

EA pumps passion into "FIFA 15" virtual soccer players

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David Rutter, EA Executive Producer, speaks during the EA press conference for the Electronic Entertainment Expo on June 9, 2014 in Los Angeles, California

Electronics Arts is letting virtual soccer stars in "FIFA 15" get psyched, or angry, on field just like their real-world inspirations.

A new version of the global blockbuster sport [game](#) infuses on-screen players with "[emotional intelligence](#)" designed to let them show how

they feel about missed passes, brutal tackles, teammates, opponents and more.

"We want our fans to feel the highs and lows of the drama that is football, and experience the emotional rollercoaster that plays out during a match," said EA Sports executive producer David Rutter.

"We're now able to immerse you in the game and let the story of the match unfold based on new commentary, crowd activity, and the natural reactions of the players, which make every game unique."

"FIFA 15" on-screen players will express ranges of emotions that evolve based on how a game is going, and have attitudes about on-field allies and opponents.

Game getting more real

The game was among an array of titles showed off by California-based EA at a press briefing on the eve of the Tuesday start of the colossal E3 video game trade show here.

EA said it tapped into the improved power of Xbox One and PS4 to make game play and graphics more realistic.



People attend the EA press conference for the Electronic Entertainment Expo on June 9, 2014 in Los Angeles, California

Versions of the game are also being tailored for prior generation Xbox and PlayStation consoles, along with the Nintendo Wii.

"Visually, this is the biggest step the FIFA franchise has ever taken," Rutter said.

"We set out with the goal of creating atmosphere, players, crowds, and pitches that not only look like they do on match day, but also feel like they do when you play or watch football – it's a level of immersion we've never been able to bring to the game before."

EA added full-body defending to separate opposing [players](#) from the ball, and strong defenses will be well rewarded. Team strategies right for situations are also encouraged.

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