



XBOX 360

XBOX
LIVE

ICON

Def
Jam



! WARNING

Before playing this game, read the Xbox 360 Instruction Manual and any peripheral manuals for important safety and health information. Keep all manuals for future reference. For replacement manuals, see www.xbox.com/ support or call Xbox Customer Support (see inside of back cover).

Important Health Warning About Playing Video Games

Photosensitive Seizures

A very small percentage of people may experience a seizure when exposed to certain visual images, including flashing lights or patterns that may appear in video games. Even people who have no history of seizures or epilepsy may have an undiagnosed condition that can cause these "photosensitive epileptic seizures" while watching video games.

These seizures may have a variety of symptoms, including lightheadedness, altered vision, eye or face twitching, jerking or shaking of arms or legs, disorientation, confusion, or momentary loss of awareness. Seizures may also cause loss of consciousness or convulsions that can lead to injury from falling down or striking nearby objects.

Immediately stop playing and consult a doctor if you experience any of these symptoms. Parents should watch for or ask their children about the above symptoms—children and teenagers are more likely than adults to experience these seizures. The risk of photosensitive epileptic seizures may be reduced by taking the following precautions:

- Sit farther from the television screen.
- Use a smaller television screen.
- Play in a well-lit room.
- Do not play when you are drowsy or fatigued.

If you or any of your relatives have a history of seizures or epilepsy, consult a doctor before playing

COMPLETE CONTROLS

MUSIC IS YOUR WEAPON

Throw down against your biggest rivals and try to establish yourself as a hip hop ICON. Environments come alive to the sound of the music, triggering environmental hazards that you can use to your advantage. As you master the beats, you'll know what environmental hazards are triggered and at what time in the song. You can then use attacks, grabs, and throws to force rivals into an environmental hazard at just the right moment. That's what I'm talking about—beatings with bass!

CHECK OUT EA™ ONLINE AT WWW.EA.COM.

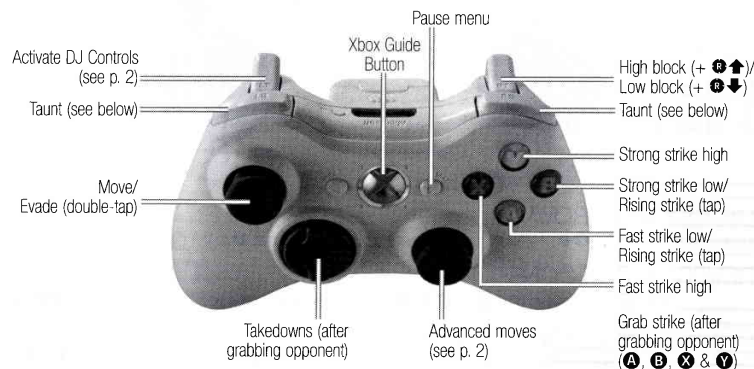


CHECK OUT DEF JAM INTERACTIVE ONLINE AT WWW.DEFJAMENTERPRISES.COM.

FIGHT TO YOUR OWN BEAT

Exclusive to the Xbox 360™ console, upload songs from your MP3 player into the game. The environment reacts to the music in the songs, letting you fight to your own rhythm and beats. For more information, see *My Soundtrack* on p. 5.

