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Extended Play Games Festival 3- 5 November 2011: Ian Livingstone OBE confirmed as final line-up is revealed

Visitors to the National Marine Aquarium in Plymouth are used to seeing weird and wonderful creatures from under the sea. But during two days in November, they can discover an altogether more curious species, as games developers, designers and enthusiasts descend to take part in Extended Play 2011 – the first major, and free, digital interactive festival in the South West.

The festival will begin with an exclusive VIP event on Thursday evening, with an introductory keynote speech from **Richard Wilson**, CEO of the UK gaming industry representative body TIGA, who will highlight the importance of the indie games development community within the UK's growing games industry against the backdrop of the National Marine Aquarium's Eddystone Reef. Guests will sip on special Extended Play cocktails – games themed coffee martinis, created by Loading/ Drink, Relax Play – a group of game obsessed barristas.

Ian Livingstone, OBE, will give a visual account of the history of computer games, charting his struggles as an entrepreneur in the 1970s, when he launched **Dungeons & Dragons**, and giving a detailed case history of **Lara Croft: Tomb Raider**. He completes a stellar line-up of industry speakers over the course of Friday and Saturday, also including chief Guardian games correspondent Keith Stuart, Channel 4 Education Commissioner Jo Twist, Preloaded Creative Director Phil Stuart, and the BBC's Ian Hamilton. The conference will cover key topics that surround the theme of 'games as a service.' Ian Livingstone OBE, Life President of Eidos and keynote speaker says, "The opportunities for small creative teams to develop the next hit game have never been so great. This is evident given the global success of numerous titles across PCs, consoles, handheld devices, smartphones and online. South West companies have the creative talent and technical know how to capitalise on these new emergent trends, and Extended Play is a fantastic initiative for those companies to showcase their new creations on a national scale."

On Friday lunchtime the programme will break for a 'Pecha-Kutcha' style Thunderchats corner, and two indie panels in the afternoon with groups of indie developers including Paul Croft, Andrew Smith, Simon Barratt and Phil Stuart will discuss the challenges of managing and promoting projects as an indie. On Saturday, students from the University of Plymouth Games Course will showcase their final projects, including a thought-provoking paragliding installation with realistic air currents and haptic feedback from Marius Varga, who says that, "this is a great opportunity for a new graduate, because it allows me to share my final year's work with industry professionals and understand how it can be improved. It is rare to get so many talented professionals in one place so to be part of something like this is invaluable."

Throughout the festival arcade games will be provided by the 'Plymitron', the first UK version of the Winnitron Indie Game Arcade Network from California – a free to play video arcade cabinet featuring new games created by indie developers from around the globe. And those brave enough can even become part of the action by signing up to the **Games Jam** - an intense two-day games hack-a-thon for the top prize of a games survival kit worth £150 (voted for by the festival speakers) that will be shown live on the big screens around the festival, and culminate with a showcase and prize giving with Plymouth Sutton and Devonport **MP Oliver Colvile**. The theme will be announced on Friday and anyone wanting to take part can register at <http://explay.co.uk/gamesjam>

As part of the festival, the **Boot Camp** programme will give the region's emerging development studios the chance to come together to explore and create new interactive products and services with leading figures in the industry, including Kuju founder and Tenshi Ventures director **Ian Baverstock** and Sony's **Bradley Cooks** as well as having the rare opportunity to undergo a year long program of business support within the gaming sector, returning to pass on their learnings to Boot Camp participants in 2012. Companies based in the South West should register their interest on the site by 14th October. <http://explay.co.uk/bootcamp>

Freshly ground coffee will be available free throughout the festival, courtesy of Drink Relax Play in partnership with the Base Coffee Cornwall. And as the days turn into nights, participants' coffees will magically transform into Drink Relax Play' "games-flavoured" cocktails as the action moves out of the National Marine Aquarium and into the bright lights of Plymouth for each evening's 'Extended Play Late' entertainments.

Friday night will see Sonic Arts performances from inventor **Adam Place** and his new type of tactile electronic instrument called AlphaSphere, electronic solo artist **Ben Solo** recently lauded in The Wire magazine as "ambient bliss", and **Ignon**; an international group of multi-media artists from Salzburg, Austria. The festival will close with a final party on Saturday night hosted by **eatmusic** – a local social enterprise collective experimenting with sound, rhythm and beats, at the Live Lounge in Plymouth.

The Extended Play festival marks a real first for the South West and the gaming industry. **Ella Romanos**, MD of Remode and co-founder of Extended Play, says, "The team behind Extended Play all live, breathe and work in games. We are huge fans of Develop Indie Day and Flash on the Beach, and Extended Play is the result of our vision to create a complimentary annual event based in the Southwest. We are looking forward to participants creating, sharing and inspiring each other in what is the fastest growing, and in our minds, most exciting, sub-sector of creative industries – games."

