

# FESTIVAL

# OF

# GAMES

## PREVIEW

## NLGD

Conference program created in corporation with:

### Control.

### FESTIVAL GUIDE JUNE 3-4 2010

NLGD Festival of Games 2010 is powered by:

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Ministry of Economic Affairs

**UTRECHT**

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THURSDAY JUNE 3

Thursday	Main track	Fast track	Side track
9:00	Opening keynote		
9:30	Prof. Toru Iwatani, Creator of Pac-Man 30 years of Pac-Man		
10:00	Ian Livingstone Life as a game	Ralph Frefat Digital distribution survival guide	Press Conference <press only> Presenting: Seth van der Meer, Prof. Toru Iwatani, Roel Weber & more...
10:30		Nils-Holger Henning Developing new games based on Hollywood IP and cross platform development	
11:00	Erik t' Sas How my MMO Company failed, but my iPhone one is a star	Ard Bonewald Developing Casual Games the Hardcore Way	
11:30		Dylan Nagel Developing the world's first serious game for Facebook	
12:00	LUNCH BREAK		
13:00	Kellee Santiago Prototyping and Rapid Iteration for Design Goodness	Jurriaan van Teunenbroek Producing a worldwide #1 casual hit game	Houthoff Buruma The Gama
13:30		Michiel Sala The magic mix: connecting games, toys and consumer brands	Atlas Interactive Kanzaloo
14:00	David Tisserand Playstation: User testing social & casual games	Maarten Brands How we built a strong business case around existing IP - Club Galactik/Galactik Football	CEO or Junior? Your own games company or applying for a job?
14:30		Rene Derks IP, the driving force for game development - Greed Corp & Mistbound	
15:00	Paul Heydon Fundraising 101 for the game sector	Michel Maas The Art of Emily - art direction of a #1 casual game	
15:30		Auriea Harvey & Michael Samyn Let's make art with games!	
16:00	Keynote	Mark Sendo The rise of virtual currencies	
16:30	Martin de Ronde One Big Stage With: Ian Livingstone, Dave Perry, Masaya Matsuura and many more		
17:00	DRINKS		
18:00	End of Day One		
20:30	Industry Party @ Club Monza		

FRIDAY JUNE 4

Friday	Main track	Fast track
9:00	Keynote	
9:30	Masaya Matsuura Where music and games collide	
10:00	Corey Rosemond & guest Forward from the past: How the games industry is looking a lot like the Golden Age of Hollywood	Joost van Dongen 10 tips for the lonely programmer
10:30		Ivo Wubbels & Jan-Lieuwe Koopmans Outsmarting the DSI, adding tilt to games
11:00	Alan Yu The New Gamemaker	Jeroen Elfferich Scheduled Gaming: What The Gaming Industry Can Learn From TV
11:30		Pieter Albers Building an ARG for Adidas (and how we managed to include some Star Wars-assets)
12:00	LUNCH BREAK	
13:00	Hein Beute & Ferry Bult Motion capturing has left the building: advanced motion capturing for games and movies	Panel Four Payment Service Providers go head-to-head: Zong, Offerpal, mopyay & Gate2Shop
13:30		Remco de Rooij Suddenly the screen went all big... From handhelds to tablets
14:00	Spil Games	Maurice Sibrandi Windows Phone 7 + XNA = great games?
14:30		Panel Start your engines! Ogre, Quest3D & Gamebryo Lightspeed
15:00	Adam Boyes Capcom's Digital Victory	
15:30	Keynote	
16:00	David Perry Low Friction, High Speed, Wide Audience, Low Price	
16:30		
17:00	DRINKS	
18:00	End of Day Two	

CONFERENCE SCHEDULE

# MAIN SPEAKERS



## TORU IWATANI

CREATOR OF PAC-MAN

Toru Iwatani is the creator of Pac-Man. His keynote speech will open the the Game Conference during this year's NLGD Festival of Games in The Netherlands. Iwatani-san joined Namco in 1977, where he started his career in the video game business. In 1980 he created the arcade game Pac-Man. The game had tremendous success and grew into a global cultural phenomenon. It is the highest grossing arcade game of all time. Iwatani left Namco in March 2007 to become a full-time lecturer at Tokyo Polytechnic University.

