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EA is really targeting the Wii

[All Play Wii Line-Up from EA Sports Announced](#)

Coming in the next few months

After the announcement of [peripherals bundled with Wii games](#) and after the launch of the [All Play initiative](#) Electronic Arts is now offering information on the entire line-up of games that will be available bearing the All Play brand for the Nintendo Wii. The first game launched will be NCAA Football 09 All-Play, which is set to debut as early as July. The company says that the game will have "stylized gameplay that is quick and easy for fans to jump in and out of great head-to-head action". The game is also set to feature more than 200 schools so that it can create "the most authentic college sports gaming experience available for the Wii". [Madden NFL](#) 09 All-Play will follow in August, featuring an entirely new Call Your Shots feature that EA Sports says "allows the player to create his or her own plays on the fly and direct receivers where they should run". The release is also going to include a 5 on 5 game mode which can appeal to those less interested in professional football on a larger scale. August will also witness the release of Tiger Woods PGA TOUR 09 All-Play which is (weirdly) said to have "interactive and social mini-games" and (understandably) a Wiimote powered golf swing mechanic. In October NBA LIVE 09 All-Play will launch with "improved responsiveness and more control options" while FIFA Soccer 09 All-Play comes complete with an option to have Mii characters play an arcade-like football game alongside the stars of the game. Peter Moore, who is the president of EA Sports, is trying to hype up the upcoming releases, saying that "The Wii platform and the Wii consumer are looking for a very unique sports experience. We're excited to take five of our most popular franchises and develop them from the ground up exclusively for the Wii, with unique controls, unique presentation, unique modes and even unique packaging". But there are serious doubts regarding the appeal of games that will not cater to the traditional sports playing videogame fans while also proposing some mechanics which are likely to be too complicated for casual game fans.