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ACADEMY OF  
INTERACTIVE  
ARTS & SCIENCES



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DESIGN INNOVATE  
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# SUMMIT 2006



green valley ranch, las vegas  
february 8th – 10th, 2006



Nintendo is proud to be a sponsor of the 2006 D.I.C.E. Summit.



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Joseph Olin, President  
Academy of Interactive Arts & Sciences

Welcome to the Academy of Interactive Arts and Sciences'® fifth annual D.I.C.E. Summit™. The Academy is excited to provide the forum for the interactive entertainment industry's best and brightest to discuss the trends, opportunities and challenges that drive this dynamic business. For 2006, we have assembled an outstanding line-up of speakers who, over the next few days, will be addressing some of the most provocative topics that will impact the creation of tomorrow's video games.

The D.I.C.E. Summit is the event where many of the industry's leaders are able to discuss, debate and exchange ideas that will impact the video game business in the coming years. It is also a time to reflect on the industry's most recent accomplishments, and we encourage every Summit attendee to join us on Thursday evening for the ninth annual Interactive Achievement Awards®, held at The Joint at the Hard Rock Hotel. The creators of the top video games of the year will be honored for setting new standards in interactive entertainment.

Thank you for attending this year's D.I.C.E. Summit. We hope that this year's conference will provide you with ideas that spark your creative efforts throughout the year.



## The Academy's Board of Directors

Since its inception in 1996, the Academy of Interactive Arts and Sciences has relied on the leadership and direction of its board of directors. These men and women, all leaders of the interactive software industry, have volunteered their time and resources to help the Academy advance its mission of promoting awareness of the art and science of interactive games and entertainment. Each director has lent his or her talent and prestige to the common concerns of the interactive entertainment industry.

The Academy's Board of Directors is composed of the following industry leaders representing Sony, EA, Nintendo, Microsoft, and Ubisoft as well as the independent development community:

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## Schedule

### February 8, 2006 - Wednesday

- 10:00 AM to 5:00 PM Golf Tournament - Dragon Ridge Country Club
- 5:00 PM to 6:00 PM Reading with Heather Chaplin and Aaron Ruby, the authors of *SMARTBOMB* - Cyber Cafe
- 7:00 PM to 10:00 PM Welcome Reception - GVR Poolside
- 9:00 PM to 12:00 AM Celebrity Poker Tournament - Tournament Poker Room at Caesars Palace

### February 9, 2006 - Thursday

- 7:00 AM to 9:00 AM Registration, Coffee & Cyber Cafe
- 9:15 AM to 9:30 AM D.I.C.E. Summit - Opening Remarks - Grand Ballroom
- 9:30 AM to 10:15 AM D.I.C.E. Summit - Reggie Fils-Aime, "Expanding the Market for Interactive Entertainment" - Grand Ballroom
- 10:15 AM to 10:30 AM Mini-Break
- 10:30 AM to 11:15 AM D.I.C.E. Summit - Richard Garriott and Robert Garriott, "Why You Never Want to Work for Your Brother" - Grand Ballroom
- 11:15 AM to 11:30 AM Mini-Break
- 11:30 AM to 12:30 PM D.I.C.E. Summit - Alec Bernstein, "Auto Design for the Video Game Generation" - Grand Ballroom
- 12:30 PM to 1:30 PM Lunch
- 1:45 PM to 2:45 PM D.I.C.E. Summit - Gabe Newell, "*Half-Life* and the Struggle for Survival" - Grand Ballroom
- 2:45 PM to 3:00 PM Mini-Break
- 3:00 PM to 3:45 PM D.I.C.E. Summit - David Jaffe, "Chasing Perfection: The Making of *God of War*" - Grand Ballroom
- 3:45 PM to 4:30 PM D.I.C.E. Summit - Stuart Snyder, "On-Demand Entertainment" - Grand Ballroom
- 6:00 PM to 8:00 PM Pre-Awards Party - Body English at the Hard Rock
- 8:00 PM to 8:30 PM Red Carpet - Hard Rock
- 8:30 PM to 10:30 PM Interactive Achievement Awards - The Joint at the Hard Rock