GENERAL GAMEPLAY



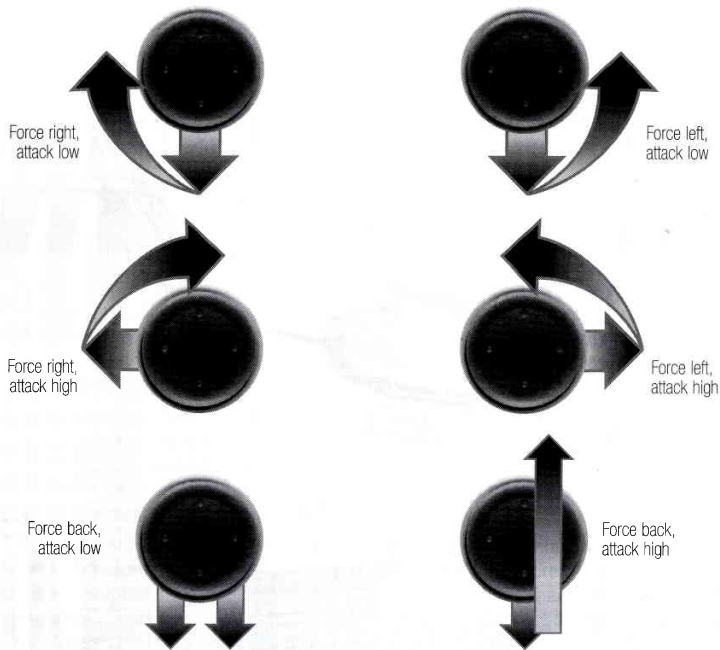
COMBOS/TAUNTS

Power up your Directional Attacks by softening up your opponent first with Fast or Strong Attack combos. Full power Directional Attacks knock your opponent larger distances, making it easier to reach hazards. You can add insult to injury by using Taunts to power up your Directional Attacks as well. Taunts can be used just like strikes, alone or in combination, to power up Directional Attacks.

ADVANCED MOVES

All advanced moves use **⬆**. Get the motions down nice and smooth to execute the moves successfully. Without these advanced moves in your arsenal, you're going nowhere fast.

DIRECTIONAL ATTACKS



GRAB AND THROW

Initiate a grab by moving **⬆**. To throw, return **⬆** back to center and move **⬆** in the direction you want to throw.

REVERSALS/BLOCKS

Time high and low Reversals by pulling **⬆** + **⬆**/⬆. To perform Blocks, pull and hold **⬆** and move **⬆**/⬆.

GRAB BREAKS AND GETTING UP

Quickly rotate **⬆** clockwise and counterclockwise to get up faster from a knockdown and to break out of an opponent's Grab.

GRAB AND TAKEDOWN

Initiate a Grab by moving **⬆**. Move **⬆** + **⬆** for a directional takedown.

DJ CONTROLS

Use **⬆** and **⬆** to control the music. Trigger environmental hazards in-game by triggering beats in-song. Pull **⬆** to activate the DJ Controls and at the same time, perform these moves:

SCRATCHING

Rotate **⬆** to scratch. Roll the stick back and forth quickly to trigger Big Beat Hazards.

SONG SWITCHING

Rotate **⬆** until your DJ switches hands. Then rotate **⬆** until the song switches. When you switch to a fighter's song, that fighter gets a Song Switch bonus for extra 'whompin' power during combat.

NOTE: To counter a scratch or song switch, pull **⬆** while your opponent is scratching.

FIGHTING STYLES

Each fighting style has strengths and tradeoffs. Exploit your own strengths and your opponent's weaknesses to dominate the fight.

NOTE: Not all fighters are available right off the bat—some you have to unlock by fighting your way up the charts in Build a Label mode. Fat Joe requires a special code to unlock.

NOTE: In addition to all the hip hop superstars, there are original fighters you can unlock in Build a Label mode.

GHETTO BLASTER

STRENGTHS

Mix of street skills and finesse.

Very balanced arsenal.

Strengths lean more towards Grabs and Scratching.

WEAKNESSES

Weaker Song Switching and Countering.

Some difficulty getting up from big attacks.

STREET KWON DO

STRENGTHS

Strong Scratch skills.

Good all round Grab skills.

WEAKNESSES

Not the best style for Countering off Blocks.

Weak Song Switching ability.

Some difficulty getting up from big attacks.

BLACK PANTHER

STRENGTHS

You know the fight game.

You've acquired balanced skills all round.

WEAKNESSES

Mix it up. You can't rely on any one skill.

Weak at Grabs and getting out of Grabs.

Scratching isn't the best.

MUAY FLY

STRENGTHS

Get your boost back with dope Song Switching.

Nothing keeps you down for too long.

Good Countering off blocks.

WEAKNESSES

Scratch is not the easiest to perform.

Don't want to get in a clinch too often.

BEATBOXER

STRENGTH

Activate hazards with excellent Scratch Speed.

Excellent Grab Speed and Grab Break Speed.

WEAKNESSES

Weak Song Switching skills.

Not as proficient at Countering off Blocks.

Hard time getting up from big attacks.

JAH BREAKA

STRENGTHS

Song Switch like nobody's business.

You ain't staying down long. Up to your feet fast!

Excellent Countering ability.

WEAKNESSES

Have to really pick moment to go for Grabs.

Slow Scratching ability for activating hazards.



You Played the Game. Now Play the Music.
EA SOUNDTRACKS AND RINGTONES AVAILABLE
AT [WWW.EA.COM/EATRX/](http://www.ea.com/eatrx/)

BUILD A LABEL

Create your own character and take him from street-level hustler to hip hop ICON.