The festival is supported by South West Screen, whose Acting CEO Mehjabeen Price said: "South West Screen is delighted to be involved with Extended Play, a major festival for the South West's flourishing games industry. We will be backing the Extended Play Bootcamp with funding from the Creative Industries iNet, and look forward to being part of what are sure to be exciting new developments that could create products and services at the forefront of the digital industries of the future. Extended Play helps South West companies

to compete on a global level, something that South West Screen always strives to help companies achieve. It is a real boost to creative companies across the region.”

Extended Play 2011 will take place 3 – 5 November 2011 at the National Marine Aquarium in Plymouth.

More info: www.explay.co.uk

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Notes to Editors:

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 designers network, Designed in Devon.

www.explay.co.uk

About the Extended Play Boot Camp

The Extended Play Boot Camp is part of the festival, and a unique opportunity for 20 of the Southwest's leading and emerging interactive digital development studios to come together over a period of two days, to explore and create new products and services that will be leading the interactive, digital and games industry of the future.

<http://www.explay.co.uk/bootcamp.php>

About the Extended Play Games Jam

Also part of the wider festival, this competitive, yet collaborative method of community development is a proven way to stimulate and engage those participating. The region's indie gaming community will develop games over a frantic period of two days, which will be showcased to the public with a prize giving on the final day by MP for Plymouth Sutton and Devonport Oliver Colville, to all teams involved.

<http://www.explay.co.uk/eventinfo.php>

About Ian Livingstone, OBE

Ian Livingstone is one of the founding fathers of the UK's interactive games industry. In 1975 he co-founded Games Workshop and launched Dungeons & Dragons in Europe and the Games Workshop retail chain. He published White Dwarf in 1977, the UK's first interactive games magazine and was its editor for five years. In 1982 he co-wrote The Warlock of Firetop Mountain with Steve Jackson, the first in the Fighting Fantasy series of interactive gamebooks with sales in excess of 16 million copies in 25 languages. He wrote more than 20 books in the series including Deathtrap Dungeon. In 1995 he was instrumental in the merger of Domark and Eidos Technologies, where he helped to secure many of the company's major franchises including Lara Croft:Tomb Raider and Hitman. He is an angel investor in Indie games and technology companies including Playdemic, Appatzye and Mediatonic. He is Life President of Eidos, Trustee of GamesAid, Non-Executive Director of SocialGO plc, Non-Executive Director of UKIE, Chair of Skillset's Computer Games Skills Council, Vice Chair of the BAFTA Games Committee and an advisor to the British Council. He has been awarded an OBE, a BAFTA Special Award, a British Inspiration Award, The Develop Legend Award and an Honorary Doctorate of Technology by Abertay University for his contribution and services to the UK video games industry.

<http://www.eidos.com>

About Ella Romanos, organiser and MD of gaming studio Remode

Ella Romanos is MD and co-owner of Remode, an interactive production and game development studio in the UK, whose debut game, Mole Control, was released worldwide in 2010 on Steam and published at retail in North America by leading casual game publisher Mumbo Jumbo. Ella grew up between Asia, Africa, the Caribbean and the UK, and in 2008 received a 1st class honours from University of Plymouth's Digital Art & Technology BSc. She was a finalist in the 2011 UK Women in Technology awards 'Innovator of the Year' category, speaks at international conferences such as MIPTV and Develop and co-founded Extended Play as a board member of Designed in Devon, a non-profit organisation which supports the creative industries in the south west. In September 2011 Ella was chosen by The Drum as part of 30 women under 30 making a mark in the digital world.

<http://www.ellaromanos.com>

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

About the National Marine Aquarium

The National Marine Aquarium is a registered charity committed to promoting a sympathetic understanding of the sea through programmes of education, conservation and research. With a mission to drive marine conservation through engagement, the National

Marine Aquarium operates the largest public aquarium in the UK and is the lead partner in Just Add H2O, a programme for schools that aims to bring the marine curriculum alive. Opened in 1998, the National Marine Aquarium is based in Plymouth, marine centre of the UK, and has since become one of the most popular attractions in the region - attracting more than 260,000 visitors every year. With over 4,000 marine animals and Britain's deepest tank – measuring 10.5m deep – the National Marine Aquarium includes new exhibits for 2011 including the Eddystone Reef tank and a state-of-the-art new learning centre, as part of Just Add H2O programme.

www.national-aquarium.co.uk

About Drink Relax Play

Established in March 2010, Loading café bar offers people somewhere to drink, relax and play. Since the turn of the year the company began establishing itself within the games industry working with companies to create a number of game tie-in beverages like Capcom's 'G and T virus.'

www.drinkrelaxplay.co.uk