MAIN TRACK | THURSDAY | 09.00 HRS



## IAN LIVINGSTONE

LIFE PRESIDENT OF EIDOS

Ian Livingstone is Life President of Eidos and one of the UK's founding fathers of interactive games and fiction. In 1975 he founded Games Workshop with Steve Jackson and launched Dungeons & Dragons in Europe. In 1977 he launched White Dwarf, the UK's first interactive games magazine. In 1982, again with Steve Jackson, he wrote The Warlock of Firetop Mountain, the first in the Fighting Fantasy series of interactive gamebooks that sold over 16 million copies in 23 languages. He served as Executive Chairman of Eidos plc from 1995 until 2002. At Eidos he helped to secure many of the company's major franchises including Lara Croft:Tomb Raider and Hitman.

MAIN TRACK | THURSDAY | 10.00 HRS



## MASAYA MATSUURA

PRESIDENT NANAON-SHA

Masaya Matsuura started his career back in 1983 when he formed the band PSY'S (pronounced 'Size'). After nine hit records Matsuura decided to stop the band in 1996. That same year he took Japan by storm with the release of 'PaRappa The Rapper' for PlayStation, winning notable awards and changing the landscape of gaming forever. Masaya's 1999 PlayStation release 'vib-ribbon' was another gaming revolution, trailblazing the concept of procedurally generated course designs by beat-scanning Audio CD's. He has since released numerous games and even composed unique sound capabilities for the Aibo 'ERS-7' robot dog. He has established his reputation as a leader in sound design and theory across multiple industries.

MAIN TRACK | FRIDAY | 09.00 HRS



## DAVID PERRY

FOUNDER GAIKAI

David Perry was the Founder & President Shiny Entertainment, Inc. for over 12 years. He's one of the best known Video Game Industry veterans. Now Perry is the CEO and co-founder of Gaikai.com, a company that's developed a cutting-edge video game streaming technology that allows any Windows game or application to run in any browser with just one click. Over 29 years, Perry has developed or programmed over 100 games across 29 video game platforms. All told, Perry's games (including #1 Hits like The Terminator, Teenage Mutant Ninja Turtles, Disney's Aladdin & Warner's Matrix projects) have totaled over a billion dollars in retail sales.

MAIN TRACK | FRIDAY | 16.00 HRS

NEXT PAGE: SELECTED TOPICS

TORU IWATANI

### 30 YEARS OF PAC-MAN

Pac-man turns 30 this year. It's creator, Mr. Iwatani, has been in the games industry for even longer. He'll elaborate on the impact of his creation, how the industry has changed and why his original creation still matters today.

Business & Finance

Marketing & Strategy

Art, Design & Production

Technology

#HISTORY #ARCADE #POP CULTURE #PILLS

MAIN TRACK | THURSDAY | 09.00 HRS

IAN LIVINGSTONE

### LIFE IS A GAME

Industry icon Ian Livingstone will talk about his life in games, the history of video games, the history of Eidos and the Life of the Lara Croft - past and future. He'll take his audience on an exciting trip through time. Not to be misse

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Marketing & Strategy

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Technology

#HISTORY #LARA CROFT #OLD SCHOOL RPG

MAIN TRACK | THURSDAY | 10.00 HRS

### DEVELOPING NEW GAMES BASED ON HOLLYWOOD IP & CROSS PLATFORM DEVELOPMENT

Bigpoint's CCO Nils-Holger Henning will share his experience on developing new games based on Hollywood IP and cross platform development due to new technologies. He'll use exciting case studies like Bigpoint's Battlestar Galactica Online, based on the immensely popular NBC-series.

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Technology

#IP #MMO #BATTLESTAR GALACTICA

FAST TRACK | THURSDAY | 10.30 HRS

ERIK T' SAS

### ABOUT FAILURE AND SUCCESS: HOW OUR LARGE SCALE MMO-PROJECT STUMBLER, BUT OUR SMALL PROJECTS ROSE TO FAME

t' Sas will take the audience on a journey through time; from the humble beginnings of his studio, via the development of the Chronicles of Spellborn, a large scale MMO RPG that failed to become a commercial success, to the partnership that is called Rough Cookie which resulted in the iPhone-hit Star Defense - a game that was featured during several Apple keynotes.

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Technology

#MMORPG #IPHONE #APPLE OF THE EYE

MAIN TRACK | THURSDAY | 11.00 HRS

ARD BONEWALD

### DEVELOPING CASUAL GAMES THE HARDCORE WAY

When the numbers of your casual games are nearing those of boxed AAA-titles, you're not casually developing games anymore. GameHouse's studio lead Ard Bonewald will share his vision on why the line between "casual" and "hardcore" is growing vague and how he found himself in the unexplored territory of the "hardcore casual games".

