

ACADEMY OF INTERACTIVE ARTS & SCIENCES SEEDS SPEAKERS FOR FMX 2011 GAMES, AIAS VISUAL
ARTS TRACK

Calabasas, Calif. - The Academy of Interactive Arts and Sciences (AIAS) has announced the final Games, AIAS Visual Arts Track for FMX 2011, the 16th conference for animation, effects, games and interactive media, to be held in Stuttgart, Germany May 3-6. FMX is the premiere European event for leading experts in the creation, production, and distribution of digital entertainment and interactive visualization. In addition to the conference, there are networking, technical demonstrations, conference papers and recruiting events for its participants.

The speakers in the Games Track include:

- Joseph Olin: Game Changers – How today’s culture will be reflected in tomorrow’s games
- Matthew Johnston, Senior Producer, PopCap: Amusement DNA: Deconstructing Casual Play
- Benjamin Joffe, Founding Partner, Cmune: Uberstrike - Building the Top 3D First-Person Shooter on Facebook
- Wolfgang Engel, CEO, Confetti Special Effects Inc.: RawK Demo Next-Gen Techniques on Intel's Sandy Bridge
- Henry LaBounta, Senior Art Director, Electronic Arts Canada: Filming the Game - Need for Speed Hot Pursuit
- TJ Galda, Senior CG Supervisor, Electronic Arts Canada: 'Fight Night Champion' - combining cinematics and real-time rendering to create a story-driven sports game
- Brian Moore, Art Director, Microsoft Game Studios: Kinectimals - Blending Reality and Fantasy to Create Adorable Cubs and Convincing Interactions

"FMX and AIAS have enjoyed a long standing partnership," says Professor Thomas Haegele, director of the Institute of Animation at Filmakademie Baden-Wuerttemberg and FMX conference chair. "We really have to thank AIAS for bringing top game makers to Stuttgart, to share their expertise and know-how not only with other game people but also with the animation and effects professionals - thus making FMX a true transmedia experience."

"The backbone of the interactive entertainment medium are the talented visual artists, programmers and designers who dedicate their lives to the craft of game making," said Martin Rae, president, Academy of Interactive Arts and Sciences, and host of the Games AIAS Visual Arts Track at FMX 2011. "The Academy is proud to bring its game makers to participate in this year’s FMX and have much to share with their European colleagues."

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