

Press Release

David Perry to Deliver Keynote at 2010 Festival of Games

UTRECHT, February 5, 2010 – The NLGD Foundation today announced that industry icon David Perry will deliver a keynote speech during the 2010 Festival of Games. Perry is the founder of GAIKAI, a company that will launch a new form of gaming this year. He also founded Shiny Entertainment, and designed such classics games as Earthworm Jim, MDK and The Matrix.

At the conference, Perry will not only demonstrate the streaming game technology, which will launch in 2010, and share his vision on the future of gaming. GAIKAI's technology allows games to be streamed from a server via the internet into peoples' homes. This does away with installing software locally, and even makes upgrades to user hardware a thing of the past. Even graphical intensive titles such as Grand Theft Auto IV are playable on any system with an internet browser.

"It is incredibly important for developers and publishers, to create new methods of distribution," said Matthijs Dierckx-Kuijper, publisher of industry magazine Control, co-organisers of the conference. "GAIKAI is a very interesting new platform and we believe David Perry will give a great talk on the future of gaming and this new technology.."

Seth van der Meer, chairman of the Stichting Nederlandse Gamedagen, organizer of the Festival of Games said, "Having David Perry as a keynote speaker shows that we are elevating this conference to a whole new level. We have a prominent place for new technology that has a tremendous impact on the gaming industry."

The conference will not only look at the future, but also at past successes. Eric Bartelson, editor-in-chief of Control commented, "We have already announced the attendance of Ian Livingstone, who will speak about the success story of Eidos and the Tomb Raider franchise. But we also have another surprise which we will probably announce next week. What I can say is it is someone I'm sure developers will love to see in person."

About the Festival of Games

The Festival of Games is a combination of several game-related events, aimed at developers, publishers and investors in the gaming industry. The conference happens alongside an international matchmaking event, an exposition, a career fair and a section where up and coming talent can show their skills.

The program for this year has been created in co-operation with Control, the magazine for the games industry in the Netherlands. Publisher Matthijs Dierckx-Kuijper and Editor-in-Chief Eric Bartelson are responsible for the impressive list of speakers who will attend.

The Festival of Games takes place June 3-4, at the Jaarbeurs in Utrecht. It is organized by the NLGD Foundation and is made possible by the ministry of Economic Affairs, the province of Utrecht and the city of Utrecht. For more information, please visit: www.festivalofgames.org