

FOR IMMEDIATE RELEASE

D.I.C.E. EUROPE ANNOUNCES MORE SPEAKERS

Industry Experts from Emerging Technologies and Independent Studio to Cover the Latest Trends

Los Angeles and London— July 11, 2013 – The Academy of Interactive Arts & Sciences (AIAS), in partnership with Video Games Intelligence (VGI), announced a new slate of confirmed speakers for D.I.C.E. Europe, which will be held at the Royal Garden Hotel in London on Sept. 24-25, 2013. This two-day event will open Tuesday, Sept. 24, with a full day of networking events; on Wednesday, Sept. 25, there will be a full day of speaker sessions to address the dynamic changes and growth of the industry.

New confirmed speakers include:

- Cevat Yerli, President and CEO of Crytek, gives creative direction for all Crytek products and focuses on expanding the company into new territories. Cevat will be addressing the evolution of technology in video games and the convergence between techniques employed in blockbuster movies and those used in games – drawing players deeper into the game world and evoking emotions like never before. From the integration of acting and performance capture to increased directorial power over lighting and camera movements.
- Lorne Lanning, CCO and co-founder of Oddworld Inhabitants, and of *Oddworld* games fame. Lorne will be speaking on “Properties for the Apocalypse” where he will take attendees on a journey across the macro intent of his studios historic design ambitions, their experiments in resonating with an increasingly disillusioned audience, why it's a blessing that retail is dying, how increasingly fractured leisure time is changing the studios design focus, and why self-published indies have faith in embracing a new messiah model

These speakers join previously confirmed speakers: Victor Kislyi, CEO and Founder, Wargaming; Peter Molyneux, CEO and Founder, 22cans; Richard Hilleman, Chief Creative Director, EA; Torsten Reil, CEO and Founder, NaturalMotion.

For more information about D.I.C.E. Europe or to register, visit <http://www.videogamesintelligence.com/dice-europe/>.

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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](#)

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