

## Solboe's got game

UW-Oshkosh graduate is hoping to make a mark with "Mayhem" this holiday season

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Students looking for the perfect gift for that music lover on their Christmas list need not look any further.

Music Mayhem, a game developed in Oshkosh by UW-Oshkosh graduate William Solboe, is in stores now.

Music Mayhem is billed as a "furi-ously fun game that transforms your favorite music into a wildly competi-tive board game."

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"That's what makes Music Mayhem unique. Whatever music your into, that's what you play the game with."

Music Mayhem is played by first choosing a DJ who picks the genre of music to be played.

Any music source can be used — CDs, mini-discs, cassettes, the radio, television or the Internet.

Then, players spin a record to deter-mine how their turn will be played:



"Music Mayhem" looks to be one of the year's hot new games.

Creator William Solboe says he is excited about the buzz the game already has been getting.

"We've been getting some really good feedback on it," said Solboe. "Some game-industry experts already have been telling us attendees will be all over us at the upcoming American International Toy Fair 2000 in New York."

The game is available at the UW-Oshkosh University Bookstore, as well as the Exclusive Company in Oshkosh, Green Bay and Milwaukee.

Solboe said it also is being sold in stores in Chicago and Philadelphia.

According to Solboe, the idea for the game was something he and some friends stumbled onto about 10 years ago.

"On long road trips in college, my friends and I liked to quiz each other about song titles and artists from music on the car radio," Solboe said. "We had a blast playing it, so I decided to trans-

form it into a board game that allowed players to use their favorite music. "solo," for one player to guess the artist or title, or "mayhem," a free-for-all where everyone guesses and gets to "turn up the volume."

The game is cleverly designed so if one player is a little too good, they can be "equalized" or "muted."

The first player (or team) to score 11 on the "volume control" scoreboard wins.

Solboe said he attributes a lot of his success to the resources he took advantage of on the Oshkosh campus.

"The whole time I was developing Music Mayhem, I was getting quite a bit of help from people on campus," he said. "I got a lot of good feedback from some marketing and business professors, as well as the Young Entrepreneurial Society."

Solboe said he did most of the testing for the game at various places on the Oshkosh campus and he hopes to do more in the future.

"We are trying to set up a time, possibly in January, where we can get a bunch of people together in Reeve Union to play the game and give us ideas for improvement," he said.

Solboe also said he is looking into getting Music Mayhem into the residence halls so students can test it out for free at the front desk.

For those students looking to follow the same enterprising path Solboe is taking, he advises: "You better be persistent. It's a lot of work. One thing that helped me was that I was naïve. If I knew how much work this was going to be, I probably would have never gotten started. I guess sometimes it pays to be blissfully ignorant."

"Music Mayhem" will be unveiled nationally at the American International Toy Fair 2000 in New York in February, the biggest such show in the Western Hemisphere.