## READER RIFF

**66** Sony is in a very sensitive position right now. If the PS3 flops-and from what I hear within my own network, there aren't many buyers—then we may see Sony slimmed down to nothing. " -SEAN COMEAUX

**IBM** is a codeveloper of the heart of the PS3, the Cell microprocessor. Raves for the PS3's performance would bolster its new line of servers, which will use the same chip. They'd also generate buzz "Roadrunner," being built for the Los Alamos National Laboratory.



**MASSIVE** 

Double Fusion, which is independent, may outflank its competitor Massive, which is owned by Sony rival Microsoft. Also look for DaimlerChrysler's prominent placement of its Dodge Nitro in *Rainbow Six*.