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Technology

#CASUAL #HARDCORE #WHAT WOMAN WANT

FAST TRACK | THURSDAY | 11.00 HRS

DYLAN NAGEL

### DEVELOPING THE WORLD'S 1ST SERIOUS GAME FOR FACEBOOK

How do you get the Internet Generation to become energy-aware? By using the internet! Together with several European educational organisations and EC funding Paladin Studios managed to develop a compelling serious game, that introduced players to the challenges of power management and environmental issues. To make sure it would be successful, they brought it to the one place that most of the target group visits daily: Facebook.

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#FACEBOOK #SERIOUS GAMES #ENERGY

FAST TRACK | THURSDAY | 11.30 HRS

JURRIAN VAN TEUNENBROEK

### PRODUCING A WORLDWIDE #1 CASUAL HIT GAME

Governor of Poker was a surprise success when it hit the big game portals. The audience will get an inside look in the conception of the game, the development process and its marketing and distribution. Learn how it all amounted to a worldwide #1 casual game.

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#CASUAL GAMES #DESIGN #TEXAS HOLD 'M

FAST TRACK | THURSDAY | 13.00 HRS

KELLEE SANTIAGO

### PROTOTYPING AND RAPID ITERATION FOR DESIGN GOODNESS

Flower is one of the best selling game for PlayStation Network to date, an amazing feat for such an experimental game. thatgamecompany co-founder and President Kellee Santiago will shed some light on the secrets behind developing an experimental but/and commercial successful game.

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Technology

#PSN #DESIGN #ART #HAYFEVER

MAIN TRACK | THURSDAY | 13.00 HRS

MICHEL SALA

### THE MAGIC MIX: CONNECTING GAMES, TOYS AND CONSUMER BRANDS

Toys are just toys, right? Wrong! Toys are IP. IP can be turned into games. Games that will be played and thereby increase the value of the IP. Which, in turn, will increase the value of the toys. This -- in short -- is one of the many opportunities that game companies should grab with both hands. Michiel Sala, founder and CEO of one of the most successful advergaming development studios will share his vision on brands and games.

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#IP #TOYS #ADVER GAMES

FAST TRACK | THURSDAY | 13.30 HRS

# SELECTED TOPICS

THURSDAY

DAVID TISSERAND

## PLAYSTATION: USER TESTING SOCIAL & CASUAL GAMES

Just when user testing games was as close to perfection as humanly possible, the game changed. Games became a social activity, people started to share controllers, or - even worse - dance in front of the screen with a microphone in their hands. Now, try and test that. Tisserand's team has tackled many challenges and came up with some creative solutions that he's eager to share with the audience.

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#PLAYSTATION #TESTING #BUZZ

MAIN TRACK | THURSDAY | 14.00 HRS

MAARTEN BRANDS

## HOW WE BUILT A BUSINESS CASE AROUND EXISTING IP - CLUB GALACTIK/ GALACTIK FOOTBALL

The founders of Virtual Fairground actively sought out IP that would fit their grand idea of building their studio into a casual MMO-powerhouse. They not only found and signed a deal with IP-holders, they also managed to raise enough funds to kick-start the ambitious project into full development. Founder Maarten Brands explains how they pulled it off.

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#IP #FUNDING #FLASH FOOTBALL

FAST TRACK | THURSDAY | 14.00 HRS

RENE DERKS

## IP: THE DRIVING FORCE FOR GAME DEVELOPMENT

Developing an original IP in a studio focused on downloadable games may seem illogical. After all, it takes a lot of time and money to create a living, breathing world, and to make the customer aware of that IP presents its own set of problems. Still W!Games decided to take the chance with their unique world Mistbound. Here is why...

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#DOWNLOADABLE #IP #MISTY

FAST TRACK | THURSDAY | 14.30 HRS

PAUL HEYDON

## FUNDRAISING 101 FOR THE GAME SECTOR

What makes an investor invest? Heydon's talk will focus on the possibilities of getting funding for your game company. Why would somebody be interested in a deal with you, what should you bring to the table, what can you expect during negotiations? A must-see for developers and publishers who are looking for ways to extend their current business.

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#MONEY #FUNDING #BILLION DOLLARS

MAIN TRACK | THURSDAY | 15.00 HRS

MICHEL MAAS

## THE ART OF EMILY: ART DIRECTION OF A #1 CASUAL GAME

The Delicious Series has been a huge commercial success for Realgames, Zylo and GameHouse Studio. Of course gameplay is king but a large part of the popularity of the game came thanks to its unique and fresh art style. The Art Director himself will explain the choices the team made and how they managed production values seldom seen in casual games.

