

**FOR IMMEDIATE RELEASE**

**ACADEMY OF INTERACTIVE ARTS & SCIENCES LAUNCHES ACADEMY CONNECT IN COLLABORATION  
WITH INTRONETWORKS**

Calabasas, Calif. - Nov. 7, 2012 – [The Academy of Interactive Arts & Sciences](#), the professional video games organization advancing the artistic values of the interactive entertainment community, is pleased to announce our partnership with [introNetworks Inc.](#) to create Academy Connect. Launching today, this technology allows Academy members a unique, private online community to connect, communicate and collaborate with one another. The result of these connections will be accelerated access to the global game community.

Academy Connect will bring to its members private peer-to-peer networking, intelligent matchmaking tools, unique groups and forums and an easy-to-use and intuitive system to bolster networking capabilities between Academy members. The introNetworks technology is used by TEDx, NASA and one of the world's largest advertising agencies to bring together people and their ideas.

"This is an opportunity for our members to engage in year-round conversations without any of the hassles," said Martin Rae, president, Academy of Interactive Arts & Sciences. "It is a key opportunity for our 22,000-plus members to be able to share ideas - small or grand - and solve problems in a collaborative environment, join and start groups based on shared interests and hobbies, make important connections to engage with members of the game community globally, and to kick-start invaluable conversations prior to one of the best networking events in the industry, the 2013 D.I.C.E. Summit."

"We are thrilled to partner with the Academy to bring an extremely valuable membership benefit to its members," said Mark Sylvester, CEO, introNetworks, Inc. "Academy Connect facilitates community centered conversations that aim to improve topics and dialogue key to the vibrancy of the industry. The process of working with the Academy team to understand the dynamics of its members companies was instrumental in allowing us to fine-tune the matching engine. This important step allowed us to be extremely specific as it relates to the interactive industry, ensuring that members are matched across a diverse set of interests and skills."

###

**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+](#).