

LEADERS FROM BLIZZARD ENTERTAINMENT, DEVOLVER DIGITAL, AND NINJA THEORY ADDED TO 2ND ANNUAL D.I.C.E. EUROPE IN SEPTEMBER

New Topics Include Fan-Focused Marketing, Community Building and Game Design, and Advanced Free-To-Play Game Design

LOS ANGELES AND LONDON – July 29, 2014 – The Academy of Interactive Arts & Sciences (AIAS) in partnership with Video Games Intelligence (VGI) is pleased to announce additional speakers for the 2nd Annual D.I.C.E. Europe (#DICE2014) conference, which takes place Sept. 23-24, 2014 at the Royal Garden Hotel in London. Often described as the *water cooler for the industry*, sessions will focus on this year's conference theme, Without Borders, and will include thought-starting lectures on how perception, leadership, community and creativity have struck down traditional barriers on game development; followed by multiple networking opportunities and socials.

The evolving slate of speakers from independent studios, industry giants, global publishers, and free-to-play developers, and more, will set the stage for emerging trends and concepts for the remainder of the year. New speakers include:

- **Graeme Struthers** and **Andrew Parsons** cover off all areas of Production, PR, Marketing and tea making duties as required at Devolver Digital. They will co-present on the “Death of Devolver,” discussing what will happen when they start thinking about the people who allow them to exist – the fans – as customers and what the fans really mean to them.
- **Tameem Antoniades**, Co-founder at Ninja Theory, creative director behind *Kung Fu Chaos*, *Heavenly Sword*, *Enslaved: Odyssey to the West* and *DmC: Devil May Cry*. He will be discussing, “Opening the Doors of Development” where he will speak on the important role of community building.
- **Jason Chayes**, Production Director for Blizzard Entertainment's first free-to-play game *Hearthstone™: Heroes of Warcraft™*

These industry experts will join previously announced speakers: **Phil Harrison**, corporate vice president, Microsoft; **Jonathan Morin**, Creative Director of *Watchdogs*; **Vince Zampella**, CEO of Respawn Entertainment; **Ted Price**, CEO and founder of Insomniac Games, Inc.; **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. Wednesday will feature a full day of speaker programming, happy hours, networking opportunities and will conclude with a closing night party.

To access the conference agenda and to register for the early registration pricing please visit: www.diceeurope.org. Book now to take advantage of early bird registration rates ending August 31st.

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