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#ART #CASUAL #DESIGN #WHO'S THAT GIRL

FAST TRACK | THURSDAY | 15.00 HRS

TALE OF TALES

## LET'S MAKE ART WITH GAMES!

Videogames are a powerful creative medium. So naturally it attracts the attention of artists. Tale of Tales, have embraced videogames technology for the creation of immersive non-linear narrative experiences. In this presentation, they will discuss some of their work and the thinking behind it. And look into how artistic production can be encouraged and optimized in the games industry.

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#ART #DESIGN #LITTLE RED RIDING HOOD

FAST TRACK | THURSDAY | 15.30 HRS

MARK SENDO

## THE RISE OF VIRTUAL CURRENCIES

When in-game currencies got connected to the real world economy, harvesting points suddenly became a whole new ball game. New problems arose, but the rise of virtual currencies also created new possibilities.

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#MONEY #OPPORTUNITIES #MONOPOLY MONEY

FAST TRACK | THURSDAY | 16.00 HRS

## ONE BIG STAGE

Founder Martin de Ronde (of Killzone-fame) will be joined live on stage by such great names as Ian Livingstone, David Perry and Masaya Matsuura. They will let the audience in on the concepts they created for OneBigGame. The development teams that actually developed the games will explain how they managed to convert 'their master's' vision into an exci

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#WE ARE THE WORLD #GAME DESIGN

MAIN TRACK | THURSDAY | 16.00 HRS

NEXT PAGE: MORE SELECTED TOPICS

**MASAYA MATSUURA**  
**WHERE MUSIC AND GAMES COLLIDE**

With over a dozen music albums released as a musician and another dozen games released as a games designer, NanaOn-Sha president Masaya Matsuura is uniquely placed to cross-analyse these two creative industries. What can the game industry learn from the older, hardened music industry? And what unexplored elements of music can we expect to see in future games? Using his own projects as case studies, Masaya will map out the past, present and future of the booming music game sector in this insightful and inspiring talk.

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#MUSIC #HISTORY #DESIGN #KICK PUNCH  
 MAIN TRACK | FRIDAY | 09.00 HRS

**COREY ROSEMOND & GUEST**  
**FORWARD FROM THE PAST: HOW THE GAMES INDUSTRY IS LOOKING A LOT LIKE THE GOLDEN AGE OF HOLLYWOOD**

New business models, small companies getting big and big companies that topple, sudden creative initiatives explode onto the scene and change the landscape. Again. The games industry finds itself in an extremely turbulent phase. Not too dissimilar to the movie industry during Hollywood's so called Golden Age. Rosemund & guest will show the audience these similarities and how the games industry could learn to seize opportunities, just like Hollywood did.

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#HOLLYWOOD #BUSINESS #MYSTERY GUEST  
 MAIN TRACK | FRIDAY | 10.00 HRS

**JOOST VAN DONGEN**  
**10 TIPS FOR THE LONELY PROGRAMMER**

Being the only programmer in a development team of seven, Van Dongen had to put all of his creativity and programming skills to the test. He managed to pull it off. And now he's compiled a list of 10 important issues he learned during the power trip that was the development of the Multi-Award Winning Swords & Soldiers.

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#PROGRAMMING #DESIGN #NOTEPAD  
 FAST TRACK | FRIDAY | 10.00 HRS

**IJO WUBBELS & JAN-LIEUWE KOOPMANS**  
**OUTSMARTING THE DSI, ADDING TILT TO GAMES**

The Wii has tilt, the PlayStation 3-controller has tilt, the iPhone has tilt, the DSi... does not! Well, until some clever programmers found a way to beat the restraints of the hardware inside the world's most popular handheld. The creators will demonstrate the technology and explain what makes it tick.

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#TECHNOLOGY #HANDHELD #CLEVER  
 FAST TRACK | FRIDAY | 10.30 HRS

**ALAN YU**  
**THE NEW GEMMAKER**

What has ngmoco:) learned as a company in the year and a half since it's inception? In his presentation Yu explores the mobile social games landscape thus far, the implications of the free to play model and how we think of the constantly connected consumer. So who is the New Gemmaker? What kinds of individuals and what types of companies succeed in this new market? What are the desirable skills, traits and mentality needed to compete, survive and thrive? How do we embrace people who aren't gemmakers into our culture.

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#IPHONE #BUSINESS #APPS OVERLOAD  
 MAIN TRACK | FRIDAY | 11.00 HRS

**JEROEN ELFFERICH**  
**SCHEDULED GAMING: WHAT THE GAMING INDUSTRY CAN LEARN FROM TU**

A new generation of games is emerging: games that start at a set time, that have episodes, even seasons. Games that will be played by tens if not hundreds of thousands simultaneously. Games that are, in fact, services. Jeroen Ellferich's company already built technology that made games like these possible, for the largest clients thinkable. He'll share his vision on these important developments.

