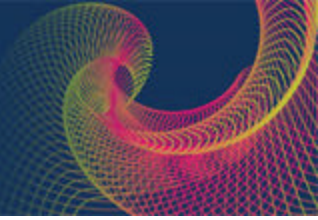


**NASSCOM®**

## **ANIMATION AND GAMING SUMMIT 2009**

6-7 November 2009  
HICC, Hotel Novotel, Hyderabad



The two day annual conference by NASSCOM, the NASSCOM Animation & Gaming Summit 2009 will be held on the 6-7 Nov 09 in Hyderabad at HICC, Hotel Novotel. The event marks the congregation of who's who of the Indian Animation, VFX and Gaming (AVG) industry including CEOs, COOs, Creative Directors, Venture Capitalists, Production and Broadcasting heads amongst others. For the first time, the conference will have a day completely dedicated to Game Developer Summit. Being developed as platform for Indian game developer community to showcase their skill and share ideas, this sub conference will feature keynotes from eminent speakers and sessions on the latest technology trends in the gaming space.

Some of the confirmed international speakers for this year's summit include Shelly Page, DreamWorks, Veteran Game Designer Ernest Adams, Shahid Ahmed from Sony Computer Entertainment Europe, Chris Deering, Chairman, Codemasters, Richard Smithies, CFO, Blitz Games Studios and Tracy Jennings from PwC Canada.

For registration queries one can log on to  
<http://www.nasscom.in/nasscom/templates/flagshipEvents.aspx?id=57264>

Speaking to **AnimationXpress.com** about the focus of this year's summit, NASSCOM Vice President Rajiv Vaishnav shared, "Each year as Indian Animation and Gaming industry conquer multiple challenges to reach out to newer global opportunities, NASSCOM Animation & Gaming Summit assumes its kaleidoscopic dimension. This year too is no different. As per global gurus, we are just a shade away from new economic dawn that will in all probabilities bring hope for new businesses in several sectors. Indian Animation, Gaming and VFX will bounce back to grab its rightful position in the world market. Collaborations, partnerships and alliances will bring new business opportunities."

"The summit is poised at an appropriate time where we see huge interest from multiple countries that we have not seen in earlier years. Twenty years ago, what was true for software industry, is now applicable to A & G sector. We would like to offer to the world "Cost, Quality and Talent" as a unique proposition for creating a win-win business scenario. The summit will also serve as a lighthouse for young entrepreneurs and professionals. Segment on gaming which started as a track a couple of years ago has now become a full day event for game developers, which only shows the level of interest and opportunity in Gaming out of India. All in all, over the years the summit has become a unique platform for AVG stakeholders to exchange ideas, learn, make a pitch, transact business, and network and also to have fun!!!"

NASSCOM Animation & Gaming India 2009 has already received a positive response from trade delegations that are looking for collaborations and partners in India. Few

of the country delegations which have confirmed include Canada, UK and European Union. The organizers are expecting around 300 + delegates this year to attend the conference.

Shedding light on the program lineup for the one day Game Developer Summit, Rajesh Rao, Chair, Gaming, NASSCOM Animation & Gaming Forum says, "We're having the first ever Game Developer Summit, fulfilling a long existing need for a platform to bring the game developer community together, to share experiences and ideas. Ernest Adams, our Keynote speaker for this developer event, is well known speaker in the game industry. There are lectures on various topics ranging from design, programming, and art and across all platforms: mobile, console & PC. Watch out for postmortems of games such as Bio Shock Mobile (mobile), Ghajini (PC), Hanuman (PS2) and Pahelika: Secret Legends (PC Online)."

He further informed that this year there will also be a Games Super Pitch which is welcoming individuals and game start-ups to pitch their game ideas to a stellar panel of game industry experts. "Above all, we expect developers to come, interact and have fun!" he added

Reiterating the same Hrish Oberoi, Chair, Content Team, NASSCOM Game Developer Summit said, "This is the first, large scale platform that we are driving which would give the people who are actually producing these games to meet with each other and discuss their own views. The industry is still at a very nascent stage but the work that we have done is world class. A lot of people in the industry are interested in discussing with their peers about this work. In the same vein as the GDC which is held in San Francisco every year, we wanted to give the developers an opportunity to meet with their peers and learn from the best of them. This is a growing industry and opportunities to learn from each other are crucial at this stage to propel our industry to truly international standards of competition."

"The industry has shown marvelous resilience in the past year. Despite economic recession, the top players have continued to grow." Says Biren Ghose, Chairman, NASSCOM Animation & Gaming Forum. "Companies with a realistic outlook have found that quality work with quality skill sets is the winning formula. This will be a great chance to hear "how they did it" and meet the winners and movers! The NASSCOM Animation & VFX Industry and Game Developer Conference is a collocated B2B event that will address both the business and the technology/developer perspective."

"This year we have introduced separate Super Pitch Competition for Animation & Gaming on both the days of the conference. The last one year has been quite a bumpy ride for the global economy – hence we have planned a panel on 'Monetizing the Value in Start-ups and for building scale'. This panel will do a 360 degree discussion on how entrepreneurs can build value out of their IP and move up the value chain. Shakespeare said 'We know what we are but we do not know what we can be!' hopefully this event will continue our tradition to discover just what that path could be! Let's get together and make it happen!" He concluded.