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D.I.C.E.® SUMMIT GOES GLOBAL
AIAS Partners with GCA Games Convention Asia

Leipzig, Singapore, Los Angeles- July 28, 2009- LMI Asia Pte Ltd. and the Academy of Interactive Arts & Sciences (AIAS) announced today the first ever D.I.C.E.® Summit Asia to be held within the GCA Games Convention Asia in Singapore. The Summit will take place on the first day of the GC Asia Conference, September 17-18, 2009, at the Suntec Singapore International Convention & Exhibition Center.

The Summit will feature seven top international game-makers, including Masaya Matsuura, President of NanaON-Sha Co. Ltd. in Japan and Chris Taylor, the Founder and Creative Director of U.S. based Gas Powered Games.

Matsuura is an artist with extraordinary music sense who plays with technology to create entertainment media. This year Masaya collaborated with acclaimed artist Rodney Alan Greenblat on the Wii game “Major Minor’s Majestic March.” By giving the player responsibility to lead a marching band, the game demonstrated Masaya’s desire to explore the boundaries of music in games.

Taylor created Gas Powered Games to create immersive AAA games that push the boundaries of interactive entertainment. The first of the Dungeon Siege franchise released in 2002 and was a critical and commercial success selling in excess of 1.7 million units. The most recent release, Supreme Commander, is a revolutionary RTS game that has been hailed by critics for its innovative game-play.

The Academy created the D.I.C.E.® Summit in 2002 to be an exclusive forum for the interactive entertainment community’s best minds to share ideas and experiences outside their studios,” said Joseph Olin, President of the AIAS. “As the cultural influence of games has become truly global, it seemed only natural to create a similar forum to serve the game-makers in Asia-Pacific.”

“The partnership with the AIAS for the first D.I.C.E. Asia Summit adds significantly to GCA’s strategy to provide a high-level business platform where global industry leaders meet and exchange knowledge,” said Jorg Zeissig, Managing Director of LMI Asia. “Moreover, it validates the need for a conference and convention in Asia-Pacific.”

For more information on D.I.C.E.® Summit Asia : <http://www.gc-asia.sg>

About Games Convention Asia/GC Asia Conference

Founded in 2007, the GCA Games Convention Asia is the only business platform for developers, publishers, distributors, manufacturers and service providers of the games industry, focusing on interactive entertainment, infotainment, edutainment, hardware and the latest server technologies for the entire Asia-Pacific region. The event takes place over four days in Singapore and is organized by LMI Asia Pte Ltd., a subsidiary of Leipziger Messe International. The innovative concept, consisting of the four pillars of exhibition, a business center, matchmaking area, and GC Asia Conference, attracted more than 92,000 visitors to the Suntec Singapore International Convention & Exhibition Centre in 2008. The GC Asia Conference, the only game developer conference in the Asia-Pacific region, allows developers and industry experts to exchange knowledge and know-how in panels and lectures and grow their international networks of business connections. For more information, please visit: www.gc-asia.sg.

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. In 2002 the Academy created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, 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. The Academy also oversees Into The Pixel, a juried exhibition of art from games, and this year started the Randy Pausch Scholarship fund for students in the games industry. The Academy has more than 20,000 members from the games industry: publishers such as Electronic Arts, Microsoft, Sony and Nintendo, as well as developers Bioware/Pandemic, Day One Studios, Epic Games and Insomniac Games. More information can be found at

<http://www.interactive.org>
<http://www.intothepixel.com>

<http://www.dicesummit.org>

and

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