

ADDITIONAL FIVE SPEAKERS CONFIRMED FOR D.I.C.E. EUROPE

Conference Also Welcomes Exclusive Interactive Experience featuring Google's Live Player Experience in Ingress

LOS ANGELES and LONDON – Aug. 21, 2014 – The Academy of Interactive Arts & Sciences (AIAS), in partnership with Video Games Intelligence (VGI), is pleased to announce more 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. Inspired by the summit's theme, Without Borders, the newly announced speakers will address topics ranging from tapping new global financial opportunities, to bringing otherworldly inspirations to life, and unique approaches to collaborative storytelling. The speakers include executives from Kabam, Firaxis, and Google's Niantic Labs.

The latest speakers to join the DICE Europe roster include:

- **Kent Wakeford**, COO, Kabam, who will discuss "Bridging West to East, Managing the Complexities." In this session, Wakeford will look at the rapidly growing Asian mobile device and mobile games markets and address the reasons why Western developers should be diving in, if they aren't already. Using Kabam as his case study, he'll tackle the various challenges that come with breaking into the Asian gaming market.
- **John Hanke**, vice president, Niantic Labs, and **Flint Dille**, lead writer, Niantic Labs, will present "Designing Living Fiction" as a follow-up to the attendee and player experience they crafted for the D.I.C.E. Summit in Las Vegas earlier this year. In part two, Hanke and Dille will focus more deeply on the storytelling aspect and reveal more about how the Ingress and the Niantic platform has enabled a new way to approach narrative to develop a living story/universe.
- **Will Miller** and **David McDonough**, co-lead designers at Firaxis, will present "Designing Beyond Historical Constraints," exploring why Civilization games are about the story of humankind. Using examples from their own game, *Civilization: Beyond Earth*, they will discuss how a world itself becomes the lead character, while nations, leaders and climactic events are the playing pieces.

Niantic Labs (with speakers Hanke and Dille) are presenting a three-part series, a developing story that started at the 2014 D.I.C.E. Summit in Las Vegas with "Adventures on Foot" where Hanke introduced the notion of turning the real-world into an interactive social game. At D.I.C.E. Europe, they will present the second chapter in the series in London, with the finale at the 2015 D.I.C.E. Summit in Las Vegas. As in Las Vegas, the Niantic Labs team will also be hosting a custom designed, hands-on Ingress experience where hundreds of 'Ingress agents' - including newly minted agents from D.I.C.E. attendees - will battle for control of Kensington Park.

These industry experts will join previously announced speakers: **Phil Harrison**, corporate vice president, Microsoft; **Jonathan Morin**, creative director of Watchdogs; **Ted Price**, CEO and founder of Insomniac Games, Inc.; **Tameen Antoniadis**, co-founder at Ninja Theory; **Jason Chayes**, production director for *Hearthstone™*; **Graeme Struthers** and **Andrew Parsons** of Devolver Digital; **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 please visit: www.diceeurope.org. Book now to take advantage of early bird registration rates ending August 22nd.

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