



Southwest's games industry gets a 'powerup' with Extended Play Bootcamp

A unique new growth programme that will boost the Southwest's games industry, has been unveiled to coincide with the Extended Play 2011 Festival this coming November in Plymouth.

Extended Play Bootcamp (5-6 November) is a unique opportunity for 20 of the Southwest's leading and emerging Games and Interactive development studios to come together over a period of two days, to explore and create new products and services that could lead the digital industries of the future.

The two-day residential will feature exclusive talks and demonstrations by some of the country's leading technologists, entrepreneurs and investors providing established and emerging companies with knowledge to enhance their businesses, allowing them to successfully compete in the games industry around the world.

Extended Play Bootcamp is custom designed for company heads to give them the space and the tools to develop their business within a technological framework.

Chairman of Designed in Devon, Korash Sanjideh said, "The Southwest is rich in creative technological talent which is increasingly making the world wide industry sit up and take notice. We want to help support and celebrate that. Bootcamp is designed to pull all these minds together for two days to share, learn and create a stable industry network that can become the future for the entire regions' games industry".

If you are interested in Extended Play Bootcamp and feel your company could benefit by being involved, please register your interest on the website and you will be contacted with further details - <http://explay.co.uk/bootcamp.php>

The Extended Play Bootcamp is supported by Formation Zone and the Creative Industries iNet (Innovation Network), part of Solutions for Business, funded by the European Regional Development Fund and led by South West Screen.

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About Extended Play

Extended Play 2011 is the Southwest's first, and only, digital interactive festival to celebrate the notion of 'Play' using digital media. The festival will deliver a two-day programme of creative and interactive events, sharing the knowledge and fun to students, industry and the public, whilst showcasing the best talent the region has to offer. Extended Play will take place on 3rd – 5th November at the National Marine Aquarium in Plymouth and is organised by local creative network, Designed in Devon. Extended Play Bootcamp is supported by Formation Zone and the Creative Industries iNet. www.explay.co.uk

About Designed in Devon

Designed in Devon (DiD) is a not for profit organisation that connects and shares ideas between the design industry and cultural agencies, national design bodies, higher education institutions and other key public and private sector organisations. DiD provide a regional proactive voice and the strategic development for the design industry in the County. We help to strengthen communications and develop partnerships in the sector, foster collaborations between the design industry, and link the region with national and international initiatives and organisations.

www.designedindevon.co.uk

Formation Zone

Formation Zone is an initiative from the University of Plymouth to support the development of businesses in the creative industries. An open, accessible and exciting place, clients benefit from a workspace within the Roland Levinsky Building, a professional meeting environment, practical business support and more.

www.formationzone.co.uk

Creative Industries iNet

The Creative Industries iNet (Innovation Network) is a £3.2 million programme of support designed to help the South West's creative businesses thrive and advance the area's growing reputation as a global creative centre of excellence. Working with emerging and established companies, the iNet is developing bold products and business models, exploring new opportunities and ideas, and connecting creatives to a community of innovators across the region and around the world. The iNet is part of Solutions for Business, funded by the European Regional Development Fund and led by South West Screen.

www.creativeindustriesi.net

- **Networking for Innovation (iNets)** is a product within the government-funded Solutions for Business portfolio of business support. An iNet is a proven way of helping businesses to introduce new techniques and products, and find new markets, by giving them access to specialist information and research, and sharing knowledge and expertise. The five iNets representing key business sectors in the South West are Aerospace and Advanced Engineering, BioMedical, Creative Industries, Environmental and Microelectronics. iNets South West are supported by £13 million from the South West RDA, the European Regional Development Fund and partner investments. www.inets-sw.co.uk
- **Solutions for Business** is a suite of targeted, publicly-funded products and services offering solutions to real business needs and tackling market failure. It includes: starting up, understanding finance, developing people, environment and efficiency, exploiting ideas, international sales and marketing and growing your business. By targeting public money at real business needs, it helps create sustainable success.
- The **European Regional Development Fund** helps stimulate economic development and regeneration in the least prosperous regions of the EU. Funding is targeted to meet three objectives set down by the European Commission: Convergence, Regional Competitiveness and European Territorial Co-operation.
- **South West Screen** is the development agency for film, television and digital media in the South West of England, with a mission to make the region an international centre of excellence for the creative and media industries. Work includes investing in talent, reaching audiences, developing skills, promoting the region, growing businesses, market intelligence and fostering innovation. www.swscreen.co.uk

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