### February 10, 2006 - Friday

- 7:00 AM to 9:00 AM Registration, Coffee & Cyber Cafe
- 9:15 AM to 9:30 AM D.I.C.E. Summit - Opening Remarks - Grand Ballroom
- 9:30 AM to 10:15 AM D.I.C.E. Summit - Peter Moore, "Microsoft: The Changing World of PC Games" - Grand Ballroom
- 10:15 AM to 10:30 AM Mini-Break
- 10:30 AM to 11:15 AM D.I.C.E. Summit - Panel - Lorenzo DiBonaventura, Lyle Hall, David Franzoni, and moderator Larry Shapiro, "Franchise Crossover: Trusting Your Child in the Hands of Strangers" - Grand Ballroom
- 11:15 AM to 11:30 AM Mini-Break
- 11:30 AM to 12:15 PM D.I.C.E. Summit - Dale Herigstad, "Spatial Navigation: New Interfaces for the Screen" - Grand Ballroom
- 12:15 PM to 1:30 PM Lunch
- 1:45 PM to 2:30 PM D.I.C.E. Summit - Will Wright and Peter Molyneux, "The Battle of Bunker Hill" - Grand Ballroom
- 2:30 PM to 2:45 PM Mini-Break
- 2:45 PM to 3:30 PM D.I.C.E. Summit - Jim Banister, "The Future of Entertainment: The Nature of Narrative in the Age of Digital Networks" - Grand Ballroom
- 3:30 PM to 3:45 PM Mini-Break
- 3:45 PM to 4:30 PM D.I.C.E. Summit - Fumito Ueda and Keiji Kaido, "Outside the Shadows: A Conversation with the Creators of *ICO* and *Shadow of the Colossus*" - Grand Ballroom

## Events/Sessions

### Wednesday, February 8 2006

#### 11:00 AM to 5:00 PM • 3rd Annual D.I.C.E. Summit Golf Tournament • Dragon Ridge Country Club

Join your colleagues for an outstanding day of golf at the beautiful Dragon Ridge Country Club. Dragon Ridge is a premier championship golf course steeped in traditional Scottish Heritage and fixed within the grandeur of MacDonald Highlands. Here, you will discover an unforgettably satisfying 18 hole championship golf course that begins at the base of rugged highlands and rolls deep within the McCullough Mountain Range. The award winning course design makes it playable for all levels, but always keeps players off balance – Tiger Woods hosted 2 of his "Tiger Jam" tournaments here!

Play for prizes in categories such as winning foursome, longest drive, closest to the pin and highest score. There will also be spectacular hole-in-one prizes not to be missed.

#### 5:00 PM to 6:00 PM • Reading with Heather Chaplin and Aaron Ruby, the authors of *Smartbomb* • Cyber Cafe

Over the past five years, authors **Heather Chaplin** and **Aaron Ruby** have immersed themselves in the videogame culture—attending multiple gaming conventions and interviewing the major entrepreneurs, inventors, and new pioneers throughout the industry's history—to research their fascinating and groundbreaking new book, *SMARTBOMB: The Quest for Art, Entertainment, and Big Bucks in the Videogame Revolution* (Algonquin Books, November 4, 2005).

*SMARTBOMB* reveals it all: From the hackers at MIT in the 1960s to Ferrari-driving developers of the modern-day industry, to professional "cyberathletes" and multi-player virtual worlds, to why the U.S. military and corporations like Sony and Microsoft want in on the whole thing

#### 7:00 PM to 10:00 PM • Opening Night Party • Whisky Bar & poolside

The opening night welcome reception will be held at the gorgeous outdoor Pool Cafe and spill onto the grounds of Whiskey Beach at Green Valley Ranch. Network with your colleagues by the cabanas, and get ready for the Celebrity Poker Tournament.

#### 9:00 PM to 12:00 AM • Celebrity Poker Tournament • Tournament Poker Room at Caesars Palace

Following the opening reception, the Celebrity Poker Tournament will be held in the new Tournament Poker Room at Caesars Palace, the largest private poker room in the United States. Slots are limited; registration for the tournament is \$25 with a \$200 buy-in and is open to all registered D.I.C.E. Summit attendees. Some of the top card sharks from the World Series of Poker are scheduled to appear:

**Thomas "Thunder" Keller** - Keller is a World Series of Poker (WSOP) champion, winning in his first attempt at the WSOP \$5,000 No Limit Event in 2004 against one of the toughest No Limit Hold'em fields in history.

**Edward Moncada** - A three-year veteran of the WSOP, Moncada won the World Series of Poker \$2,000 Pot Limit Hold'em tournament held earlier this year.

**Scott Fischman** - At 24, Fischman is the youngest player to win back-to-back WSOP titles. He also owns thefishstank.com, an online poker site, and is a featured player in the World Series of Poker video game.

**Perry Friedman** - A frequent competitor on the WSOP circuit, Friedman placed third at the \$2,000 No Limit Hold'em tournament held in Las Vegas this past June.

**Max "The Italian Pirate" Pescatori** - Pescatori recently won the WSOP Circuit Limit Hold'em event in Atlantic City, NJ.

**Chris "Jesus" Ferguson** - A three-time WSOP champ and Ferguson is the lead technical designer of the Full Tilt Poker online website.