To become an ICON you'll need to manage a number of factors. At the top of this list is your **cash flow**. Throughout your career you'll sign **artists**, release **songs**, and rake in crazy amounts of money. But it takes cash to make cash, so spend wisely. You can see how much money you have in the **Bank Book** on your computer.

When signing an artist, you'll set his **Royalty Rate**. This not only determines how much of the profits he gets from each song he produces, but how happy he is going into the deal (and a happy artist will create songs quicker).

Once an artist completes a song, you'll need to decide how much **Pre-Release Spending** to put behind it. This affects how many units a song sells over its lifetime. There are four categories of spending, and each one has a different impact on the lifetime sales. Divvy your cash between them as you see fit, but remember that the more you spend, the more you will sell—although nothing is guaranteed.

TIP: If you don't have enough to launch a song properly you can always delay a release until you've made more money.

The next factor to watch is your **Style**. Style not only attracts the media, but draws in the ladies as well. Different women might ask you out on dates, depending on your Style score. Having **girlfriends** can boost your Style, but be sure to keep them satisfied or they'll be sure to leave you, taking those bonus points with them. Style points are generally earned by purchasing clothes, jewelry, and tattoos, as well as keeping yourself groomed. You can earn additional Style points by taunting your opponent during a fight—the more taunts you can pull off, the more stylish your victory will be. Style points are tabulated at the end of every fight, and your current Style score can be found in the **Icon Status Screen** on your computer.

The final factor to keep an eye on is your Crew's **Satisfaction**. Happy artists are productive artists, and productive artists make money, so don't give them any reason to slack off. If they ask for something, you should consider the consequences of saying 'no'. Artists and girlfriends with Satisfaction scores above zero are considered in "Good" standing, while scores below zero are considered in "Bad" standing. Bad standing can mean longer production time from artists, or unceremonious breakups from girlfriends. You can find a character's current Satisfaction standing at the top of each message they send to your **Inbox**.

All of this business is conducted from within your **Crib**. This is where you'll find your **computer**, which contains your **Message Inbox**, **Bank Book**, **Label Manager**, **News**, **Music Charts**, and your current **Icon Status**. Keep an eye on all of these things. They are the keys to your success.

As you release more songs and gain more Wealth and Style, you'll climb the ranks towards Icon status. Each level demands steeper requirements, but you'll be rewarded along the way with fighting boosts and additional fighting styles. Levels will need to be completed in order as described on the Icon Chart on p. 5.

ICON CHART:

	RAW TALENT	HUSTLER	PRODUCER	HIT MAKER	MOGUL	ICON
Sales	Start Game	1 Gold Record	1 Platinum Record	1 Multi-Platinum Record	5 Gold Records	5 Platinum Records
Style Req		7,000	25,000	100,000	300,000	500,000
Wealth Req	\$0	\$100,000	\$500,000	\$1,000,000	\$2,500,000	\$5,000,000
Boost Bonus	No boost	Max boosts to your chosen fighting style	Max boost to unchosen default style	Max boost to Black Panther	Max boost to Muay Fly	Max boost to Beat Boxer
Style Bonus		Unchosen default style	Black Panther	Muay Fly	Beat Boxer	Jah Breaka

SAVING AND LOADING

If you enable Autosave, your progress in Build a Label mode is automatically saved to your Xbox 360 Hard Drive after each fight. You can save your created player in F.A.C.E. for use online. However, you cannot save games in other modes.

OTHER GAME MODES

THROW DOWN

When you want to start a fight in a hurry with no rules and no consequences, Throw Down. Pick any two fighters, either existing or created, and try to beat your opponent's health down to zero by any means necessary.

BEATINGS WITH BASS

Learn to pummel to the beat. Beatings with Bass matches are like Throw Down fights except there are no DJ Controls, so you cannot trigger environmental hazards yourself. Just concentrate on the song's beats and pay attention to the hazards they trigger. Once you get good at this, you'll be ready to take control of the DJ Controls.

MY SOUNDTRACKS

Nothing's sweeter than laying waste to an opponent to your own tunes. Here's how you get your music in the game to take advantage of this Xbox 360-exclusive feature:

NOTE: Your music plays through the Xbox 360 Music Player and can only be accessed in that location. If the Xbox 360 Music Player fails to load a song or if you turn off your Custom Music, bring up the Xbox Guide and select SELECT MUSIC. Then press **X** to "Return Control To Game" in order to start the in-game soundtrack.

