

FOR IMMEDIATE RELEASE

MORE SPEAKERS TO GRACE THE D.I.C.E. EUROPE STAGE

Industry Experts and Veterans from AAA Blockbuster Franchises Speak on the Next Gaming Frontier

Los Angeles and London— July 25, 2013 – The Academy of Interactive Arts & Sciences (AIAS), in partnership with Video Games Intelligence (VGI), announced three additional speakers for D.I.C.E. Europe, which will be held at the Royal Garden Hotel in London on Sept. 24-25, 2013. This two-day event will open Tuesday, Sept. 24, with a full day of networking events; on Wednesday, Sept. 25, there will be a full day of speaker sessions to address the dynamic changes and growth of the industry.

Additional confirmed speakers include:

- **David Polfeldt**, Managing Director of Massive Entertainment, where he has the ultimate responsibility for all aspects of the projects produced at the studio. Massive has an impressive history of high-quality titles, ranging from *Ground Control* and *World In Conflict* to *Far Cry 3* and the recently announced *Tom Clancy's The Division*.
- **Hilmar Veigar Petursson**, CEO of CCP Games, Hilmar has led the company's explosive growth in terms of size and influence as evidenced by the number of CCP employees and EVE Online subscribers more than quadrupling since he took the helm in January 2004.
- **Jay Cohen**, Chief Revenue Officer of Playnomics, Inc., will be speaking on “It's Time to Put an End to Free to Play Games - Become a Game Whisperer and Reinvent 'Free'” where he will be talking about how to truly unlock the value of free to play, the role of predictive analytics, and why games need to speak the language of player behavior in order to have a sustainable game business in the new generation. A 17-year veteran in the interactive entertainment industry, he and was most recently President of Development at Jerry Bruckheimer Games. and spent over 13 years with Ubisoft Entertainment as the Senior Vice President of Publishing

These speakers join previously confirmed speakers: **Victor Kislyi**, CEO and Founder, Wargaming; **Peter Molyneux**, CEO and Founder, 22cans; **Richard Hilleman**, Chief Creative Director, EA; **Torsten Reil**, CEO and Founder, NaturalMotion; **Cevat Yerli**, CEO of Crytek; **Lorne Lanning**, CCO and co-founder of Oddworld Inhabitants.

For more information about D.I.C.E. Europe or to register, visit <http://www.videogamesintelligence.com/dice-europe/>.

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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