### Thursday, February 9 2006

#### 7:00 AM to 9:00 AM • Registration, Coffee & Cyber Cafe

#### 9:15 AM to 9:30 AM • D.I.C.E. Summit • Opening Remarks • Grand Ballroom



#### 9:30 AM to 10:15 AM • D.I.C.E. Summit • Reggie Fils-Aime, "Expanding the Market for Interactive Entertainment" • Grand Ballroom

**Reginald Fils-Aime** is the Executive Vice President of Sales and Marketing at Nintendo of America Inc. Fils-Aime joined Nintendo of America Inc. in December 2003. Fils-Aime is responsible for all sales and marketing activities for Nintendo in the United States, Canada and Latin America. Nintendo products include Nintendo GameCube, Game Boy Advance and Nintendo DS, as well as software and peripherals.

Prior to joining the company, Fils-Aime most recently was senior vice president of marketing at VH1, part of the MTV networks.

A graduate of Cornell University, Fils-Aime began his career at Procter & Gamble, and later became senior vice president for Panda Management Co., the world's leading Chinese food-service company. He also served as senior director for national marketing at Pizza Hut, where he launched the Bigfoot Pizza.

As U.S. marketing chief for Guinness Import Co., Fils-Aime oversaw all brands, including Guinness stout, Bass ale, Harp lager and Pilsner Urquell, as well as managing brand relationships with third-party owners in the United Kingdom, Jamaica and the Czech Republic. As chief marketing officer for Derby Cycle Corp., he not only directed worldwide sales and marketing for eight separate brands, including Raleigh, Diamondback and Univega, but also was acting managing director of the company's United Kingdom operations.

During his tenure at VH1, Fils-Aime engineered the channel's redirection to young



## Events/Sessions

viewers that resulted in an overall 30 percent rating growth, and he created and executed the marketing plans for The Concert for New York City, which raised more than \$35 million for disaster relief in the wake of the Sept. 11 attacks.

Fils-Aime's professional awards include a Clio, two Gold EFFIEs, an AICP award for advertising excellence and a Silver Edison from the American Marketing Institute. He also was named to the Marketing 100 by *Advertising Age* in 1998.

### 10:15 AM to 10:30 AM • Mini-Break



### 10:30 AM to 11:15 AM • D.I.C.E. Summit • Richard Garriott and Robert Garriott, "Why You Never Want to Work for Your Brother" • Grand Ballroom

A true veteran of the computer gaming industry, **Richard Garriott** is best known for creating and publishing the best-selling *Ultima* series, including the first commercially successful online game, *Ultima Online*. In a career that spans more than two decades, Richard has received numerous awards including *Computer Gaming World's* "15 Most Influential Industry Players," *Next Generation's Elite*, *PC Gamer's* "Game Gods," and *PC Games'* "Designer of the Year." He and his brother, Robert, were also awarded the "Entrepreneur of the Year" award by *Inc. Magazine*. In an industry that now rivals the movie industry in popularity, Richard Garriott is one of the few well-known "stars."

Richard's first game was published when he was still a teenager. Under the pseudonym Lord British, Richard created *Ultima I* (and subsequently the entire *Ultima* series). By the time *Ultima II* was released in 1982, he was sought after by publishers for his expertise and creative vision.

In 1983, Richard and his brother, Robert, established Origin Systems, Inc. The company, based in Austin, Texas, is recognized as one of the innovation leaders in the ever-changing world of entertainment software. In 1992, Origin was acquired by Electronic Arts (EA),

a global leader in the entertainment software industry. At Origin Richard continued to add to the *Ultima* series, making it one of the most successful and longest running series in entertainment software history.

In 1997, Richard and his team created a new genre with the technologically groundbreaking title, *Ultima Online*. *Ultima Online's* continued success is measured by the hundreds of thousands of people who enjoy playing the game from all over the world, and by the explosion of online games that have followed since its release.

Richard retired from Origin in April of 2000 and formed Destination Games with his brother Robert. In 2001, Destination Games became part of NCsoft, where Richard continues to develop innovative new products. His current project, *Tabula Rasa*, is expected to launch this year.



After earning a masters degree in management from MIT in 1983, **Robert Garriott** formed Origin Systems, Inc. with his brother, Richard. Origin's goal was to develop and publish computer games, including Richard's award winning *Ultima* series and the *Wing Commander* series. By 1990, Origin was the leading independent publisher of computer games in the U.S. During this time, Robert built international publishing relationships that accounted for 30% to 50% of Origin's worldwide sales. The Garriotts' success with Origin was recognized nationally in 1992 when Robert and Richard were declared Entrepreneur of the Year by *Inc. Magazine* and E&Y Consulting.

