

THE BIG TEN

Here's a quick primer on the ten biggest megacorporations on the corporate scene.

Ares Macrotechnology

Headquarters: Detroit, Michigan, UCAS

Ares is sitting pretty after swallowing up a big chunk of former AAA Cross Applied Technologies following the Crash. Run by wealthy playboy Damien Knight, the corp has a reputation as a very "American" outfit: gung-ho, militaristic, patriotic, and individualistic—Mom and apple pie, in other words. Don't let that fool you—sure, they're one of the better megas to work shadow ops for, but keep your eyes open, because they're as underhanded as the rest.

Ares specializes in law enforcement (Knight Errant, one of the two biggest private security corps in the world, is a subsidiary), military hardware and arms, aerospace (they own what used to be NASA and have five orbital habitats), entertainment, automotive (the former General Motors is also part of the Ares family), with smaller divisions in many other areas.



Aztechnology

Headquarters: Tenochtitlán, Aztlan

If you've bought any kind of consumer goods recently, chances are you've contributed to Aztechnology's bottom line. This Aztlan-based megacorp produces everything from snack foods (60% of the goodies you find at your local Stuffer Shack come out of their factories) to chemicals to trideo-game software to military goods and magical supplies. They've got their fingers in more pies than just about any other mega around (including the strategically important Nicaragua Canal, which took up the slack when Winternight trashed the Panama Canal), and their public relations campaigns are second to none. They've got a great rep—everywhere except in the shadows, that is. Too many years of association with nasty things like blood magic and evil conspiracies have seen to that.



Evo Corporation

Headquarters: Vladivostok, Russia

As suggested by its name, Evo is a corporation that looks to the future. Formerly called Yamatetsu, the Japanese megacorp with its headquarters in Russia and a free spirit as its largest stockholder has reinvented itself, focusing its considerable resources on transhumanist projects ranging from bioware and genetics to cutting-edge nanotech, anti-aging experiments, and other even more out-there projects designed to take metahumanity to the next stage of evolution.



Aside from being transhumanist, Evo is also *transplanetary*, as the first megacorp to successfully set up a base on Mars.

Along with all this, Evo hasn't forgotten its other pet cause: "metahuman factors engineering" (designing and producing metahuman-friendly products), and it still leads the megas in goods and services designed with orks, trolls, elves, dwarfs, changelings, and other non-human people in mind.

Horizon

Headquarters: Los Angeles, Pueblo Corporate Council

The newest face on the AAA scene, Horizon used the years following the Crash to take advantage of its close relationships with both Tir Tairngire and the Pueblo Corporate Council and secure itself a position on the Corporate Court. Based in the midst of media wonderland Los Angeles, the corp has managed to score many exclusive contracts for dealing with the development of California, and its star is currently on the rise. With a charismatic ex-sim star at the helm, Horizon is poised for great things at the dawn of the 2070s.

Horizon specializes in anything that can be used to manipulate opinion (personal or public), including public relations, advertising, mimetics, viral marketing, trendsetting, and social networking. Its corporate culture is much less hierarchical than those of most other megas, emphasizing consensus, workgroups, trends, and "people-centered" management models. Employees are well taken care of and encouraged to develop their talents and pursue their interests on company time—though, of course, Horizon expects to share in the fruits of their innovation.

In addition to its primary focus on entertainment and media pursuits, Horizon is also strong in consumer goods and services, real estate and development, and pharmaceuticals.



Mitsuham Computer Technologies

Headquarters: Kyoto, Japan

As its name suggests, Japanacorp Mitsuham Computer Technologies (MCT) is primarily known as a computer company that's also involved in robotics and heavy industry—but it's less well known that they're one of the biggest manufacturers of magical goods around (after Aztechnology). They're also rumored to be in bed with the Yakuza, though the jury's still out on who's pulling the strings in that relationship. In any case, they've established quite a presence in CalFree over the last few years, taking a lead role in the control of San Francisco following the fall of rogue General Saito.

Shadowrunners have a love-hate view of working with MCT—the corp pays very well for success, but their tolerance for failure is only slightly less draconian than Saeder-Krupp's (and S-K at least has the excuse of an actual *dragon* running the show). When running against them, success becomes even more important, because their "zero-zone" policy usually means unsuccessful runners don't get out alive.

