

Press Release

Father of Pac-Man visits the Netherlands

Toru Iwatani to open Festival of Games 2010 in Utrecht

Utrecht, March 11 - Industry legend Toru Iwatani will open the Festival of Games 2010 with a keynote speech. Iwatani is the creator of Pac-Man, the Pop culture phenomenon that swept across the world since 1980. The yellow pill gobbler is one of the most recognized icons in gaming, and one of its strongest brands.

Pac-Man's story is filled with highpoints. It took more than a year after release before the public began to notice the yellow partly-eaten Pizza, but after that, there was no stopping him. Pac-Man is mentioned eight times in the Guinness Book of Records. It is the highest grossing arcade game of all time. Pac-Man became a cultural phenomenon. His image decorates countless products, from t-shirts to Pac-Man shaped book cases. The pill-addicted hero stayed popular in the past three decades, and over thirty spin-off games were released.

"The Festival of Games is all about the latest developments in technology, business and game development, but we are also here to pay tribute to the rich heritage of the games industry. We are deeply honored with the presence of Toru Iwatani. His games are partly responsible for the industry we see today," says Matthijs Dierckx-Kuijper, publisher of industry magazine Control, and co-programmer of the NLGD Festival of Games.

Seth van der Meer, chairman of the Stichting Nederlandse Gamedagen, which organizes the Festival: "Iwatani-san delivering the opening keynote continues a tradition that began with Ralph Baer's speech on a previous Festival. Baer is the inventor of the game console. These industry legends show our devotion and dedication to this remarkable industry."

Toru Iwatani is still active in gaming. He is now a professor at Tokyo Polytechnic University. He will demonstrate his teaching skills in an exclusive workshop for a select group of gamedesign students at the Hogeschool van Amsterdam.

A variety of industry leaders will speak at the Festival of Games convention. Previously we announced big names such as David Perry (GAIKAI), Ian Livingstone (Eidos/Square-Enix), Allan Yu (ngmoco), Kellee Santiago (thatgamecompany) and Martin de Ronde (OneBigGame). Eric Bartelson, editor-in-chief of Control and co-programmer: "We are very proud of this line-up, and expect to add even more important people to this list."

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 will go alongside an international matchmaking event, an exposition, a career fair and a section where up and coming talents can show their skills.

FESTIVAL
OF
GAMES **NLGD**

The program for this year has been created in cooperation 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.

The Festival of Games takes place on June 3 and 4, at the Jaarbeurs in Utrecht. The Festival of Games is organized by the Stichting Nederlandse Gamedagen and is made possible by the ministry of Economic Affairs, the province of Utrecht and the city of Utrecht.

See www.festivalofgames.org for details.