Electronic Arts (EA) acquired Origin in 1992 to get a foot in the computer games business. Robert stayed on with EA as vice president of business development and later executive vice president of product development. During his tenure with EA, Robert evaluated strategic investment opportunities, led EA's acquisition of Bullfrog Software, and directed EA's product development activities worldwide. Robert further developed his global

industry contacts while growing EA's European studios and establishing a game development and publishing organization for EA in Japan.

Robert left EA in 1995 to pursue his personal investment and development interests. In 2000, he and his brother Richard formed a new game development company, Destination Games. In 2001 the company was purchased by NCsoft, where Robert serves as President and CEO of NCsoft North America.

### 11:15 AM to 11:30 AM • Mini-Break



### 11:30 AM to 12:30 PM • D.I.C.E. Summit • Alec Bernstein, "Auto Design for the Video Game Generation" • Grand Ballroom

**Alec Bernstein** is Director of Advanced Communications for BMW Group Designworks/USA. Since joining the company in 1994, he has brought his talents to BMW Munich with early phase I-Drive concept work announced in the new 7 series for the Z9 show car at Frankfurt Auto Show 2001. He has also been involved in projects at Siemens Munich, Cal-Tech Pasadena, and NASA's Pasadena Jet Propulsion Lab.

Bernstein previously spent nine years as a design engineer consultant for Energy Efficiency Product Development companies in Washington, DC, working on energy controls and data collection. He is a holder of several patents in energy systems and interface designs.

After studying Classical Languages at Columbia University, Bernstein earned a Bachelor of Music in Composition from Peabody Conservatory of the Johns Hopkins University and, subsequently, a Bachelor of Science in Product Design from Art Center College of Design in Pasadena.

He is a founding member of Musicians for Digital Audio Tape and has won numerous awards, including Best Visual Design, at the 1994 Apple Interface Competition.

### 12:30 PM to 1:30 PM • Lunch

Welcome to Gametap™ where you can play over 300 of the greatest video games from the greatest systems, right from your broadband-connected PC. Total hours of entertainment you can't find on any other network. It's getting harder to believe but... GO TO [GAMETAP.COM/DICE](http://GAMETAP.COM/DICE) TO GET ONE MONTH FREE AND THE NEXT THREE MONTHS FOR \$3.95/WORTH—A \$15 SAVINGS!

**PLAY OVER 300 OF THE GREATEST GAMES FREE FOR A MONTH. SLEEP DEPRIVATION INCLUDED.**

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Show the world how talented artists at your company are creating art in games. INTO THE PIXEL showcases 16 works of art from video games, chosen by a panel of experts from world-renowned art museums, cutting edge galleries and interactive entertainment industry art veterans.

Selected art will be unveiled at E3 2006, the world's premier interactive entertainment tradeshow.

**DEADLINE TO SUBMIT ART: March 3, 2006**  
For more information, and to submit art, go to [www.intothepixel.com](http://www.intothepixel.com)

**INTO THE PIXEL 2006 jurors include:**  
Cynthia Burlingham – **The Hammer Museum**  
Caryn Coleman – **sixspace gallery and art.bloggging.la**  
Ryan Church – **Skywalker Ranch**  
Tim Langdell – **USC and EDGE Games**  
Lorne Lanning – **Oddworld Inhabitants**  
Louis Marchesano – **The Getty**  
Kevin Salatino – **Los Angeles County Museum of Art**

**INTO THE PIXEL**  
An Exhibition of the Art of the Video Game

Co-hosted by:



## Events/Sessions



**1:45 PM to 2:45 PM • D.I.C.E. Summit • Gabe Newell, "Half-Life and the Struggle for Survival" • Grand Ballroom**

Gabe Newell is the president and founder of Valve Corporation, an entertainment software and technology company based in Bellevue, Washington.

Valve's debut title, *Half-Life*®, earned over 50 Game of the Year Awards and was named "Best PC Game Ever" in the November 1999, October 2001, and April 2005 issues of *PC Gamer*, the world's best-selling PC games magazine.

Valve's portfolio of entertainment titles also includes *Counter-Strike*™, *Day of Defeat*™, and *Team Fortress*®. This portfolio accounts for over 18 million retail units sold worldwide, and more than 88% of the PC online action market.

In addition to producing best selling entertainment titles, Valve is a developer of leading-edge technologies, such as the Source™ game engine and Steam, a broadband platform for the delivery and management of digital content.

Before starting Valve, Gabe held a number of positions in the Systems, Applications and Advanced Technology divisions at Microsoft, where he worked for 13 years. His responsibilities included running program management for the first two releases of Windows, starting the company's multimedia division, and, most recently, leading the company's efforts on the Information Highway PC.

