

FIRST EVER EXTERNAL DEVELOPMENT SUMMIT (XDS) A GREAT SUCCESS FOR THE VIDEO GAME INDUSTRY

XDS (External Development Summit) is the first professionals-only video games industry event with a primary focus on external development for art, animation and software engineering.

VANCOUVER, CANADA (September 17, 2013) – **XDS (External Development Summit), the first professionals-only video games industry event with a primary focus on external development, experiences great success in its inaugural year.** The event took place September 3 – 5, 2013 at the Vancouver Convention Centre and included attendance by industry professionals, service providers, and technology providers.

Attendance for XDS 2013 surpassed expectations with over 300 delegates registered for the first time event, including more than 80 external development vendors covering art, animation, cinematics, audio, and engineering. The international summit drew people from Canada, the USA, China, Sweden, Taiwan, India, UK, Italy, France, Hungary, Japan, Korea, Mexico, Romania, Germany, Spain, Vietnam, Malaysia, and Russia to take part in this unique event, which boasted presentations from top names in the industry. The unique, intimate atmosphere was ideal for effective networking and idea sharing opportunities. "I'm amazed at the ratio of vendors to developers, or peers to potential partners," raved Jon Jones, Outsourcing Art Manager at Avalanche Studios, "*EPIC 3 DAYS! Already my favorite industry conference by far.*"

The program brought together presentations from all aspects of the games industry highlighting best practices, remote collaboration, sustainable integrated outsourcing development, and future trends in the gaming industry. "I came here with the goal to meet people who contribute to the core of the video gaming industry to enhance and improve the overall ecosystem," says Grayson Chalmers of Blizzard Entertainment and a presenter at XDS 2013. "At this point XDS has absolutely surpassed that goal!"

The event's success was largely attributed to keeping the summit's four core values in mind (education, collaboration, leadership, and quality), to ensure a curriculum that would deliver critical learning and key strategies for continued industry success. "It's great to be amongst competitors on both the studio and external development side where we can share best practices that will benefit everyone and help them grow their business," says Fred Stockton, CEO of Liquid Development and sponsor of XDS 2013. Presentations from the event provided templates in some cases and were all filmed so attendees can integrate learnings and best practices into their own companies.

XDS kicked off on September 3rd with an opening reception sponsored by Liquid Development where attendees could mix, mingle and share their excitement for the upcoming program. Exhibitors had the chance to show off their booths with the stunning backdrop of Vancouver's coast and mountains.

Day two of the Summit included a premier presentation from XDS and ACM SIGGRAPH Vancouver. Co-VFX Supervisor Patrick Tubach of Industrial Light and Magic discussed the challenges of creating the visual effects for Star Trek Into Darkness and gave an in-depth breakdown of the design and methodology of several key sequences to an audience of over 500.

Summit attendees had very positive feedback on the first internationally attended event focused purely on external development. "There really is no other conference in the world that is only focused on external development in this industry," stated Hiroki Hamashima from product design group Gree Inc, and also a presenter at this year's summit. Hamashima continued, explaining that; "Having an opportunity to meet face to face with companies and people from around the world was a great intercultural experience and very worth the trip all the way from Japan- this must become an annual event!" With this encouragement the advisory board is already hard at work the 2nd annual XDS for 2014.

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