

## 343 Industries Announces Big Plans for E3 2021

Karina Brockelman



With Halo: Infinite launching this fall, 343 Industries is readying up for Infinite's release with big plans for Xbox's E3 2021 presentation this June. According to the studio, fans can be sure to expect lots of gameplay, dates, and other announcements as the community celebrates Halo's 20-year anniversary with the long-awaited launch of Halo: Infinite.

The annual E3 conference has been a staple of video game industry gatherings for years now. Developers from around the world all gather to share their news with gamers and peers alike. Last summer, COVID shut the doors on this conference, but this year, E3 is gradually making its way back from the pandemic. This summer, E3 is going digital, allowing participants to view the presentations from anywhere, on any streaming device, through June 12 to the 15.

Many of the big names in gaming are already confirmed to be apart of the show, Xbox being one of them. Shortly, after Xbox's announcement of their participation, 343 Industries, an Xbox Games Studio and the developers for Halo, made their own announcements concerning the show.

“We’re so excited for E3 2021,” says Bonnie Ross, 343 Industries studio head, “Preparations for demos, gameplay, and Halo related events are underway here at the studio. Not to mention lots of plans for Halo: Infinite. Fans should expect to have plenty to be excited for.”

As Ms. Ross says, there’s lots to look forward to with Halo: Infinite’s appearance. Not only has 343 confirmed gameplay, trailers, and demo flights for Infinite, but also the official unveiling of its exact launch date. Rumors say that the date will align with Halo’s 20-year anniversary, November 16, but no official date has been released as of now.

In addition to a launch date, 343 has alluded to many more Halo announcements. Fans shouldn’t be surprised to see a guest appearance from Halo: The Master Chief Collection at the show. A new season for its multiplayer will likely be revealed, as well as overall improvements in matchmaking and graphics. It wouldn’t surprise this reporter if the new season ties into Halo: Infinite’s announcement in some way.

343 Industries has also announced that fans would be excited for the events planned to celebrate Halo’s 20-year anniversary. A decade is a long run for a video game series, and two decades is even longer. With Halo: Infinite being a “spiritual reboot” of the Halo franchise, 343 Industries has big plans to pay homage to the legacy and games that have led Halo to where it is today.

“Halo is important to so many of us now. We grew up with it. Made friends and memories because of it. That’s a nostalgia not only worth cherishing, but celebrating,” says Karinna Brockelman, external communications manager at 343 Industries.

Halo: Infinite seems set to make a huge splash at E3 this year, 343 Industries at the helm of such exciting announcements. It will be a matter of waiting to see for ourselves exactly what

those impacts are, but gamers are sure to be in for a treat. Xbox certainly has been known for its flashy presentations in the last several years. Having a grand entrance for the franchise that propelled the original Xbox to fame seems like the perfect opportunity.

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#### Target Audience Notes:

The target audience for this news article is the national gaming community. This community consists of a wide range of ages, but those most likely to attend E3 would be about middle-aged. This audience would also lean more towards to the male demographic. The audience for this article is likely to be most concentrated in large tech states, like Texas, California, and Washington. For the “why” of this article, it’s to inform and promote. This article tells readers that E3 is happening, Xbox will be present, and that 343 Industries has plans to heavily discuss Halo: Infinite. By telling readers this, it advertises for the E3 event, whose continued existence has been in question for several years now, as well as advertises for Halo: Infinite and Xbox. As for benefit for the readers, they can begin to determine whether it’s worth their time to watch Xbox’s E3 presentation this year, as Halo: Infinite will likely steal a large chunk of the show.