**2:45 PM to 3:00 PM • Mini-Break**



**3:00 PM to 3:45 PM • D.I.C.E. Summit • David Jaffe, "Chasing Perfection: The Making of God of War" • Grand Ballroom**

David Jaffe began his game career as a tester for Sony Imagesoft. At Sony for the last 13 years, Jaffe has designed and/or directed the following games: *Twisted Metal 1*, *Mickey Mania*, *Twisted Metal 2*, *Twisted Metal:Black*,

and *God of War*. Jaffe is now the creative director at Sony Santa Monica Studios, overseeing the creative direction for a number of PSP and PS3 projects, while also directing an unannounced game for the PSP. His favorite games of all time include: *Flashback*, *Out of This World/Another World*, *Mask of the Sun*, *ICO*, *Deus Ex*, and *Goldeneye*. He also still listens to Phil Collins. A lot. Honest.



**3:45 PM to 4:30 PM • D.I.C.E. Summit • Stuart Snyder, "On-Demand Entertainment" • Grand Ballroom**

As general manager of GameTap, **Stuart Snyder** is charged with the day-to-day management of the marketing, programming, development and distribution of the broadband entertainment network. With his innovative talent, Snyder leads the first network of its kind that allows subscribers to access everything from early arcades to console games and PC titles using a broadband-connected PC. GameTap games include everything from *Pong*, *Pac-Man* and *Tom Clancy's Splinter Cell*, to *Sonic* and *Tony Hawk's Pro Skater 2*. Turner has licensed nearly 1,200 games from 24 publishers, including Activision, Atari, EA, Eidos Interactive, G-Mode, Intellivision Lives, Midway, Namco, SEGA, TAITO, Team 17, Ubisoft and Vivendi Universal Games. Complementing the library of games, GameTap's original programming features an exclusive mix of magazine, reality, and lifestyle shows, interviews with the who's who of gaming, celebrity features, and all-new "game trailers" for the GameTap service.

A veteran entertainment industry executive and innovator, Snyder most recently served as president and CEO of Cinar Corporation, an animation, live-action and education production/distribution company based in Montreal, Canada. Under his leadership, the company instituted and completed a successful turnaround and sale process for its public shareholders.

Snyder is currently a board member of Turnstile Entertainment in New York, a company he co-founded which creates and produces family entertainment programming featuring popular brands, such as *Clifford the Big Red Dog LIVE* and the soon to be released DVD toddler series, *Baby Road Trip*. He had previously served as President and COO of WWF Entertainment, Inc., the world renowned television and sports entertainment franchise. As president of USA Home Entertainment in 1999, Snyder was on the team that successfully marketed and released the critically acclaimed film, *Being John Malkovich*, and green lit the Academy Award-winning® film *Traffic*.

Earlier in his career, he was President and COO of Feld Entertainment, the world's largest producer of live family entertainment, featuring Ringling Bros. and Barnum & Bailey and Disney on Ice. Prior to that, Snyder built the hugely successful home entertainment division for Turner Broadcasting, which during his tenure distributed *The Beatles Anthology Series*, *The Swan Princess*, *Ken Burns' Baseball*, *Gettysburg* and PBS Home Video, increasing revenues from \$20 million to \$350 million. In 1988, Snyder joined LIVE Home Video, where he was part of the team that grew the company from \$50 million in revenues to \$400 million. His professional entertainment career began at MGM/UA as head of the Non-Theatrical Division and later moved to its Home Entertainment Division.

GameTap, a TBS, Inc. entertainment network, provides subscribers an "all-you-can-play" gaming service on their PC's via broadband connection. To access GameTap, players securely download and install Turner-developed client software from [www.gametap.com](http://www.gametap.com), the gateway to the GameTap vault. Because games reside securely on the PC, they act just as if they do on the console or at the arcade. GameTap supports navigation and game play using keyboard and mouse, as well as most USB peripherals.

Turner Broadcasting System, Inc., a Time Warner company, is a major producer of news and entertainment product around the world and the leading provider of programming for the basic cable industry.

**6:00 PM to 8:00 PM • Pre-Awards Party • Body English at the Hard Rock**

Change into your party clothes, and relax after a day of speakers with food and drink while listening to the sounds of DJ Champion, gearing up for the 9th Annual Awards Show at The Joint at the Hard Rock Hotel.

**8:00 PM to 8:30 PM • Red Carpet • Hard Rock**

**8:30 PM to 10:30 PM • Interactive Achievement Awards • The Joint at the Hard Rock**

The Ninth Annual Interactive Achievement Awards will be held at the Joint at the Hard Rock Hotel in Las Vegas, Nevada on February 9th. They will be hosted by **Jay Mohr**. This will be the first year there will be a red carpet, celebrity presenters from film, television and sports, along with musical acts directly from videogames. This year the show will be open to all Academy Members, regardless if you attend D.I.C.E. The cost is \$100 per ticket (Academy Members are allowed to bring one guest), and includes the pre-awards party at the world famous Body English at the Hard Rock. These peer-based awards are dedicated to recognizing the outstanding products, talented individuals and development teams that have contributed to the advancement of the multi-billion dollar worldwide entertainment software industry.

