

## FOR IMMEDIATE RELEASE

The Academy of Interactive Arts & Sciences Announces the Interactive Achievement Awards and Select D.I.C.E. Summit Sessions Available on Xbox LIVE

CALABASAS, Calif. – March 31, 2011 - The Academy of Interactive Arts & Sciences (AIAS), announced that highlights from its 14<sup>th</sup> Annual Interactive Achievement Awards (IAAs), the preeminent video game awards show that recognizes the best in interactive entertainment, and select sessions from the 10<sup>th</sup> Annual D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, a high-level interactive entertainment conference, are available on Xbox LIVE . The Awards show highlights and sessions are available beginning today for download free of charge.

“We are excited to provide Xbox LIVE members the special opportunity to view highlights from the Interactive Achievement Awards. This may be many gamers’ first introduction to the IAAs, and they will be able to see some of their favorite games from 2010 honored,” said Martin Rae, president, Academy of Interactive Arts & Sciences. “Additionally, the selected D.I.C.E. Summit sessions are fantastic talks that will inspire anyone who takes the time to check it out.”

The IAA Show highlights will feature the Game of the Year, Outstanding Achievement in Game Direction and other select categories. Bing Gordon and his Lifetime Achievement Award acceptance speech, “The Golden Age of Gaming,” will also be shown in its entirety. For a full list of winners, please visit this link: [http://www.interactive.org/awards/2011\\_14th\\_awards.asp](http://www.interactive.org/awards/2011_14th_awards.asp). The full show can be viewed here: <http://www.g4tv.com/dice2011/interactive-achievement-awards/>

The select D.I.C.E. Summit sessions will include:

- **Richard Garriott**, Co-Founder and Creative Director, Portalarium, speaking on his foray into space and its influence on him from a game creation standpoint in his session titled, “Achieving the Impossible – Creating Games and Gateways to Space!”
- **John Stevenson**, filmmaker and director of Kung Fu Panda, speaking on passion and pursuing his dreams as an animator in his session titled, “Monsters, Muppets and Movies”
- **Dr. Dave Gallo**, Director at the Woods Hole Oceanographic Institution, speaks on diving deep into the ocean and exploring the Titanic in “Exploring the Ocean Deep in 3D: To the Titanic and Beyond”

### 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 common interests and outstanding achievements in the interactive arts and sciences. The Academy conducts its annual awards show, the Interactive Achievement Awards, to promote and acknowledge exceptional 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 24,000 members, including Electronic Arts, Microsoft, Sony, Nintendo, Ubisoft, THQ, Day One Studios, Epic Games and Insomniac Games, The Academy promotes the creativity and craftsmanship of video games worldwide. More information can be found at <http://www.interactive.org> and <http://www.dicesummit.org>.

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