If you generate auto alpha shadows on 3ds max using radiosity, chances are it will appear in a totally different direction than the shadow for your character wil come out. Takes alot of re-aranging on the lights. Also it does have alot of bugs, the textures wont map properly in some cases, and the shadows can come out so dark, that it is like pitch black and ugly.

On http://www.drireign.net/ there is a tutorial about custom lightmaps, it looks cool, but make sure u do it in the right direction.. It will take a long time too!

You can probably change the lighting direction in level edit, im not a level edit expert.

If you wanna know how to do real time light mapping using radioisity, you can go to http://www.windssoft.com/Index.htm and download the tool for max to do it, I guess if you get it right it is worth it, especially when u get the mirror effects from it.