



GAMEplaces International

- Conference for Game Developer, Producer and Publisher -
May 26, 2008, Hall 4, exhibition grounds Messe Frankfurt

Conference

The GAMEplaces International Conference for Game Developers, Producers und Publishers concentrates on **next generation game development and business development in a dynamically growing industry**. The focus is on facilitating the transfer of knowledge and networking on an international level and encouraging co-operation across the industry. GAMEplaces International brings together established developers and known visionaries to talk about progress and challenges relating to technology, design, content creation and the economy of next generation games, focusing on the challenges of this industry with regards to business, vocational education and politics. The conference takes place for the second time and will again showcase some of the latest work of leading industry professionals.

2008' Hot Topics

Next Gen Development – PS3 / Wii

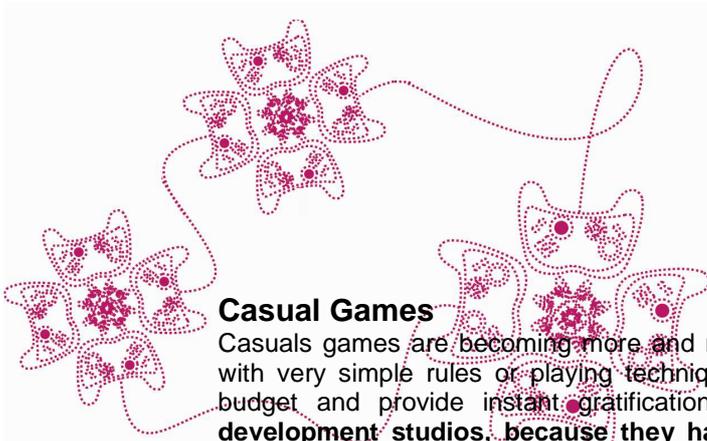
PS3 and Wii are the currently the **most challenging next-gen consoles in terms of content creation, development and programming**. Well known professionals will show their latest work for PS3 and Wii and talk about the special features of the platforms, their 'pros and cons' regarding game design and programming, the new requirements of the production pipeline set up (tools, development kits, middleware, external studio integration) and the submission processes between publisher, producer and developer.

MMOGs

MMOGs are the **champion's league in game development**. The development of MMOs in Germany is – with a select few exceptions- still in its infancy, because of the high requirements on technology, experience and higher production costs. But once these hurdles are overcome there are two even more **challenging points during the ongoing process of establishing and operating an MMO: The successful organization and management of virtual communities and virtual economies**.

Serious Games – Simulations / Management / Job Training

Games aren't just fun and entertainment, they can be much more! Games are enabling people to deal with complex and serious processes and help learning in a playful way to solve multilayered problems. Training simulators provide one of the best possibilities to improve and educate people on a range of different topics and allows visualizing and experiencing environments and situations in a wide variety of fields. Games with serious backgrounds are intended to provide an engaging, self-reinforcing context in which to motivate and educate the players. **Using existing game software and infrastructure offers a wide range for new developments in civil applications and business processes** (e.g. architecture, education, medicine). Roger Smith's (USA) game impact theory proposes that there are five primary forces driving the adoption of game technologies for serious applications in a number of industries: Cost advantage of hardware platforms, sophistication of software applications, social acceptance of game tools, successes in other industries and innovative experiments in the adopting industry. That's why **the development and use of serious games are win-win situation for both sides: the game developer and contracting partners** from businesses to the governmental agencies.



Casual Games

Casuals games are becoming more and more popular, because they are typically easy to learn with very simple rules or playing techniques, no prerequisite skills, playable with a small time budget and provide instant gratification. **Casual Games are very interesting for small development studios, because they have comparatively low production and distribution costs.** Usually they are aimed at a mass audience, but they vary in game design and target groups. Successful casual games stay in the market for a long period of time. Especially for PC focused development landscapes like the one in Germany or the Netherlands **casual games provide an ideal escape route out of the declining retail PC market. And they offer multiple business models for the developer to try and make money from their work.**

PowerPitchings

Organized PowerPitchings help to find the right partner. Publishing and financing companies use the opportunity to look for new projects and business partners. Developers will have 15-20 minutes to present their projects to publishers or investors. The pitching environment is comfortable for both, the presenting studios and publishers and provides the best possible atmosphere for doing business.

Exhibition Space

GAMEplaces International offers hardware, software and middle ware producers and game industry service providers the possibility to promote and show their products and services. GAMEplaces provides the right environment with selected target groups - high ranked people and decision makers from the game and communication industry.

Networking

GAMEplaces International is the perfect **networking platform for developers, producers and publishers** of the game industry. In additional, the conference set up and the facilities support this idea.

Exclusive GAMEplaces Dinner

The finishing highlight of the conference is the “**Games and Politics**” discussion with high ranked politicians and leading managers from the game industry, followed by an exclusive Dinner, by personal invitation only. The dinner guests get the possibility to exchange experiences and points of view about developments in the German and International games market. The dinner will be held in one of the finest dining locations in Frankfurt.

Participation

The attendance is free of charge, but registration is required.

Organizers

Frankfurt Economic Development GmbH, www.frankfurt-business.net

Weber Networking GmbH, www.weber-networking.de

Bundesverband Interaktive Unterhaltungssoftware e.V. – BIU, www.biu-online.de

Official Partners

Hessen IT by HA-Hessen Agentur, program of the Hessian Ministry for the Economy, www.hessen-it.de

Consulate General of The Kingdom of the Netherlands, www.niederlandeweb.de

Messe Frankfurt GmbH, www.messe-frankfurt.com

Red Carpet Events GmbH, www.red-carpet-event.de

hr-info, news radio station, www.hr-inforadio.de

Information, Registration & Contact

www.gameplaces.de



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Conference Schedule			
10:00 am – 06:00 pm		www.gameplaces.de	
09:30 – 10:00 am	Reception - Coffee		
10:00 – 10:15 am	Opening by GAMEplaces + Messe Frankfurt Welcome by State of Hesse		
10:15 – 10:45 am	Keynote		
11:00 – 01:00 pm	Organized PowerPitchings		
11:00 – 12:30 pm	Casual Games Session Games for Everybody – Impact of interaction of game design and user groups Selected case studies	11:00 – 12:30 pm	Wege in die Gamesbranche und Karrierechancen* (Breaking into the industry) Einstiegs- und Aufstiegsmöglichkeiten in der Gamesbranche
12:30 – 02:00 pm	Lunch Break		
02:00 – 03:30 pm	Serious Games - Simulations Selected case studies	02:00 – 03:30 pm	Creative + Technology Session – Focus MMOs How to build and organize Virtual Economies and Virtual Communities in MMOs Selected case studies
03:30 – 04:00 pm	Coffee Break		
04:00 – 05:30 pm	Serious Games - Management and Job Training Selected case studies	04:00 – 05:30 pm	Creative + Technology Session – Focus PS3 and Wii Requirements on PS3 and Wii developments Selected case studies
05:30 – 06:00 pm	Conclusion & Outlook Followed by Closing, End of the Conference		

* Session will be held in German