

## 2012 D.I.C.E. SUMMIT ANNOUNCES TWO FINAL SESSIONS; NEW SPEAKERS REVEALED

### *New Speakers Include:*

Mike Capps of Epic Games, Ted Price of Insomniac Games, Frank Pearce of Blizzard Entertainment and Alex Lieu of 42 Entertainment

CALABASAS, Calif. – January 26, 2012 – The Academy of Interactive Arts & Sciences (AIAS) today announced additional confirmed speakers for the 2012 D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit. The event will be held at the Red Rock Resort in Las Vegas, February 8-10, 2012, and feature a line-up of industry leaders, decision makers and visionaries from the disciplines that are shaping the future of interactive entertainment.

Speakers at D.I.C.E. have historically set the tone for what's to come in the interactive entertainment industry and 2012's lineup of 17 sessions will be no different. The final two events will include a solo session from one of the most innovative and forward thinking marketers today and a panel comprised of three of the great minds in the industry. In chronological order, these are:

- Session Title: “**Staying Around, Playing Around**”
- Thursday February 9, 2012 from 4:15 to 5pm
- Mike Capps, Epic Games, Ted Price, Insomniac Games & Frank Pearce, Blizzard Entertainment

In this session, Mike, Ted and Frank will discuss what it takes to survive for 20+ years in the game industry while maintaining growth and original content. Join in as they take us from creative to administrative and interpersonal levels of collaboration.

- Session Title: “**Check Raise 360**”
- Friday February 10, 2012 from 10:30-11am
- Alex Lieu, Chief Creative Office at 42 Entertainment

In this session, Alex will explain his unique approach to entertainment and how we can harness the elements converging upon the multi-platform world we live in today. By creating real-world connections, we can bring users to a new level of interaction and participation.

Alex Lieu is Chief Creative Officer for 42 Entertainment. Responsible for all creative aspects of the player experience, he has served as both creative director and lead designer for 42 Entertainment's award winning projects including: **Year Zero (Nine Inch Nails)**, **Flynn Lives (Tron)**, **Why So Serious? (The Dark Knight)** and many others. Alex specializes in pushing the boundaries of traditional entertainment and social gaming, while blurring the lines of digital and real-world play.

“These latest sessions will offer compelling content for attendees and industry watchers alike,” said Martin Rae, president, Academy of Interactive Arts & Sciences. “Between Alex Lieu's experience extending the player experience into the real world and bringing the multi-outlet

nature of our mediums together, there is a lot we can learn about consumer interaction. The combined knowledge of industry stalwarts Capps, Price and Pearce represent over fifty years of combined industry experience from some of the longest running studios who provide fresh, innovative content on a regular basis.”

The D.I.C.E. Summit 2012 is the home of the 15<sup>th</sup> annual Interactive Achievement Awards ceremony. On February 9, 2012, industry leaders and members gather to pay tribute and recognize the individuals and products that contribute to the growth of the interactive entertainment industry. Comedian, actor and spirited game enthusiast Jay Mohr will return as host.

Registration for D.I.C.E. Summit ends Monday, January 30<sup>th</sup> at midnight. For a complete list of the 2012 speakers and to register for the event: [www.dicesummit.org](http://www.dicesummit.org)

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