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D.I.C.E. SUMMIT ROLLS A “7”
Initial Lineup of Speakers Announced for 2006

CALABASAS, CA – October 26, 2005 – The Academy of Interactive Arts and Sciences (AIAS) announced its initial lineup of speakers and sessions for the 2006 D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit at the Green Valley Ranch resort hotel in Las Vegas, February 8 – 10. Held annually, this high-level interactive entertainment industry conference brings together the top video game designers and developers from around the world and business leaders from all the major publishers to discuss the state of the industry, its trends and the future.

The initial roster of speakers includes:

Will Wright, Peter Molyneux – Two of the most recognizable personalities in computer gaming – Will Wright and Peter Molyneux – will square off in a lively interactive debate on game design. Wright, chief designer and co-founder of Maxis and creator of *Sim City*, *The Sims* and the upcoming *Spore*, is an AIAS Hall of Fame inductee and was included on the Entertainment Weekly “It List” of the 100 most creative people in entertainment as well as Time Digital’s “Digital 50,” a list of the 50 most important people shaping technology today.

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A fellow AIAS Hall of Fame member, Molyneux is recognized as one of the computer games industry's most articulate and eloquent speakers on the subject of game development and design. A former co-founder of Bullfrog Productions and current founder of Lionhead Studios, Molyneux is also the founder of the “God Game” genre, developing successful games such as *Theme Park*, *Populous*, *Dungeon Keeper* and *Black & White*. Cumulative sales of these titles have surpassed 10 million units worldwide.

David Jaffe – the Creative Director of Sony Computer Entertainment America’s Santa Monica studio and creator of the blockbuster game *God of War* will host a seminar entitled *Chasing Perfection: The Making of God of War*. In this presentation – featuring never-before-seen concept art and video footage – Jaffe talks about the struggles of creating this cinematic action/adventure game and about why, after all is said and done, he never wants to do it again.

Richard and Robert Garriott – co-founders of Origin Systems, creators of the award-winning *Ultima* series of massively multiplayer online games and current executives at NCSoft Austin, the Garriott brothers will discuss the evolution of how online games are both developed and played.

Alec Bernstein – Specializing in interface/new media and advanced product development, Alec Bernstein is director of advanced communications for **BMW Group DESIGNWORKSUSA**. Bernstein will discuss “automobile design for the video game generation;” the impact of video games and interactive entertainment on vehicle design and driver environment.

Dale Herigstad – A noted interface and graphics designer, his experience bridges Enhanced and Interactive TV, the Internet and broadband networks. Herigstad will discuss his current work on Ted Turner’s upcoming Gametap broadband channel.

“2006 is shaping up to be a great year for D.I.C.E.,” said Joseph Olin, president, AIAS. “Some of the most talented and creative people in video games and related entertainment fields will be speaking candidly about the hottest topics impacting game development and distribution. If you want opinions directly from the source, then the 2006 D.I.C.E. Summit is an event you can’t afford to miss.”

D.I.C.E. also plays host to the AIAS Interactive Achievement Awards ceremony, where industry peers recognize the products and people that have contributed to the growth of the \$30 billion entertainment software business. To register for the 2006 D.I.C.E. Summit, visit the Web site, www.DICESUMMIT.org.

About the Academy of Interactive Arts & Sciences:

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization dedicated to the advancement and recognition of the interactive arts.

The Academy’s mission is to promote and advance common interests in the worldwide interactive entertainment community; recognize outstanding achievements in the interactive arts and sciences; and conduct an annual awards show (Interactive Achievement Awards) to enhance awareness of the interactive art form. The Academy also strives to provide a voice for individuals in the interactive entertainment community.

More information about the AIAS can be found at <http://www.interactive.org>.

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