

**THE ACADEMY OF INTERACTIVE ARTS AND SCIENCES CROSSES THE POND TO LONDON TO DEBUT
D.I.C.E. EUROPE**

***Partners with Video Game Intelligence to Launch Premier European Interactive Entertainment
Gathering***

LOS ANGELES and LONDON – June 7, 2013 – The Academy of Interactive Arts & Sciences (AIAS), in partnership with Video Games Intelligence (VGI), today announced the inaugural D.I.C.E. (Design, Innovate, Communicate, Entertain) Europe conference that will premiere Sept. 24-25, 2013 at the Royal Garden Hotel. Like the annual D.I.C.E. Summit in Las Vegas, which draws some of the brightest and most influential interactive entertainment industry leaders, decision makers and visionaries, D.I.C.E. Europe will offer an unparalleled experience highlighted by premium networking opportunities and a stellar speaker lineup.

This two-day event will open Tuesday, Sept. 24, with a full day of networking events for attendees to flex their competitive muscles; organizers will reprise many of the popular events from D.I.C.E. Vegas with a go-karting tournament and a casino poker night. On Wednesday, Sept. 25, there will be a full day of speaker sessions to address the dynamic changes and growth of the industry.

The D.I.C.E. Summit speaker program is renowned for jump starting the key industry conversations that resonate throughout the year, and impact the trends directly affecting the industry. The first speakers exemplify the types of industry luminaries who will enlighten, inspire and challenge the attendees.

- **Rich Hilleman**, Chief Creative Director of Electronic Arts, who started developing product with Chuck Yeager's *Flight Simulator* and continued on with some of the most beloved EA titles.
- **Victor Kislyi**, CEO and founder of Wargaming.net, and the leading visionary behind the blockbuster *World of Tanks*, the *Massive Assault* series, as well as the highly-anticipated *World of Warplanes* and *World of Warships* action MMOs.
- **Peter Molyneux**, CEO and founder of 22cans, the visionary designer and programmer who was the AIAS' 2004 Hall of Fame inductee who created *Dungeon Keeper*, *Populous*, *Black & White* and recently *Curiosity – What's Inside the Cube?*
- **Torstein Reil**, CEO and founder of NaturalMotion, who has been named amongst MIT's TR100 global top innovators, Next-Gen's 25 People in the Games Industry, and Develop magazine's 25 Game Changers

"With the explosive growth in mobile and new console experiences launching this year, we feel the time is right to bring the D.I.C.E. experience to Europe," said Martin Rae, president, Academy of Interactive Arts & Sciences. "We had our most successful D.I.C.E. Summit yet in the U.S., and look forward to working with our partner, Video Games Intelligence, to establish a similar opportunity for European industry luminaries to gather and share insights. London is a key, long-term gaming hub and the ideal spot to launch the newest D.I.C.E. extension."

"Video Games Intelligence have been organizing and hosting c-level gatherings for the interactive entertainment industry since 2010. The growth of digital distribution, proliferation of mobile devices

and emergence of new consoles makes this a pivotal time for the future of games,” said Alex Manessi, Head of Video Games Intelligence. “D.I.C.E. is the premier place for the decision makers that shape the industry to meet, do business and learn and with the disruption in games today, there has never been a better time to launch this strong brand in the European market.”

Registration for D.I.C.E. Europe is currently open. Register now to get the early registration pricing at www.videogamesintelligence.com/dice-europe.

The D.I.C.E. Summit in Las Vegas will be held at the Hard Rock Hotel & Casino on Feb. 4-6, 2014.

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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 the outstanding achievements in the interactive entertainment industry worldwide. The Academy conducts its annual awards show, the D.I.C.E. Awards, to celebrate and honor creative 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 22,000 members, including Electronic Arts, Microsoft, Sony, Nintendo, Google, Bethesda Game Studios, Ubisoft, Epic Games, Double Fine, Gearbox Software, Nexon and Insomniac Games, among others. More information can be found at <http://www.interactive.org> and <http://www.dicesummit.org>. Follow the Academy on [Twitter](#), [Facebook](#), [LinkedIn](#) or [Google+](#).

About Video Games Intelligence:

Video Games Intelligence (VGI) is a leading research & networking service for the video games industry. VGI provide the games industry focused conferences, reports and updates across a wide range of topics from mobile gaming and marketing to cloud and digital disruption. VGI was founded in 2010 and launched the inaugural Cloud Gaming USA summit in September 2011. Since then, VGI has grown to run 16 events annually, in the US and Europe, covering the video games and gambling industries. More information can be found at www.vgintel.com. Follow Video Games Intelligence on [Twitter](#) and [LinkedIn](#)

Media Contacts:

For AIAS: Debby Chen
debby@interactive.org

For VGI: Alex Manessi
alex@vgintel.com