The Interactive Achievement Awards have been presented annually since 1998. The awards are determined by a vote of qualified Academy members. The Interactive Achievement Awards are the most credible, respected and recognized awards for interactive entertainment software.

Friday, February 10 2006

**7:00 AM to 9:00 AM • Registration, Coffee & Cyber Cafe**

**9:15 AM to 9:30 AM • D.I.C.E. Summit • Opening Remarks • Grand Ballroom**



**9:30 AM to 10:15 AM • D.I.C.E. Summit • Peter Moore, "Microsoft: The Changing World of PC Games" • Grand Ballroom**

As corporate vice president of the Interactive Entertainment Business in the Entertainment and Devices Division of Microsoft Corp., **Peter Moore** is responsible for leading both the Xbox® and Games for Windows® businesses. Moore's team also owns driving games development at Microsoft® Game Studios, as well as cultivating relationships with third-party game publishers and developers around the world. Moore is responsible for establishing industry-shaking alliances, including alliances with industry giant Square Enix and legendary developers Hironobu Sakaguchi (Mistwalker), Yoshiaki Okamoto (Game Republic) and Tetsuya Mizuguchi (Q Entertainment), and bringing publishing powerhouse Electronic Arts Inc. onto the Xbox Live™ global video games online service.

Moore joined Microsoft in January 2003, bringing with him more than 20 years of experience and leadership in consumer businesses. Most recently, Moore was president and COO of SEGA of America, where he was responsible for overseeing SEGA's video game business in North America. Moore played a pivotal role in the company's decision to change its business strategy to become a platform-agnostic software publisher. At SEGA, Moore also served as senior vice president, a position in which he was responsible for all marketing initiatives, including the launch of SEGA Dreamcast. Before that, Moore was senior vice president of marketing at Reebok

International Ltd., where he oversaw a staff of 450, in addition to the global budget. Earlier in his career, Moore was president of Patrick USA, the subsidiary of the popular French sportswear company, managing all the company's operations: marketing, sales, finance and distribution.

Moore holds a bachelor's degree from Keele University, and a master's degree from California State University, Long Beach.

**10:30 AM to 11:15 AM • D.I.C.E. Summit • Lorenzo DiBonaventura, Lyle Hall, David Franzoni, and Moderator Larry Shapiro, "Franchise Crossover: Trusting Your Child in the Hands of Strangers" • Grand Ballroom**



**Lyle Hall** currently oversees multiple internal studios as corporate Vice President of Product Development for THQ.

In 1990, he began his game career as a producer for Virgin Mastertronic, and over the last fifteen years has designed and/or produced some of the industry's defining titles. Lyle wrote the game design for 1992's Game of the Year, *Global Gladiators*, produced Westwood Studios' genre spawning *Dune II: The Building of a Dynasty*, and established the game vision for Silicon Knights' original *Legacy of Kain: Blood Omen*. In 1995, he created, designed and produced the first 32-bit character action game *GEX* – '95's Game of the Year, which was bundled with the 3DO hardware, licensed by Microsoft and a multi-million unit seller on PSOne. With a career defined by key contributions to cutting-edge development studios such as Virgin Games, Crystal Dynamics, Kalisto and DreamWorks Interactive, Lyle has spent the last four years guiding THQ's Los Angeles development studio, Heavy Iron, as General Manager and Executive Producer of a string of multi-million unit selling games based on Nickelodeon's *SpongeBob SquarePants* and Disney/Pixar's *The Incredibles* properties.

## Events/Sessions



**Larry Shapiro** co-heads the Games Division of Creative Artists Agency (CAA), a literary and talent agency based in Beverly Hills, CA. At CAA, Shapiro works helping the agency's artists create entertainment franchises that intersect the game industry. Some of Shapiro's clients at CAA include Will Wright, Valve Software and Xbox. Recently, Shapiro has brokered movie deals for *Doom* and *Halo*, two of the biggest games in the industry.

Before joining CAA, Shapiro worked as Vice President and General Manager of Stromlo Entertainment, an EA Affiliate computer games company in Melbourne. Prior to, he worked as Executive Producer of New Media at Palomar Pictures, where he was credited with establishing their new media division and was responsible for its business and development. While at Palomar, Shapiro worked with Electronic Arts helping them bring Hollywood production values to some of their top franchises including *Soviet Strike*, *Nuclear Strike* and *Road Rash 3d*.

