

THREE NEW SPEAKERS ROUND OUT THE FULL D.I.C.E. EUROPE SLATE, ALL VIEWABLE LIVE ON TWITCH

Hands-On Experience for Attendees with Sony's Virtual Reality System

LOS ANGELES and LONDON – Sept. 4, 2014 – The Academy of Interactive Arts & Sciences (AIAS), in partnership with Video Games Intelligence (VGI), is pleased to announce its three final speakers for the 2nd Annual D.I.C.E. Europe (#DICE2014) conference, which will feature a total of 16 speakers, and is focused on the summit's theme – Without Borders. The conference takes place Sept. 23-24, 2014, at the Royal Garden Hotel in London. Speakers include executives from Nexon America, Sony Computer Entertainment Europe, and GREE International. In addition, Sony will showcase the future of gaming technology with a hands-on experience of its new virtual reality system, Project Morpheus.

The latest speakers to join the DICE Europe roster include:

- Min Kim, CEO, Nexon America
- Dave Ranyard, London Studio Director, Sony Computer Entertainment Europe will present *Virtual Reality: A New World to Explore*. Earlier this year, Sony unveiled *Project Morpheus*, a prototype virtual reality (VR) system, to much excitement and critical acclaim. Ranyard runs Sony's London Studio, recently gaining significant praise for developing groundbreaking experiences for *Project Morpheus (The Deep & VR Luge)*. In this talk, Ranyard will discuss the excitement, challenges and opportunities in today's world of VR.
- Andrew Sheppard, COO, GREE International, will discuss "When Localization Become Cultural - Reaching Global Audiences Effectively In a Gaming World Without Borders." In this session, Sheppard will dive deep on "hyperlocalization", the associated operational and technical challenges it presents, and the very real business opportunity it presents.

Returning for the second year as the official live streaming partner for the D.I.C.E. Europe sessions is Twitch, the world's leading live video platform and community for gamers, with more than 60 million visitors per month. The broadcast will kick-off on Tuesday, Sept. 23rd for the conference opening keynote at 7 PM BST with Microsoft's corporate vice president Phil Harrison, and will continue on Wednesday, Sept. 24th from 10 AM – 5 PM BST at www.twitch.tv/dice.

"It is our pleasure to once again partner with Twitch to open up the D.I.C.E. sessions to its 60 million unique gamers and viewers," said Martin Rae, president of the Academy of Interactive Arts & Sciences. "From the thought-provoking speaker topics to interactive experiences that typify the next wave of gaming technology, this year's D.I.C.E. Europe conference truly embraces the theme, Without Borders. With a dynamic slate of speakers representing our industry's best and brightest from around the globe, there is no question that D.I.C.E.'s tradition of inspiring and presenting a vision of the future of the interactive entertainment industry will be on full display in London next month."

Attendee Interactive Experiences

Sony Computer Entertainment Europe will be offering all attendees at the D.I.C.E. Europe conference a hands-on experience with Sony's virtual reality system, Project Morpheus. Attendees have a chance to demo this next generation technology with the totally immersive and addictively fun game, *VR Luge*.

Another interactive experience for attendees is the previously announced custom designed, hands-on Ingress experience. Google's Niantic Labs team will bring together hundreds of 'Ingress agents' - including newly minted agents from D.I.C.E. attendees – to battle for control of Kensington Park.

The industry experts mentioned above will join previously announced speakers: **Phil Harrison**, corporate vice president of Microsoft, **Kent Wakeford**, COO of Kabam, **Jonathan Morin**, creative director of Watchdogs, **Ted Price**, CEO and founder of Insomniac Games, Inc., **John Hanke**, VP of Product, and **Flint Dille**, writer of Google's Niantic Lab, **Tameem Antoniades**, co-founder at Ninja Theory, **Jason Chayes**, production director for *Hearthstone™*; **Will Miller** and **David McDonough**, co-lead designers at Firaxis, **Graeme Struthers** and **Andrew Parsons** of Devolver Digital, and **Ken Wong**, lead designer of Monument Valley. The full list can be referenced at:

http://www.diceeurope.org/dice_speakers/2014_speakers.asp.

The program begins on Tuesday, Sept. 23, with Harrison's opening keynote, plus a go-karting tournament, happy hour, and a welcome party hosted by Wargaming. Wednesday will feature a full day of speaker programming, happy hours, special speaker and attendee networking opportunities, and will conclude with a closing night party.

To access the conference agenda and to register for the early registration pricing boo now at: www.diceeurope.org.

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About the Academy of Interactive Arts & Sciences:

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization whose mission is to promote, advance and recognize the outstanding achievements in the interactive entertainment industry worldwide. The Academy conducts its annual awards show, the D.I.C.E. Awards, to celebrate and honor creative accomplishments in the field. To further enhance awareness of the Academy's vision, the organization created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit in 2002, a once yearly conference dedicated to exploring approaches to the creative process and artistic expression as they uniquely apply to the development of interactive entertainment. With more than 22,000 members, including Electronic Arts, Microsoft, Sony, Nintendo, Google, Bethesda Game Studios, Ubisoft, Epic Games, Double Fine, Gearbox Software, Nexon and Insomniac Games, among others. More information can be found at <http://www.interactive.org> and <http://www.dicesummit.org>. Follow the Academy on [Twitter](#), [Facebook](#), [LinkedIn](#) or [Google+](#).

About Video Games Intelligence:

Video Games Intelligence (VGI) is a leading research & networking service for the video games industry. VGI provide the games industry focused conferences, reports and updates across a wide range of topics from mobile gaming and marketing to cloud and digital disruption. VGI was founded in 2010 and launched the inaugural Cloud Gaming USA summit in September 2011. Since then, VGI has grown to run 16 events annually, in the US and Europe, covering the video games and gambling industries. More information can be found at www.vgintel.com. Follow Video Games Intelligence on [Twitter](#) and [LinkedIn](#)

About Twitch:

Twitch is the world's leading video platform and community for gamers where more than 60 million have gather every month to broadcast, watch and talk about video games. Twitch's video platform is the backbone of both live and on-demand distribution for the entire video game ecosystem. This includes game developers, publishers, media outlets, events, user generated content, and the entire esports scene. In February 2014, Wall Street Journal ranked Twitch as the 4th largest website in terms of peak internet traffic in the U.S., fortifying the brand as an entertainment industry leader and the epicenter of social video for gamers. For more information visit: www.twitch.tv.