

# Bloomberg Businessweek

October 26 — November 1, 2015

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COVER PHOTOGRAPH BY MICHAEL FRIEBERG FOR BLOOMBERG BUSINESSWEEK

## Cover Trail

How the cover gets made

1 "The cover's on Bonnie Ross, who's headed up the making of Halo 5."

"That must be a fun job."

"It is, but there's also a lot of pressure for it to succeed—it's taken hundreds of programmers, tens of millions of dollars, and three years to produce. It's also why many people own an Xbox."

"That sounds less fun. We should just shoot Ross with a Halo 5 character—whichever the main one is."

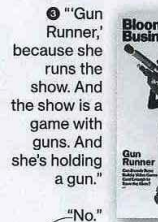


2 "Great photo."

"Yep."

"Also—do you get 'Halo Mary'? It's a pun."

"Her name isn't Mary."



3 "Gun Runner," because she runs the show. And the show is a game with guns. And she's holding a gun."

"No."



4 "Master Chief."

"Isn't that the name of the character?"

"Yes."

"But it's about her."



# Bloomberg Businessweek Contents

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**“Play test is fun, because it’s where you validate your ideas. People do weird stuff”**

p44



PHOTOGRAPH BY MICHAEL FRIBERG FOR BLOOMBERG BUSINESSWEEK

**“When people think of me, they think of sequins”**

p83

**“It’s frankly illiterate to not be optimistic. We’re going to see a blossoming across essentially every front, unprecedented in human technological history”**

p56

**“Even cursory due diligence showed that a number of their dealings ended in death, litigation, or handcuffs”**

p35