A graduate of Tisch School of the Arts, Shapiro went on to produce over 100 music videos and commercials for Propaganda Films. In television, Larry was a producer on the hit Nickelodeon series *Salute Your Shorts*. Shapiro also produced Zoo TV for MTV and U2. Teaming up with record producer turned director Don Was, he received an Emmy nomination for producing the film *Brian Wilson: I Just Wasn't Made For These Times* which was also named one of the top ten programs of 1995 by *Time Magazine*. The team also received a Grammy nomination for the short film *Forever's a Long Time*, produced as part of a series for executive producer Francis Ford Coppola.



**David Franzoni** is a well known screenwriter and producer. Mr. Franzoni grew up in Vermont and attended the University of Vermont where he studied geology and paleontology. He was consistently involved in theater pro-

ductions and was a partner in a commercial film company. After graduation he traveled throughout Europe, the Middle East, India, South East Asia and Australia on a motorcycle.

After returning to the United States, Mr. Franzoni moved to Los Angeles to pursue a screenwriting career. In 1980 he sold his first script which became the comedy *Jumpin' Jack Flash*. He adapted the book *Citizen Cohn* for HBO, starring James Woods, for which he was awarded the George Foster Peabody Award, the Pen West Literary Award, the Cable Ace, and was nominated for an Emmy.

In 1995, while living with his family in Rome, he wrote Steven Spielberg's *Amistad* (released in 1997) and began the research for his original script, *Gladiator*.

In 2000-1 he was nominated for an Oscar for best original screenplay for *Gladiator* (along with William Nicholson and John Logan), and won the Oscar for best picture for producing *Gladiator*. He was also nominated for a BAFTA for best original screenplay and won the BAFTA for best picture for *Gladiator* as well as winning the Golden Globe.

His original screenplay, *King Arthur*, for Jerry Bruckheimer, was produced by Disney, directed by Antoine Fuqua and released in 2004. Mr. Franzoni has recently sold an original series to Show Time about the second coming of Christ, and option the right to the Korean classic JSA, which he plans to rewrite and direct for the United States.

Mr. Franzoni lives in Malibu, California, with his wife Nancye and son Hudson.

**11:15 AM to 11:30 AM • Mini-Break**



**11:30 AM to 12:15 PM • D.I.C.E. Summit • Dale Herigstad, "Spatial Navigation: New Interfaces for the Screen" • Grand Ballroom**

With twenty-five years in graphic design for television and film, and over a dozen years experience working with interactive user interface design, **Dale Herigstad** brings a unique

perspective to his role as Schematic's Creative Director and co-founder. Dale has designed more than 15 network broadcast packages. He directed and designed the on-air graphics for three Winter Olympics for CBS (Albertville 92, Lillehammer 94, and Nagano 98), ultimately winning three Emmy awards for this work. His user interface experience bridges Enhanced and Interactive TV, the Internet, and broadband networks, as well as emerging wireless media. Leading development in interactive television, Dale designed the interface for Time Warner's groundbreaking Full Service Network in Orlando.

Dale began his career in the late 70's, working with TV industry giant, Harry Marks, creating network branding systems for ABC and NBC. For 18 years, he worked in Hollywood as an independent Creative Director, working with the leading motion design firms in California. In 1998, he founded H Design, which created network branding packages for Fox Network, Fox Sports Net, WebMD Television, and National Geographic Channels International. He pioneered new spatial navigation interfaces for Sony, as well as new enhanced programming for CSI, Survivor Africa, Life360, and Turner Classic Movies. He regularly speaks at Promax/ BDA, Siggraph, and other events, including CHI where he presented on design for ITV interfaces. He has been active for many years with the AFI Enhanced TV Workshop. Dale has taught design, information architecture, and animation at California Institute of the Arts, Art Center College of Design in Pasadena, and UCLA. He served on the board of the Broadcast Designers Association, and is currently on the board of the Interactive Television Alliance.

