

Press Release

2014 Quo Vadis – create.game.business:

Xbox One Chief Designer Talk and Google Workshops Complement Quo Vadis Program

Berlin / Mülheim a.d. Ruhr, 20 March 2014: The Quo Vadis developers' conference (Berlin, 8 to 10 April) announces tech sessions and further high-profile speakers from the international games industry. In his "best practice" talk, Frank Savage, chief designer of Microsoft's Xbox One console, will deliver insights into the optimal application of the features of the Xbox Live online environment. Jens Kühlert and Dirk Primbs (Google) will hold live programming sessions and provide information on current cloud technologies. In his workshop, Jochen Peketz (BlueByte) will take a closer look at the field of user experience design, introducing participants to the processes of user testing and sharing his knowledge about the right tools to enhance the players' overall experience with a game. Finally, keynote speaker Hilmar Veigar Pétursson (CCP Games) promises a futuristic flair with his presentation entitled "The Human Brain is the Platform". The complete 2014 Quo Vadis program can be viewed on <http://2014.qvprogram.com/>.

Frank Savage has been active in the games industry as a developer since 1991 and had a hand in the creation of such titles as "Wing Commander" and "Mech Commander". Microsoft acquired his "FASA Interactive" studio in 1999 and made Savage a member of the "Xbox Advanced Technology Group". Between 2009 and 2012 he enjoyed repeated success as an independent developer before once again joining Microsoft, where he jumped straight into the design team of the Xbox One console. Savage's tech session is primarily addressed to developers who want to tap the full potential of the online features of the Xbox Live platform.

"We are very proud to be welcoming Frank Savage to Germany. This underscores our commitment to the German games industry," as Thorsten Rendel, gaming Partner Business Evangelist at Microsoft, states.

The two Google workshops on Tuesday, 8 April, are firmly focused on cloud computing: In "Cloud Platform End to End", Jens Kühlert and Dirk Primbs will guide participants through various cloud platforms and give a live demonstration

of how to program applications capable of processing up to one thousand requests per second. In “Computing the Cosmos”, the code experts will give an insight into working with Google’s “Compute Engine” virtual machines, using the example of the processing of images captured in space by high-performance telescopes.

Jochen Peketz’ “User Experience” workshop sheds light on the subject of user testing, and will include hands-on case studies and discussion of the newly gained experience. Conference participants can also look forward to a fascinating keynote speech by Hilmar Veigar Pétursson. The CEO of CCP Games will explain why the human mind is the only thing that puts a limit on technological progress. CCP Games is noted for such titles as “EVE Online” and “DUST 514”.

“As Germany’s biggest specialized trade show for game development, our prime concern is to attract speakers whose presentations provide real value and benefit to an expert audience. In the case of the tech sessions, this means delving deep into the subject matter in the lectures,” organizer Stephan Reichart explains.

The list of confirmed speakers for this year’s Quo Vadis includes some of the industry’s most prolific names, such as Chris Taylor (Wargaming.net), Matias Myllyrinne (Remedy Entertainment), Guillaume de Fondaumière (Quantic Dream) and Guido Henkel (G3 Studios).

Quo Vadis is one of the top three European games industry conventions. As Europe’s longest-standing professional game developers’ conference, Quo Vadis focuses in depth on all aspects of video game design and marketing, and addresses developers, publishers, decision-makers, researchers and young talents in the industry. Tickets for Quo Vadis are available through <http://2014.qvprogram.com/tickets>. The conference is the core event of the INTERNATIONAL GAMES WEEK BERLIN 2014.

Presented by Aruba Events GmbH, Quo Vadis is part of the INTERNATIONAL GAMES WEEK BERLIN 2014. The INTERNATIONAL GAMES WEEK was initiated by Medienboard Berlin-Brandenburg GmbH in 2007 as “Deutsche Gamestage”. The annual gathering draws German and international game developers, publishers, investors and media industry representatives. Apart from the Quo Vadis conference, the INTERNATIONAL GAMES WEEK BERLIN 2014 also features “Making Games Talents”, the “A MAZE. Festival”, the “Gamefest” at the Computer Game Museum, and many other activities.

Key and Premium partners of Quo Vadis: Goodgame Studios, Bigpoint, Google Cloud Platform, InnoGames, Microsoft, Osborne Clarke

Media partners: DW-Shift, develop, Der Tagesspiegel, FluxFM, GamesMarkt, golem.de, making games, MediaXP, Studio71, MyVideo

For more information on Quo Vadis please visit www.qvconf.com.

About 'Quo Vadis – create.game.business'

Held annually since 2003, Quo Vadis is Europe's longest-standing game developers' conference. In 2007 the event moved to Berlin, and was attended by more than 2,000 visitors in 2013. Quo Vadis has firmly established itself as Germany's biggest conference for all games industry-related themes and is one of the industry's top three conventions in Europe. Featuring a broad range of panel discussions, presentations and workshops, the developer-focused conference provides an insight into industry trends and is the centerpiece of the concurrently held INTERNATIONAL GAMES WEEK BERLIN. Quo Vadis is organized by Aruba Events GmbH. Learn more about Quo Vadis on www.qvconf.com.

About the INTERNATIONAL GAMES WEEK BERLIN 2014

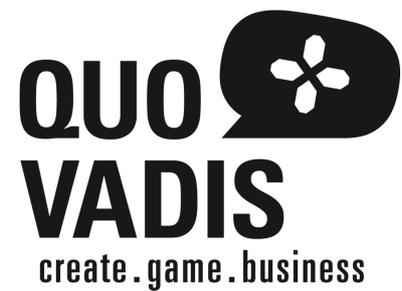
The INTERNATIONAL GAMES WEEK BERLIN 2014 is a leading cross-industry communication and networking platform for game business, development and culture. Six main events over six days offer a plethora of information on the subject of games. Participants include German and international game developers, publishers, investors and gamers as well as representatives of public institutions and the media industry. In 2013, more than 6,000 visitors came to the Games Capital of Berlin-Brandenburg. The INTERNATIONAL GAMES WEEK BERLIN 2014 follows in the footsteps of DGT – Deutsche Gamestage –, an event initiated by Medienboard Berlin-Brandenburg in Berlin in 2007.

The umbrella brand of the INTERNATIONAL GAMES WEEK BERLIN 2014 from 8-13 April comprises the following events:

- Opening Summit: the official opening event, April 8
- Matchmaking Dinner: VIP gala event, April 8
- Quo Vadis. Create.Game.Business: game business and development conference, April 8-10
- A MAZE. / Berlin: independent video games festival, April 9-11
- Gamefest at the Computerspielmuseum (Computer Game Museum)
- Making Games Talents: recruitment event, April 12

The events are funded by Medienboard Berlin-Brandenburg. The INTERNATIONAL GAMES WEEK BERLIN 2014 is hosted and coordinated by Booster Space.

Event Partners: Aruba Events, A MAZE., Stiftung Digitale Spielkultur, IDG Media, Computerspielmuseum, BIU, G.A.M.E., media.net berlinbrandenburg, Projekt Zukunft Berlin. More information is provided on www.gamesweekberlin.com.



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