Individual Tracks:

1. Press the Xbox Guide button.
2. Scroll down and select SELECT MUSIC.
3. Select your Source of Music (any connected USB MP3 player, or connect to your PC via Windows Media Connect, the Zune™ software, or Windows Media Player 11).
4. Select a song, streaming audio, or playlist.
5. Once your music is pumping, return to the game and start the match.

Saved Playlist "Def Jam Icon": load up a playlist and use DJ Controls to switch songs.

1. Go to the Xbox Dashboard.
2. Select MUSIC in the Media Blade.
3. Add your songs to a Playlist.
4. Save the Playlist and name it 'Def Jam Icon'.
5. Start the game and enter My Soundtrack.
6. Select SAVED PLAYLIST and start the match.

NOTE: Your custom soundtrack does not have an effect in Xbox Live matches, although you can still listen to your soundtrack during these matches.

PRACTICE MODE

Learn how to play the game without having to worry about health loss. On-screen displays tell you which attack you've performed. Spend some time here before trying to Build a Label or your career as a hip hop ICON could be over before it starts.

XBOX LIVE®

Play anyone and everyone, anytime, anywhere on Xbox Live. Build your profile (your gamer card). Chat with your friends. Download content at Xbox Live Marketplace. Send and receive voice and video messages. Get connected and join the revolution.

REGISTRATION AND SUBSCRIPTION REQUIRED TO ACCESS ONLINE FEATURES. INTERNET CONNECTION REQUIRED. INCLUDES SOFTWARE THAT COLLECTS DATA NECESSARY TO PROVIDE ONLINE IN-GAME ADVERTISING. EA TERMS & CONDITIONS AND FEATURE UPDATES ARE FOUND AT www.ea.com. YOU MUST BE 13+ TO REGISTER ONLINE.

EA MAY RETIRE ONLINE FEATURES AFTER 30 DAYS NOTICE POSTED ON www.ea.com.

CONNECTING

Before you can use Xbox Live, connect your Xbox 360 console to a high-speed Internet connection and sign up to become an Xbox Live member. For more information about connecting, and to determine whether Xbox Live is available in your region, go to www.xbox.com/live.

FAMILY SETTINGS

These easy and flexible tools enable parents and caregivers to decide which games young game players can access based on the content rating. For more information, go to www.xbox.com/familysettings.

PLAYING ON XBOX LIVE

Take your created player on Xbox Live and challenge other people's Build a Label character to see who walks away with respect.

NOTE: In order to use a character on Xbox Live you must have created that character in F.A.C.E. from the Main menu or the character must have completed Build A Label.

Fight in any venue in Xbox Live play. You can set up Signatures to taunt your opponents, and win ranked fights to earn Cred Points and become an ICON in the Xbox Live community.

TIP: To remove a Taunt Tag, gain 25 Cred Points or defeat the opponent who tagged you. To remove a Quitter Tag, win a fight against any opponent.

NOTE: In Game Achievements can not be unlocked in an Xbox Live Standard Match.

VENUES

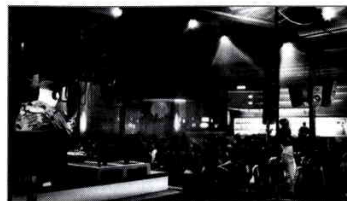
The venues in *DEF JAM: ICON™* aren't just lifeless fighting arenas—they're a living, breathing part of your battle to rise to the top of the hip hop music industry. Learn each venue's layout and hazards to get the most out of them during each fight.

THE GAS STATION



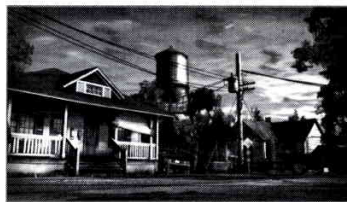
The Car Wash at the Gas Station is always malfunctioning. Watch out for the large **roller brush**—it's likely to pop out and smack a fighter in the head. If you want to do some serious damage to an opponent, though, destroy the **gas pump** to create fiery blasts that erupt to the beat. Destroying the gas pumps also causes the **fuel caps** in the middle of the ground to explode into the air on the beat. The **shopkeeper** keeps a fire extinguisher handy, but he's more likely to use it to keep people away from his store. Want to see him in action? Try smashing his shop window.

