

## FOR IMMEDIATE RELEASE

### MORE SPEAKERS REVEALED FOR THE 2012 D.I.C.E. SUMMIT

CALBASAS, Calif. – December 14, 2011 – The Academy of Interactive Arts & Sciences (AIAS) today announced additional speakers for the 2012 D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, the preeminent interactive entertainment conference bringing together the top video game designers, developers and business leaders from around the world to discuss the state of the industry, its trends and the future. The event will take place at the Red Rock Resort in Las Vegas, February 8-10, 2012, and feature a line-up of industry leaders, decision makers and visionaries from the disciplines that are shaping the future of interactive entertainment.

The Academy confirms additional speakers for the D.I.C.E. Summit:

- David Jaffe, game director/designer/co-founder at Eat Sleep Play, best known as the lead designer, co-writer, and game director of the original *God of War* and for co-creating and directing the *Twisted Metal* series
- Seamus Blackley, former head of Creative Artists Agency's games division and father of the Xbox
- Dr. Delores M. Etter, Texas Instruments Distinguished Chair and executive director, Caruth Institute for Engineering Education Southern Methodist University will be discussing the importance of innovation
- Anita Frazier, entertainment industry analyst, The NPD Group, will be providing data and information on "Consumer spending and behavior on video games content in the U.S. and Europe"

The 2012 D.I.C.E. Summit is the home of the 15<sup>th</sup> annual Interactive Achievement Awards on February 9, 2012, where industry leaders and members pay tribute and recognize the individuals and games that contribute to the growth of the interactive entertainment business. Comedian, actor and proud game enthusiast, Jay Mohr, will be returning for his seventh year as host.

The Indie Games Challenge (IGC) will take place Friday, February 10, 2012, where winners will be announced with a celebration to follow. The IGC is a partnership between the AIAS, Gamestop and The Guildhall at SMU.

**Registration is currently open. Register until December 16, 2011 to get the 2012 regular registration pricing: [www.dicesummit.org](http://www.dicesummit.org)**

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