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REGISTRATION OPENS FOR 7TH ANNUAL AUSTRALIAN GAME DEVELOPERS CONFERENCE

Federation Square, Melbourne, December 1-3, 2005

Melbourne, Australia, September 21, 2005 - The Australian Game Developers Conference (AGDC), the region's leading forum for games industry professionals, is now open for registrations and again features a stellar line-up of international and local speakers. This year's Conference brings national spotlight on the role of games in schools, and the industry's place in the multi billion dollar global games community. [www.agdc.com.au]

Organiser, Interactive Entertainment Events [IE Events], are expecting approximately 1000 delegates, drawn by speakers such as Ray Muzyka, Joint CEO, Bioware Corp; Ian Livingstone, Creative Director, Eidos Interactive and Brian Jacobson, Senior Software Engineer, , Valve Software; and the increasingly significant role the region is playing in the international games sector.

Founder of the AGDC, John De Margheriti said this year's conference theme was "Developing Dreams" which refers to aspirational qualities of both the Australian games industry, and the outstanding titles coming out of the industry - particularly those with original IP.

"We are also particularly excited this year to present the one day pre-conference Forum showcasing powerful opportunities for schools to engage with computer games. The Schools and Computer Games Summit "Harnessing the Future" is a must attend for anyone in the education sector who wants to know how games are, and will, be used to enhance learning in the classroom environment, and how to harness their motivational appeal," said De Margheriti.

He said the Forum was inspired by the fact there has been a proliferation of higher and vocational education providers offering Electronic Games courses over the last few years, but no corresponding increase in games study in schools.

"In addition there has been a great deal of negative publicity and media stereotyping that has, understandably, caused many schools to be wary of the whole electronic games area," said De Margheriti.

The Schools and Computer Games Summit will be a highly practical day involving teachers, careers advisors, game developers, educational leaders and researchers.



A key fixture at the AGDC is the highly prized Australian Game Developers (AGD) Awards that celebrate and honour game developers in the Australian and New Zealand game industry who have devoted time and effort into creating innovative interactive entertainment. Nominations for the Awards are now open and close on October 21, 2005.

Winners also receive a copy of Microsoft Visual Studio .NET 2003 Professional [Special Edition] valued at over AUD\$900.00

ENDS

About the AGDC

The AGDC is the premier Australian Conference in the game developers' calendar. AGDC is committed to the growth of the Game Development Industry by raising the profile of Australian game development companies with publishers, distributors and investors. AGDC also educates the industry on the activities and demands of the global interactive Entertainment Industry.

AGDC aims to:

- Provide a platform to showcase Australia's game development talent to the world.
- Highlight the latest technological innovations in interactive entertainment.
- Bring together Australian and international talent to examine the future of computer game production, programming, design, games technology and education.
- Foster and increase networking opportunities in the Interactive Entertainment Industry.

About Interactive Entertainment Events

The AGDC is organised by Interactive Entertainment Events (IE Events), the event management division of The Academy of Interactive Entertainment Ltd (The [AIE Ltd](#)). The AIE Ltd is committed to the development of the Computer Games Industry and related creative industries. In addition to managing AGDC, IE Events also organise the Canberra Games Festival – www.canberragamesfestival.com and undertakes event management services for clients including BigWorld Pty Ltd and Micro Forté Pty Ltd.

