

Press Release

Festival of Games is giving away an iPad every week!

Utrecht, May 4 - One of the most game changing platforms this year is undoubtedly the iPad. The Festival of Games wants to stimulate European iPad development by giving game developers an iPad. Apple does not bring its Internet tablet Ipad to Europe for at least another month, but the Festival of Games has decided to kick start European game developers by giving them a chance to receive one at the annual Festival of Games.

Chairman Seth van der Meer: "We would like to give Ipad developers a head start by providing them an iPad and the knowledge that they need. Every time European game developers are left behind with major console and phone launches happening in the US and Japan first. We would like to change that and arranged several iPads to give to the most committed developers".

This year's Festival of Games focuses on Everything Online. Video games have become an integral part of the internet and this alters the existing business models for development and publishing. During the Festival of Games, several speakers touch the topic of development for the iPad. Former Electronic Arts employee Alan Yu, is well known for multiple Apple keynote appearances and hits like Rolando, Topple and Touch pets. His company Ngmoco:) is now famous for being a number one Apple games supplier. The development team behind Star Defense, another iPhone hit, Rough Cookie, is speaking as well. This Dutch based company has achieved high ranks with Star Defense as well as their co development on games such as Touch Pets, Titan Wars and Pulse.

Winning the iPad is easy. All it takes to get one, is send a tweet about the Festival of Games to your followers. Contest rules and regulations can be found at www.festivalofgames.org/ipad

Content rules and regulations

1. Everyone is eligible to participate in the Twitter iPad contest
2. To enter the contest you will send out a tweet to your followers.
3. Tweets are only valid if:
 - You start following @NLGD and keep following at least to the end of the contest
 - They contain the following items: "@NLGD" "Festival of Games" and the hashtag #fog2010.
 - They are sent out before Monday May 10, 24:00 Central European Time
4. You give your permission to be mentioned as a winner on the website of the Festival of Games
5. The winner of the iPad is invited to pick it up during the Festival of Games. If not able to attend, the iPad will be sent within 2 weeks after the event (but no later than June 30)
6. The winner will be drawn from the pool of publicly available tweets.
7. The tweets will be analyzed on May 11th. I
8. If, due to technical failures, omissions or other circumstances tweets are not visible to the NLGD organization, we cannot be held accountable
9. There will be no correspondence about the winner or the selection process.
10. The NLGD organization has the right to cancel or amend this contest at any time.

About the Festival of Games

The Festival of Games is the most effective business to business event for the games industry. It combines a decision-makers conference, with a first class matchmaking event and an inspiring exposition of Europe's finest game, services and talent.

The Festival of Games takes place June 3-4, at the Jaarbeurs in Utrecht. It is organized by the Stichting NLGD 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

