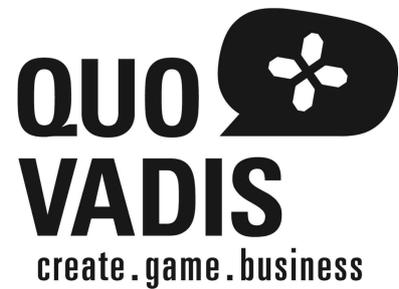


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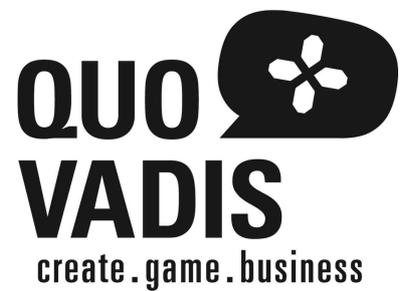
Quo Vadis in Berlin from April 21 to 23: Europe's Think Tank on the Future of Computer and Video Games

- Further speakers announced for Germany's most important international game developers' conference:
Noah Falstein (Chief Game Designer, Google), Kyu Lee (GAMEVIL USA, Inc.), Mike Borrás (Socialspiel Entertainment), Jaime Ocampo (DeNA), Jason Della Rocca (Execution Labs), Min Kim (Nexon XP), Shum Singh (Agnitio Capital), Manish Agarwal (Reliance Games), Tomas Rawlings (Auroch Digital) and Knut Bergel (musterbrand)

Berlin / Mülheim a.d. Ruhr, 24 March 2015: Concentrating more than 70 international game experts between April 21 and 23, the Quo Vadis developers' conference is gearing up as Europe's think tank on the future of computer and video games. New gaming platforms, virtual reality devices, a booming mobile and free-to-play games market, the ongoing establishment of indie game development and new forms of cooperation connecting the worlds of film and fashion – these are topics to be explored in Berlin by some of the most prolific personalities in the games industry. Newly confirmed speakers are: Noah Falstein (Chief Game Designer, Google), Kyu Lee (GAMEVIL USA, Inc.), Mike Borrás (Socialspiel Entertainment), Jaime Ocampo (DeNA), Jason Della Rocca (Execution Labs), Min Kim (Nexon XP), Shum Singh (Agnitio Capital), Manish Agarwal (Reliance Games), Tomas Rawlings (Auroch Digital) and Knut Bergel (musterbrand).

True to the meaning of the Latin name of the conference, *quo vadis* – “Where are you going?”, the gathering has been building a track record since 2003 as a platform for debate on the development of the games industry as a whole, and on the trends and challenges of the future. Quo Vadis is the leading international game developers' conference in Germany, and at the same time, Europe's think tank for the future of the entire industry. The presentations and discussions run the gamut from financing and funding options for game development studios, the merging of gaming with fashion and lifestyle (“Can Games Develop a Multi-Billion

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Licensing and Merchandising Business Like Film, TV, Music and Sports?”), to best-practice tips (“Indie Rage: Striving for Entrepreneurial Independence”) and mobile gaming trends (“The Power of IPs in Mobile Gaming – Opportunities and Challenges”).

Tobias Kopka, conference director at Aruba Events: “Quo Vadis is a conference for everyone who shares the passion for sustainable game development. We don’t separate mobile from PC, AAA from Indie, F2P from traditional business models, Quo Vadis celebrates the respectful exchange between all kinds of game developers – no matter which direction they are headed.”

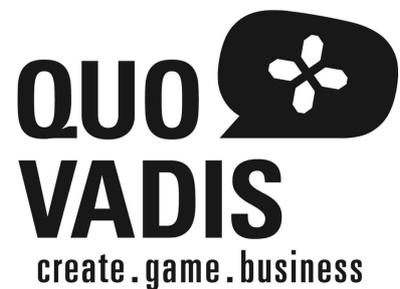
A featured event at the conference will be the “Best of Quo Vadis Show” on Wednesday, April 22, at Berlin’s Kino International. The motto is: “Show your game & tell us why your game and team should win the title”. Up to 15 teams will have the opportunity to pitch their game to the judging panel in a five-minute presentation. The main requirement for participation is a playable beta version of the game. Apart from claiming the title, “Best of Quo Vadis 2015”, the winning team will be rewarded with “A Bag Full of Money” (500 euros in 5-cent coins) and a voucher worth USD100,000 in Google Cloud Platform Services.

As part of this year’s cooperation with Google, the organizers proudly present games expert Noah Falstein as a speaker and judge at the “Best of Quo Vadis Show”. Falstein is a seasoned game designer and producer who has accrued over 30 years of games industry experience working for such development heavyweights as Lucas Arts, 3DO and Dreamworks Interactive. As Google’s Chief Game Designer, his talk at Quo Vadis will shed light on the latest advances in the field of “Transmogrified Reality”, a technology he describes as the seamless blending of reality with virtual images.

Falstein on his upcoming visit to Berlin: “It has been many years since I had the pleasure of speaking at Quo Vadis. I am particularly happy to be doing so again at this time, when a gratifying variety of game types and delivery platforms provide huge opportunities for developers.” At the “Best of Quo Vadis Show” he will focus on the capabilities and possible applications of “Transmogrified Reality” and how game developers can benefit from this new technology.

Access the full Quo Vadis program, the Ticket Shop and additional information online on www.qvconf.com.

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About Quo Vadis – create.game.business

True to the meaning of the conference's Latin name, Quo Vadis – “Where are you going?”, the conference is a platform for debate on the development of the games industry as a whole, on future trends and challenges. Quo Vadis has established itself as the most important international game developers' conference in Germany, and is Europe's think tank for the future of the entire industry. The event has been held in Berlin since 2007 and drew more than 2,500 visitors in 2014. 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 concurrent INTERNATIONAL GAMES WEEK BERLIN. Quo Vadis is organized by Aruba Events GmbH. Learn more about Quo Vadis on www.qvconf.com.

About INTERNATIONAL GAMES WEEK BERLIN

The INTERNATIONAL GAMES WEEK BERLIN from April 21 – 26, 2015, is the leading crossindustry communication and networking platform for games business, development and culture in Europe. Over six days, the umbrella brand combines more than eleven events for industry representatives and game enthusiasts alike. In 2014, about 10,000 international and German game developers, publishers, investors and representatives of public institutions and the media industry as well as gamers, families and fans came to Berlin. The INTERNATIONAL GAMES WEEK BERLIN connects a variety of events, including the opening event Opening Summit, the games business and development conference Quo Vadis, the independent video games festival A MAZE./ Berlin, Gamefest at the Computer Games Museum, Womenize!, Matchmaking Dinner, MakingGames Talents, Franco German Game Initiative, 15 Years Games Academy, CGC BarTalk, Apps World Germany, and many more; in cooperation with the German Video Game Awards (Deutscher Computerspielpreis). The INTERNATIONAL GAMES WEEK BERLIN follows in the footsteps of the DGT – Deutsche Gamestage – an event initiated by the Medienboard Berlin-Brandenburg in Berlin in 2007. Medienboard Berlin-Brandenburg supports many of the individual events. More information on www.gamesweekberlin.com.

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