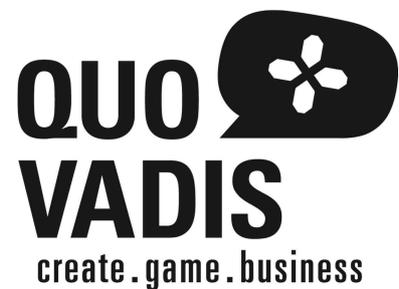


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Press Release

At the core of International Games Week Berlin: **Quo Vadis Invites Game Industry and Gaming Enthusiasts to Share**

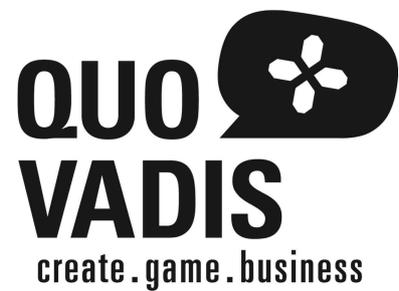
- **Game developers' conference from April 21 to 23 at Café Moskau & Kino International in Berlin**
- **More than 170 speakers and 130 sessions, including Agostino Simonetta (Microsoft), Don Daglow (Daglow Entertainment), Tom Ammermann (New Audio Technology), Henrik Jonsson (EA Ghost), Jens Begemann (Wooga), Rami Ismail (Vlambeer), Jan Klose (Deck13 Interactive) and many more**
- **“Women in Games Since Gamergate” track**

Berlin / Mülheim a.d. Ruhr, 14 April 2015: One week from today, the most comprehensive edition of Quo Vadis (www.qvconf.com) since its premiere in 2003 kicks off in Berlin. Since its beginnings, the game developers' conference has gained a first-rate reputation as Europe's think tank on the future of computer and video games. This year more than 170 speakers have accepted the invitation to appear in Berlin between April 21 and 23: With over 130 presentations, panel discussions and workshops, the conference is the centerpiece of the International Games Week (www.gamesweekberlin.com).

Taking its Latin name literally, the Quo Vadis conference in 2015 once again asks the key question: “Games industry, where are you going?” The attendees will hear a plethora of responses to this question from an impressive lineup of renowned industry experts. Germany's most important international developers' conference boasts a massive program with an exhaustive range of topics that game developers and game industry professionals, students and gaming enthusiasts alike simply won't want to miss.

Agostino Simonetta, who is in charge of Microsoft's European Indie Developer Program, will give independent ('indie') developers valuable tips on publishing their own games for Xbox game consoles in his talk entitled “ID@Xbox – New Opportunities for Independent Developers”.

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Game designer Don Daglow, a member of the game industry since 1971, will take an informative and entertaining look at over 45 years of computer gaming history in his presentation, “Forgotten and Overlooked Lessons From Game History”. What can today’s game developers learn from mistakes and misconceptions in the industry during the seventies, eighties and nineties?

Tom Ammermann’s (New Audio Technology) workshop at the Tech Summit (www.qvconf.com/program/schedule2015/techsummit) focuses squarely on perfect sound for computer games. The “Spatial Audio Game Engine” allows game developers to use sound effects in entirely new ways, increasing the level of immersion even further by introducing a spatial component.

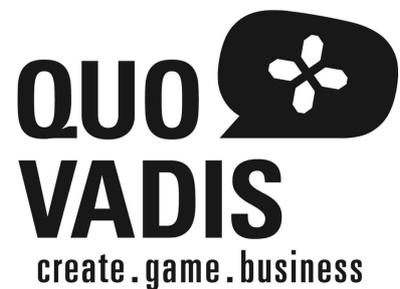
EA Ghost’s Henrik Jonsson will make the case for more prototyping in game development in his talk, “From Flash to Frostbite – Prototyping is my best friend”. At Quo Vadis, he will explain how in-depth prototyping can eliminate unpleasant surprises in the development process.

Rami Ismail, of Dutch indie developer Vlambeer, will bring along “6 Indie Business Insights” for those starting out in game development – essential information for making it out of your parents’ garage and into the charts.

Jan Klose of Deck13 Interactive scored big in December, winning the “Best German Game” title for “Lords of the Fallen” in the Deutscher Entwicklerpreis award competition and thus also becoming a nominee for the Deutscher Computerspielpreis, the German computer game award to be presented in Berlin on April 21. In his talk, “Indie Development Meets Indie Publishing: A New Deal”, Klose examines how indie developers can make the jump to being indie publishers who bring their games to market autonomously.

Great anticipation precedes the panel discussion, “Quo Vadis Games Industry?”, with its high-profile lineup consisting of Ed Fries (Gaming Legend & Advisor), Glen A. Schofield (Sledgehammer Games), Noah Falstein (Google) and Jens Begemann (Wooga). This year’s conference features a special track entitled “Women in Games since Gamergate”, which looks at the role of women in the international game industry and relates their experiences as game developers. Kate Edwards (International Game Developers Association), Phoenix Perry (Dozen Eyes), Sabine Hahn (University of Cologne) and Ruth Lemmen (Womenize!) are all experts who have known and had a hand in shaping the international game industry for years. The complete Quo Vadis program is available online at <http://qvconf.com/program/schedule2015>. The Ticket Shop and more information about the conference can be found 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 GmbH in Berlin in 2007. Medienboard Berlin-Brandenburg GmbH supports many of the individual events. More information on www.gamesweekberlin.com.

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