THE CLUB



The Club hosts the most dangerous nightlife in town. The **go-go dancers** have some nice moves, but if you get too close and the beat drops they'll kick you in the head. That's tame compared to the **speakers** on the right side of the dance floor, which can absolutely blow you away. Destroy the big **light wall** on the left side of the dance floor to create a huge blast on the beat. Not even the center of the floor is safe, though—**lights** falling from the ceiling can shake loose when the beat hits.

THE BLOCK



This street comes alive to the beat. The **lowrider** at the end of the Block spins out on the beat. It will hit you hard if you get too close. On the left side of the house, the other car backfires sometimes, so steer clear of the **exhaust pipe**. Also on the left side of the house is the **telephone pole**—destroy it and you can knock the **power transformer** down, causing it to overload and trigger a huge blast on the beat. You can cool things down by destroying the **fire hydrant** near the right side of the house, which creates a huge geyser that erupts to the music.

106 & PARK



If only all TV were this good. Watch out for the **boom camera** near the center of the stage or it'll smack you upside the head. The **stage pyrotechnics** on the right side are still active and trigger every time the beat drops. Watch out for a malfunctioning **light rig** on the left side near the couches. Is that it? Oh yeah, smash through the **TV display** in the middle of the set and create a massive lightning rod that gets charged on the beats of the music.

THE PENTHOUSE



The Penthouse has a kicking **sound system** on the right wall with the turntables. It can really knock you off your feet. Want to turn up the heat? Smash the **fireplace** on the left side to create a flamethrower that fires on the beat. The fire can spread so watch out for **falling debris** as the Penthouse goes up in flames. Before it does, make sure you check out the Penthouse **window**—not only does it have a great view, if you time it right, you can end the fight in a hurry by tossing your opponent out of it.

EXECUTIVE SUITE



The Executive Suite has the ultimate **sound system** within the recessed wall behind the desk. It's so powerful, it can shake the whole building to pieces. If things get hectic enough, a **heating pipe** might break through the wall and **rubble** can start falling from the ceiling. Smash through the **trophy case** on the left side of the venue and see what treasures await. Finally, be careful around the **private elevator**. Once it's broken it offers a quick one-way trip to the ground floor.

THE ROOFTOP



The **helicopter** will take you for a ride, so be careful not to get too close to the Rooftop's railing, especially if the beat is coming. Be careful around the **fusebox** on the right side—there's a big puddle on the ground that could be dangerous if the fusebox gets smashed. Other things to look out for when they get wrecked are the industrial strength **A/C vents** on the left side and the **steam pipe** on the right.

THE AFTERHOURS



If you want to fight in the hottest nightclub in town, you're going to have to work your way up in Build a Label mode to unlock this thumpin' LA venue.

LIMITED 90-DAY WARRANTY

Electronic Arts Limited Warranty

Electronic Arts warrants to the original purchaser of this product that the recording medium on which the software program(s) are recorded (the "**Recording Medium**") and the documentation that is included with this product (the "**Manual**") are free from defects in materials and workmanship for a period of 90 days from the date of purchase. If the Recording Medium or the Manual is found to be defective within 90 days from the date of purchase, Electronic Arts agrees to replace the Recording Medium or Manual free of charge upon receipt of the Recording Medium or Manual at its service center, postage paid, with proof of purchase. This warranty is limited to the Recording Medium containing the software program and the Manual that were originally provided by Electronic Arts. This warranty shall not be applicable and shall be void if, in the judgment of Electronic Arts, the defect has arisen through abuse, mistreatment or neglect.

This limited warranty is in lieu of all other warranties, whether oral or written, express or implied, including any warranty of merchantability or fitness for a particular purpose, and no other representation of any nature shall be binding on or obligate Electronic Arts. If any such warranties are incapable of exclusion, then such warranties applicable to this product, including implied warranties of merchantability and fitness for a particular purpose, are limited to the 90-day period described above. In no event will Electronic Arts be liable for any special, incidental, or consequential damages resulting from possession, use or malfunction of this Electronic Arts product, including damage to property, and to the extent permitted by law, damages for personal injury, even if Electronic Arts has been advised of the possibility of such damages. Some states do not allow limitation as to how long an implied warranty lasts and/or exclusions or limitation of incidental or consequential damages so the above limitations and/or exclusion of liability may not apply to you. In such jurisdictions, the Electronic Arts' liability shall be limited to the fullest extent permitted by law. This warranty gives you specific rights. You may also have other rights that vary from state to state.

