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[Design Your Own PlayStation 3 Games, Sony Says](#)

Game Yaroze! 2006 Program

It's not a new concept for Sony to invite gamers to be a part of the production process behind new titles. Sony has launched a program which urges gamers to come up with scenarios, gameplay material and design schematics for new gaming titles which are to be produced for the PlayStation 3 console. The program is called Game Yaroze! 2006 (which stands for "Let's Play Games") and it is already an established Sony tradition, because the first time the original Game Yaroze program appeared was in 1995, with the launch of the original PlayStation. The program was even then a success, as a great deal of the titles were produced with the help of amateur programmers and designers. Many gamers are willing to give a helping hand and, as a result, in the first five years of the Yaroze campaign, Sony had received over 1.200 gaming ideas. Both amateurs and professional designers are expected to join this campaign and the winner will be granted free access to a studio and a development team, funding and living expenses included, while managing and directing his own game into production. The "Let's Play a Game" website will be launched on November 15th and the deadline applicants must meet will be February 2006.