**12:15 PM to 1:30 PM • Lunch**



**1:45 PM to 2:30 PM • D.I.C.E. Summit - Will Wright and Peter Molyneux, "The Battle of Bunker Hill" • Grand Ballroom**

**Will Wright**, Maxis' Chief Designer, co-founded Maxis in 1987. Wright began

working on what would become *SimCity—The City Simulator* in 1985. *SimCity* was released in 1989, and has since won 24 domestic and international awards. Wright co-designed *SimEarth—The Living Planet* in 1990. In 1991, Wright co-designed *SimAnt—The Electronic Ant Colony*. *SimCity 2000* and *SimCopter* are also part of Wright's recent repertoire. *SimCity 3000 Unlimited*, the definitive version of 1999's best-selling game *SimCity 3000*, continued in the tradition. The long-awaited 4th generation, *SimCity 4*, was released in January 2003. *SimCity 4's* first expansion pack, *SimCity 4 Rush Hour*, and *SimCity 4 Deluxe Edition* were shipped in September 2003. Wright's ground-breaking game *The Sims* puts players in charge of the lives of a neighborhood of simulated people. Released in February of 2000, this wildly popular title has become a cultural phenomenon. The Sims has inspired six expansion packs. *Livin' Large*, *House Party*, *Vacation, Unleashed* and *Superstar* allow players to put their simulated families into new extreme situations and settings. The final expansion pack, *Makin' Magic*, was released in October 2003. Taking its bow in December 2002 was Wright's much anticipated *The Sims Online™*, which was featured in a cover story in *Newsweek Magazine*. The next generation of *The Sims* PC products debuted in September 2004 with *The Sims 2*, which became the fastest selling PC game ever selling more than a million copies in the first ten days worldwide.

In 1999, Will was included in *Entertainment Weekly's* "It List" of "the 100 most creative people in entertainment" as well as *Time Digital's* "Digital 50, a listing of the most important people shaping technology today." In 2002, he was #35 on *Entertainment Weekly's* Power List. Will is currently devoted to the creation of *Spore™*, which took home the Electronic Entertainment Expo's most coveted prize, the Game Critics Award for Best of Show when it debuted at E3 2005. *Spore* was also named Best Original Game, Best PC Game, and Best Simulation Game.

2003: Wright contributed to the "Lessons of Going Online" panel.

2002: Wright hosted a seminar discussing "Audience Developed Products – How to Involve the World."



**Peter Molyneux** is one of the best-known names in the international world of computer games. He co-founded Bullfrog Productions in 1987 and created a new genre of computer games, the god game, with the release of *Populous*. Since then Peter has been responsible for a string of massive selling games including *Powermonger*, *Theme Park*, *Magic Carpet* and *Dungeon Keeper*. Cumulative sales of his games are now approaching the ten million mark worldwide. In 1997 Peter left Bullfrog Productions to form a new games development company, Lionhead Studios. The company has released two games, *Black & White* in 2001 and *Fable* in 2004. Cumulative sales are already over 3 million copies. Autumn 2005 saw the release of *Black & White 2* (PC), *The Movies* (PC) and *Fable: The Lost Chapters* (PC and Xbox). Lionhead now numbers over 200 employees and is working on four new games.

Peter is recognized as one of the computer games industry's most articulate and eloquent speakers on the subject of the development of computer games. He has recently received an honorary doctorate from the University of Abertay and was inducted into the Academy of Interactive Arts and Sciences Hall of Fame. Peter was also awarded an OBE in the 2005 New Years Honours List for services to the computer video games industry.

2004: Molyneux hosted a seminar discussing "Next Steps for the Games Industry from a Designer's Perspective."

**2:30 PM to 2:45 PM • Mini-Break**

**2:45 PM to 3:30 PM • D.I.C.E. Summit • Jim Banister, "The Future of Entertainment: The Nature of Narrative in the Age of Digital Networks" • Grand Ballroom**

**3:30 PM to 3:45 PM • Mini-Break**

**3:45 PM to 4:30 PM • D.I.C.E. Summit • Fumito Ueda and Keji Kaido, "Outside the Shadows: A Conversation with the Creators of ICO and Shadow of the Colossus" • Grand Ballroom**



**Fumito Ueda** is the Director of the Sony Computer Entertainment Japan's Product Development Department. He graduated from Osaka University of Arts, where he studied oil painting. After graduating, Ueda taught himself computer graphics and joined the development studio Warp as a CG Animator in 1995.

After working as an Animator for Enemy Zero, Ueda joined Sony Computer Entertainment Inc. in 1997. He assumed the main development roles of Director, Lead Game Designer and Art Designer in 2001 for *ICO*, winner of three 2002 GDC Awards and the AIAS's 2002 Game of the Year Award. Most recently he has worked on *Shadow of the Colossus*.



**Kenji Kaido** is a Producer in Sony Computer Entertainment Japan's Product Development Department.

Kaido started his career at Taito in 1987, where he worked as Project Leader and Lead Game Designer on the arcade titles *Bonz Adventure*, *Night Striker*, *Champion Wrestler*, *Cameltry*, *Sonic Blast Man*, *Warrior Blade* and *Dead Connection*.

Kaido then switched departments to design on the world's very first Home Karaoke Console, the X55 (currently called MEDIA BOX) from its very beginnings. He next worked as the Project Leader and Lead Game Designer to develop the coin-op game "*Cleopatra Fortune*" in 1996. In 1997, Kaido joined Sony Computer Entertainment Inc. and took on the game project "*Ape Escape*" as its Lead Game Designer and Associate Producer.

Kaido also worked as Product Manager and Producer for "*ICO*" in 2001, and "*Shadow of the Colossus*" in 2005.





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AND TAKE A MOMENT TO THANK YOU.