RETURNS WITHIN THE 90-DAY WARRANTY PERIOD

Please return the product along with (1) a copy of the original sales receipt showing the date of purchase, (2) a brief description of the difficulty you are experiencing, and (3) your name, address and phone number to the address below and Electronic Arts will mail a replacement Recording Medium and/or Manual to you. If the product was damaged through misuse or accident, this 90-day warranty is rendered void and you will need to follow the instructions for returns after the 90-day warranty period. We strongly recommend that you send your products using a traceable delivery method. Electronic Arts is not responsible for products not in its possession.

EA Warranty Information

If the defect in the Recording Medium or Manual resulted from abuse, mistreatment or neglect, or if the Recording Medium or Manual is found to be defective after 90 days from the date of purchase, choose one of the following options to receive our replacement instructions:

Online: <http://warrantyinfo.ea.com>

Automated Warranty Information: You can contact our automated phone system 24 hours a day for any and all warranty questions:

US 1 (650) 628-1900

EA Warranty Mailing Address

Electronic Arts Customer Warranty
P.O. Box 9025
Redwood City, CA 94063-9025

© 2007 Electronic Arts Inc. Electronic Arts, EA and the EA logo are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. All Rights Reserved. Def Jam®, Def Jam icon™, and all associated trademarks and logos are used under license from DJR Holdings, LLC and Simco, LLC. adidas © 2006 adidas America, Inc. adidas, the 3-Bars logo, the trefoil logo and the 3-Stripes mark are registered trademarks of the adidas Group. RenderWare is a trademark or registered trademark of Criterion Software Ltd. Portions of this software are Copyright 1998-2007 Criterion Software Ltd. and its Licensors. MPEG Layer-3 audio coding technology licensed from Fraunhofer IIS and THOMSON multimedia. "106 & Park", "BET News" and "BET", and all related titles and logos, are registered trademarks of BLACK ENTERTAINMENT TELEVISION LLC. All rights reserved. Neither BET nor its officers, directors, employees or agents condone or support the use of violence. All other trademarks are the property of their respective owners.

Game Script Writer: Cle Sloan

This game incorporates dynamic advertisement serving technology offered by Massive Inc. which enables advertising to be temporarily uploaded into the game on your PC or console, and replaced while you play online. Massive only logs information that is needed to measure presentation of, and serve advertising to the appropriate geographic region, and to the right location within the game. Logged data may include Internet Protocol Address or game tag, in game location, length of time an advertisement was visible, size of the advertisements, and angle of view. This information may be used to calculate the number of unique and repeat views of dynamic in game advertising. The logged information is not used to personally identify you. This ad serving technology is integrated into the game; if you do not want to use this technology, do not play the game while connected to the Internet. For more information see EA's privacy policy at privacy.ea.com or visit <http://www.massiveincorporated.com/>.

Microsoft, Xbox, Xbox 360, and the Xbox logos are trademarks of the Microsoft group of companies.

GET EA CHEAT CODES AND GAME HINTS

Register your game online at
www.eagamereg.com

Enter your Game Access Code and receive:

- Exclusive access to an EA cheat code or hint—specifically for your game.
- The inside scoop on your favorite EA games.
- Full-care technical support.

GAME ACCESS CODE:

IT'S EASY. IT'S FAST. IT'S WORTH IT!



Notice

Electronic Arts reserves the right to make improvements in the product described in this manual at any time and without notice. This manual and the product described in this manual are copyrighted. All rights reserved. No part of this manual may be copied, reproduced, translated, or reduced to any electronic medium or machine readable form without prior written consent of Electronic Arts, P.O. Box 9025, Redwood City, California 94063-9025.

Technical Support Contact Info

E-mail and Website: For instant access to all of our technical support knowledge, please visit <http://techsupport.ea.com>.

Telephone Support: Technical Support is also available from 8am to 5pm PST by calling us at (650) 628-4322. No hints or codes are available from (650) 628-4322.

Mailing Address: Electronic Arts Technical Support

P.O. Box 9025

Redwood City, CA 94063-9025

If you live outside of the United States, you can contact one of our other offices.

In Australia, contact:
Electronic Arts Pty. Ltd.

P.O. Box 432

Southport Qld 4215, Australia

In the United Kingdom, contact:
Electronic Arts Ltd.

P.O. Box 181

Chertsey, KT16 0YL, UK

Phone (0870) 2432435

Proof of Purchase
Def Jam: Icon™

In Australia: For Technical Support and Game Hints and Tips, phone the EA HOTLINE: 1 902 261 600 (95 cents per min.) CTS 7 days a week 10am to 8pm. If you are under 18 years of age parental consent required.