

## **A Facebook Interview with Angel Munoz**

Friday, May 27, 2011

Last week dozens of Mass Luminosity Facebook fans were intensively engaged in a contest to conduct an interview with CEO Angel Munoz. Over one hundred interview questions were submitted by fans around the globe, and the following ten questions were selected as a representation of the whole. As far as we know, this is the first instance of an open interview conducted via Facebook and then published on the Web.

**Simon Grant:** *If you could have predicted 10 years ago how far graphics design and gaming would come, do you think anything would be different?*

**Angel Munoz:** To answer your question properly I first needed to mentally transport myself back to 2001. This process took me a few minutes. In 2001, the following top FPS titles were launched: Halo, Max Payne, Return to Castle Wolfenstein and Red Faction. Comparing those games to today's offerings, you could safely prognosticate that those top games of 2001 would be "discount bin" games if released today. The evolution of game visuals has offered us a much more immersive and realistic experience, and fortunately, storytelling has not lost its primary placement on the hierarchy of components required to generate a good gaming experience.

Now to your question. Did I expect something different to develop by 2011? Well yes, but I was unrealistic. I expected a more precipitous evolution of technology based on my belief that it was transforming at an accelerating return. I was convinced that by now the fusion of artificial and human intelligence would've seen its first embryonic platform in video games.

**Jordan Cheng:** *Where do you expect the future of gaming to land ten years from now? Will it still be 2-D, or do you believe that it will fully embrace the 3-D concept and possibly even include more senses?*

**Angel Munoz:** By 2020 we will be capable of full sensory immersion into video games. These experiences will be like nothing else in the history of humanity. I expect that this virtual hyper-reality will be also used to bring to light some of society's most persistent issues, decipher scientific problems, connect us in ways that we can't even imagine from our current perspective, and bring forth new forms of art and personal expression.

**Jossie Mann:** *How do you view social gaming influencing the rest of the industry?*

**Angel Munoz:** Social gaming is just an evolutionary step; I think that in just a few years all video games will have social integration. The powerful multipliers of that format are undeniable. But thinking beyond the headlines, I believe that the engineering of formulas that can predict human behavior, and the discovery of effective methodologies that implement meaningful punishment and reward systems into gaming will be our next frontier. Once these formulas are deciphered, games will significantly outpace all other forms of human entertainment.

**Stephanie James:** *Angel, you've been in the business and gamer worlds for quite a while. What inspires you to talk to the little people, be it casuals or hardcore, and bring our opinions, thoughts, and desires closer to the corporations?*

**Angel Munoz:** I'm probably just a few years ahead of the crowd as far as the role of a CEO in our new social networked environment. Although I enjoy the interactions, they also help me understand the motivations and life realities of the individuals in our growing online community. This information allows me to advise companies on how to evolve their products into real solutions for the people that use them. The companies that have recently partnered with us (especially AMD and Logitech) are seeking this feedback and seem honestly excited to be part of the process. I also think that people can quickly read through most of the hyperbole that is thrown at them online, and appreciate an environment where the entire deck of cards is in full view, enabling them to engage in conversation with real people and not just double speaking company representatives.

**Adrian Augustin:** *Being CEO is all about decisions and projects. I know most of the time you have to decide between things that might or might not bring success. Usually, with your experience, nothing bad can happen, but you have to calculate the risks of failure. What was the most unpleasant experience of your life as CEO?*

**Angel Munoz:** The premise of your question is absolutely correct. As CEO you spend great amounts of time envisioning the future, deploying resources to make that future a reality and then hoping you did not delude yourself in the process. My unpleasant experiences have occurred mostly by not understanding that I'm more of an entrepreneur and less of a CEO. I am always passionate about my ideas and that tends to make me quite combustible. To make matters worse, I tend to see all good ideas as my own and can give little, if any, recognition to the valuable contributions of other team members. This causes issues in all aspects of an enterprise, and can easily result in bitter resentment and backstabbing as people just try to assert their own personalities. The solution to this is simple though: keep the drive to perfection, but allow others to improve upon your own

ideas and systems. One of the great advantages of the aging process is the time you can apply to internalizing these lessons and quantifying their impact, so you can avoid living an entire life as the victim of a vicious circle.

**Connie Herbort Green:** *Mr Munoz, on Twitter you were quoted as saying, "The difference between an impossible dream and an amazing accomplishment is relentless hard work and the determination to never give up." You had a dream and followed it. You never gave up. Have you had to sacrifice anything to get where you are today?*

**Angel Munoz:** The only way to operate in today's society as an effective business leader is to be one hundred percent engaged in every moment of your day. You must bring to each situation the full inventory of all of your personal resources, so that instead of having to sacrifice anything your entire life is enhanced. The most important life lesson I have learned thus far is to bring the totality of my person to every second of the day. I privately refer to this as "being present," but that term has been misused by new agers and other pseudo-spiritual types so I rarely speak of it in public. In all honesty, I enjoy focused hard work, but I also enjoy a casual conversation with a friend, watching a movie with my children and playing fan-made campaigns of Left 4 Dead 2 every other day.

**Todd Evans:** *Why the name Mass Luminosity?*

**Angel Munoz:** As a young child in New York City, I always aspired to be an astrophysicist. I'm still a voracious reader of the subject. The name Mass Luminosity is derived from this interest. In astrophysics, the mass–luminosity relation is an equation giving the relationship between a star's mass and its luminosity. Therefore, the more mass certain classes of stars have the more luminosity, which by the way is a measurement of brightness. One of the core

founding principles of our new company is to democratize information by facilitating the transformation of content consumers into content providers. This very interview is an example of that principle in action. The ultimate goal of Mass Luminosity is to create massive social network experiences that give us all a chance to shine.

**Forrest Blandin:** *After the successes of NewWorld, Adrenaline Vault, CPL, CAL, Avault Podcast, and PlayBunker; where do you see Mass Luminosity in five years?*

**Angel Munoz:** In five years we would love to see Mass Luminosity be a global force in the social interactions between companies and people. We also want to lead the way in offering people a sense of belonging to something special online, a community, or better yet, a tribe. Humans are tribal by nature, but somehow Facebook, Twitter and the others do not address this crucial human need. We think we can make some serious contributions in that realm.

**Matthew Hofbauer:** *Mr. Munoz, in the future when someone looks back at Mass Luminosity's influence on the gaming community, what do you hope will be said of it?*

**Angel Munoz:** Mass Luminosity truly brought the fun back to video gaming.

**Deep Rao:** *Are you living the dream, Mr. Munoz, and loving what you do now?*

**Angel Munoz:** I'm not sure that I'm living "the" dream but I'm certainly living my dream. I can't think of another period of my life where I've been happier and as focused on all of the right things. I have a rewarding family environment, phenomenal employees, fantastic partners, true friends and a growing

community of excited people following Mass Luminosity online. And as we begin to launch some of our new projects we think the excitement will grow exponentially. So yes, I love what I'm doing.