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#TECHNOLOGY #TU  
 FAST TRACK | FRIDAY | 11.00 HRS

**PIETER ALBERS**  
**BUILDING AN ARG FOR ADIDAS & HOW WE MANAGED TO INCLUDE SOME STAR WARS-ASSETS**

Adidas decided to print a special mark on their new line of sneakers that would trigger an online Augmented Reality Game. This talk will guide you through the development process of that ARG, the challenges that the developers faced and how they dealt with it. What tech did they use and... how they used random Star Wars-materials and got away with it.

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#ADIDAS #ARG #AARGH #STAR WARS  
 FAST TRACK | FRIDAY | 14.30 HRS

**HEIN BEUTE & FERRY BULT**  
**MOTION CAPTURING HAS LEFT THE BUILDING**

Motion capturing has left the building. Literally. With new technologies, nowadays mocap can be done anywhere. Developers just lost a great excuse to travel to some far off mocap studio but instead are able to welcome the actors wherever they see fit. Xsens will take us behind the scenes of Killzone 2 (the game) and Iron Man 2 (the movie) to show the audience the current state of mocap-technology.

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#MOCAP #MOVIES #MONKEY SUIT  
 MAIN TRACK | FRIDAY | 13.00 HRS

# SELECTED TOPICS

FRIDAY

## PANEL: FOUR PAYMENT SERVICE PROVIDERS GO HEAD-TO-HEAD

We finally have solved the biggest problem: why would people want to pay for our on-line games and services. But on big question remains: how are these people going to pay? The last year we've seen more and more one-stop-shop payment service providers that solve that problem. But which one is the one that fits your projects like a glove? We've got four internationally operating PSP's lined up for questioning, so you can make an informed decision.

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#MONEY #ONLINE #FIGHT!

FAST TRACK | FRIDAY | 15.00 HRS

REMCO DE ROOIJ

## SUDDENLY THE SCREEN WENT ALL BIG... FROM HANDHELDS TO TABLETS

How does a development studio cope with the sudden popularity in tablets? Is it enough to convert existing handheld games to a slightly bigger screen? Or is tablet-gaming something inherently different? Successful DS and iPhone-developer Remco de Rooij will shed his light on these challenges while using an exciting showcase: WINTa, a game concept by Masaya Matsuura originally developed for iPhone.

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#IPAD #DESIGN #STRATEGO

FAST TRACK | FRIDAY | 14.00 HRS

MAURICE SIBRANDI

## WINDOWS PHONE 7 + XNA = GREAT GAMES?

Rocket Riot-designers Codeglue gave Worms, Lemmings and Money Ball a new live on mobile platforms. Could they do it again with Windows Phone 7? Maurice Sibrandi will share the studio's experience with the new OS and has some useful tips for developers considering game projects for Windows powered mobile devices.

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#SE7EN #MOBILE #XNA

FAST TRACK | FRIDAY | 15.30 HRS

ADAM BOYES

## CAPCOM'S DIGITAL VICTORY

Capcom enjoyed some truly historical success with their digital initiative which produced 3 of the top 10 selling games across XBLA & PSN. Adam Boyes former Director of Production at Capcom explains how they beat the competition and moved faster than any of the other major publishers. He will also be covering the movement into Convergent Gaming - how to use the cloud and succeed.

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Technology

#CAPCOM #DIGITAL DISTRIBUTION #CLOUD

MAIN TRACK | FRIDAY | 15.00 HRS

## THREE COMPACT ENGINES FOR MULTIPLE PURPOSES

Three representatives will demonstrate the possibilities of their engine: Gamebryo Lightspeed, Quest 3D and the Open Source-engine Ogre. Why is a certain engine suitable for your project? Or why not? In the second part of this moderated session, we'll discuss the difficult choices developers face at the very start of a project and how picking the right engine can help.

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#DEVELOPMENT #OPEN SOURCE #ENGINE

FAST TRACK | FRIDAY | 15.00 HRS

DAVID PERRY

## LOW FRICTION, HIGH SPEED, WIDE AUDIENCE, LOW PRICE

Imagine playing the latest and best games in your web browser. No hassle with installs, sign ups or patches. Literally one click and you're playing. How cool would that be? Gaikai offers this service. Free of charge. Later this year, industry-icon David Perry will demonstrate this technique live on stage and elaborate on the impact of Gaikai on the way we perceive and play games.

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#STREAMING GAMES #TECH #WOW ON IPAD

MAIN TRACK | FRIDAY | 16.00 HRS

# FESTIVAL OF GAMES NLGD

JUNE 3 - 4 2010

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