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## **2010 D.I.C.E. SUMMIT ANNOUNCES FIRST SPEAKERS**

### ***FROM GAMEMAKERS TO NEUROSCIENTISTS; INVENTIVE AND ORIGINAL***

**CALABASAS, Calif. – October 22, 2009** – The Academy of Interactive Arts and Sciences® (AIAS) today announced the initial speakers for the 2010 D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit®. The event will be held at the Red Rock Resort in Las Vegas, February 17-19, 2010, and feature a line-up of industry leaders and decision makers, and visionaries from the disciplines that are shaping the future of interactive entertainment.

“Our program for 2010 is fast becoming the most prolific line-up we’ve ever produced,” said Joseph Olin, president of the Academy. “From the industry’s most gifted minds behind some of the greatest entertainment properties, to leading edge thinkers steeped in the nature of creativity, there will be a lot to talk about at this year’s Summit.”

The 2010 line-up includes

- **Dr Susana Martinez-Conde** and **Dr. Stephen L. Macknik**, Laboratory Directors at The Barrow Institute, whose research and outreach on the neuroscience of illusions have been written up in hundreds of media stories including The New York Times, The Wall Street Journal, and Wired, as well as being on NPR and were recently filmed for the Discovery Channel.
- **Ken Doroshov**, Senior Council, Electronic Software Association, former Senior VP, Litigation and Legal Affairs, Recording Industry Association of America, and senior counsel to the United States Department of Justice
- **Matias Myllrinne**, President of Remedy Entertainment, known for their work on “Max Payne” Remedy’s “Alan Wake” is the new psychological action thriller coming to Xbox in Spring 2010
- **Steve Perlman**, Founder, President and CEO, OnLive, an entrepreneur and inventor devoted to pioneering Internet, entertainment, multimedia, consumer electronics and communications technologies and services
- **Professor Jesse Shell**, Carnegie Mellon University, who teaches Entertainment Technology, specializing in Game Design, formerly Director of the Walt Disney Imagineering VR Studio

The D.I.C.E. Summit® 2010 is the home of the 13th annual Interactive Achievement Awards® ceremony on February 18th, where industry leaders and members pay tribute and recognize the individuals and products that contribute to the growth of the interactive entertainment software business. Comedian, actor and spirited game enthusiast, **Jay Mohr** will return for his fifth year as host. The Independent Film Channel will be streaming the Awards, as well as filming the show for a TV broadcast to follow.

Sponsors to date include: Microsoft, Nintendo, Sony, Electronic Arts, IFCTV®, Electronic Entertainment Design and Research, Hansoft AB, Gigamedia, MTV Networks, Day 1 Studios, Intel, Infernal Engine, Insomniac Games, Boesky & Company, The Guildhall at SMU, The Strong National Museum of Play, PR Newswire, and GameIndustry Biz.

Immediately following D.I.C.E.® this year, will be the Indie Games Challenge winners announcements and celebration. The IGC is a partnership between the AIAS, Gamestop, and The Guildhall at SMU.

***Registration is currently open. Register until October 30 to get 2009 early bird pricing.***

For more information and registration: [www.dicesummit.org](http://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 whose mission is to promote, advance and recognize common interests and outstanding achievements in the interactive arts and sciences. 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 the success of D.I.C.E., the Academy took the exclusive event to Singapore to launch the first ever D.I.C.E. Asia this year. The Academy also conducts an annual awards show, Interactive Achievement Awards, to promote and acknowledge exceptional accomplishments in this field. With more than 20,000 members, including Electronic Arts, Microsoft, Sony and Nintendo, Day One Studios, Epic Games and Insomniac Games, The Academy is the leading advocate of video games worldwide. More information can be found at <http://www.interactive.org> and <http://www.dicesummit.org>.

Since its inception, The Academy has created and collaborated on a number of unique programs that promote the industry. AIAS oversees Into The Pixel, a juried exhibition of art from video games. In addition, the Academy sponsors several education programs including the Randy Pausch Scholarship, which awards students pursuing their dreams of becoming an interactive entertainment creator, and The Academy Scholar, a program sponsored with The Guildhall at Southern Methodist University (SMU). The AIAS is currently collaborating with Gamestop and SMU on the Indie Games Challenge, a contest for professional and non-professional video game developers to create their own video game and the chance to win up to \$300,000 worth of prizes. More information is available at <http://www.interactive.org> and <http://www.intothepixel.com>.

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