

08

# EDINBURGH INTERACTIVE FESTIVAL

10th August to 12th August 2008

## OFFICIAL GUIDE



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Official games screening programme inside – why not take a **Wii™** look?

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**W**elcome to the Edinburgh Interactive Festival 2008! The spirit of Edinburgh Interactive springs from the genuine passion for celebrating the creative aspects of gaming, and wherever technology, interactivity and community can enhance the enjoyment of learning and leisure. Our new, extended three-day programme will provide you with plenty to entertain you and feed your aspirations.

New to 2008 is the Games Feature Area, which is free to enter. Located in the Strathblane Hall of the EICC, the Games Feature Area provides the chance to play the latest titles from top publishers Nintendo, Sony and Codemasters, amongst others. Gamestation will also be at hand with an on-site retail store providing great competitions, special offers and new releases.

A particular trademark of the EIF is our Games Screenings Programme, which has been extended to three days. Taking place in the Lomond Suites, you will be spoilt for choice this year, both in the quality and variety of content covered. The Games Screenings are also free to enjoy. You can find the Games Screening Programme on pages 12-13.

This year we also welcome Scotland's Dare To Be Digital Protoplay, who will be showcasing the work of up-and-coming game developers in the Cromdale Hall. This will spark new directions and inspire a different kind of networking, and show us the blueprint for sharpening game career education across the British Isles and Europe.

As your Chairman, I welcome you and thank you for showing the spirit that sets Edinburgh apart.

**Chris Deering**  
Chairman  
Edinburgh Interactive Festival



### Edinburgh Interactive Festival location:

Edinburgh International  
Conference Centre,  
The Exchange,  
Edinburgh,  
EH3 8EE,  
Scotland

### Opening times:

Sunday 10th August 10am – 8pm  
Monday 11th August 9am – 8pm  
Tuesday 12th August 9am – 6pm



## GAMES FEATURE AREA

STRATHBLANE HALL, 10TH-12TH AUGUST

MAKE SURE YOU VISIT THE GAMES FEATURE AREA TO CHECK OUT THE LATEST TITLES, OFFERINGS, COMPETITIONS AND GIVEAWAYS FROM YOUR FAVOURITE PUBLISHERS...

NINTENDO

Nintendo UK is once again proud to support the Edinburgh Interactive Festival for a third year. EIF raises our industry's profile into the wider cultural arena and celebrates the input, talent and creativity from all with a common interest in videogames. Throughout its history, Nintendo has created unique hardware and software as one combined entertainment product, with software as the primary driver.

It is Nintendo's basic strategy to expand the worldwide gaming audience. To achieve this, Nintendo is encouraging as many people as possible around the world, through its unique hardware and software offerings, to experience and enjoy videogame entertainment, regardless of age, gender, language, cultural background or gaming experience.

Nintendo's first hardware launch



in support of this strategy was a handheld device, Nintendo DS, which allows users to play intuitively with a touch screen and stylus. An upgraded version, Nintendo DS Lite, was later added. In addition, Nintendo has introduced a new software line up, Touch! Generations, which expands the usage of videogames and not only appeals to the traditional gamers but also to those who have never played before.

Nintendo took another step towards expanding the worldwide gaming audience by launching an unprecedented videogame console

called Wii. Wii translated the widely-popular intuitive operation reflected in Nintendo DS to a home videogame console. The Wii Remote introduced intuitive operation to establish a new standard for gaming interface. To make Wii relevant to each family member, Nintendo is expanding its Wii offering with the addition of a wide assortment of Channels in its Wii Menu, similar to having more TV channels, and is developing new types of videogame entertainment such as *Wii Fit*, which provides a fun approach to focusing on family members' health.

Nintendo's intent is to have Nintendo DS and Wii accepted by wider audiences around the world. Nintendo DS is positioned as a machine that 'enriches the owner's daily life' as a result of its unique and expanding software library, including games which were not categorised as games in the past. Nintendo has positioned Wii as a machine 'that puts smiles on surrounding people's faces' by encouraging positive and fun interaction among family members.

At this year's Edinburgh Interactive Festival, Nintendo will be showcasing titles from its Touch! Generations line up including, amongst others, *Wii Fit* and *Brain Training*, as well as more traditional game experiences such as *Mario Kart Wii*. There will also be a unique opportunity to experience *Cooking Guide* on DS, where you can take part in a live cookery demo by a professional chef.



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Sunday 10th – Tuesday 12th August 2008  
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## GAMES FEATURE AREA

STRATHBLANE HALL, 10TH-12TH AUGUST

Available to play for the very first time in the UK at this year's festival, *LittleBigPlanet* is the new game for PlayStation 3 that will take gaming into the era of Game 3.0. *LittleBigPlanet* can be defined by three distinct categories of interaction: Play, Create and Shared.

At its most basic level, *LittleBigPlanet* lets you Play. You can play offline and online, with friends or on your own with over 50 levels available on the Blu-ray disc at launch. Gameplay is nicely balanced to include a competitive element for multiplayer – it may be first past the post, or who collects the most objects, etc – and also a cooperative element. Some fiendish obstacles can only be overcome if the players work together to overcome them.



# LittleBIGPlanet™

The next stage is Create. *LittleBigPlanet* allows you to create and personalise your own levels and even to personalise your own avatar – the hugely personable Sackboy.

Sackboy (or Sackgirl) is undoubtedly the star of *LittleBigPlanet*, with a larger-than-life character expressed through a comprehensive set of animated emotes. The freedom to customise is quite broad, with the ability to create your own objects within the game, but also with freedom to express yourself with content from your hard

drive or even, for example, images grabbed from your PS Eye camera. Yes, you can take a picture of your pet hamster and then build a 3D animated object from that image to feature uniquely in your level.

Finally, you get to Share. By uploading your own levels to the PlayStation Network you can invite the world to play and then rate your levels. The idea is to create a vibrant community of *LittleBigPlanet* creators who can contribute levels and feedback on each other's levels. In addition, there will be a ranking system for most played levels.

Completing levels will also unlock other rewards in the shape of new objectives for users to integrate into their own level design. There will also be new content made available every time you go online.



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## GAMES FEATURE AREA

STRATHBLANE HALL, 10TH-12TH AUGUST

Having won Developer of the Year at both the Golden Joystick Awards and the MCV Excellence Awards, Codemasters is coming to the Edinburgh Interactive Festival with a showcase of great games and screenings.

In the Strathblane Hall, the Codemasters' Lounge has a giant video screen with the latest trailers of future games, including *Damnation* and *Operation Flashpoint 2: Dragon Rising*. If you want to get up close to

the action, go hands-on and preview *Rise Of The Argonauts*, the epic RPG that invites players to live a life of brutal combat in ancient Greece, or take to the race tracks of the world in the hottest racing game this summer, *Race Driver: GRID*.

Come and join in with Codemasters at the Edinburgh Interactive Festival – there's never been a better time to play. (For all the latest info on Codemasters, visit [www.codemasters.com](http://www.codemasters.com).)



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For the fourth year running, Gamestation have joined forces with the Edinburgh Interactive Festival – with this year being bigger and better!

For the first time we will have our own retail area within the site – allowing us to showcase the Gamestation experience to all Scottish gaming fans! Edinburgh is particularly special to us – being home to our flagship store in Scotland, which also happens to be the largest Scottish games store!

Bringing our stores to life is always important to us, especially for those customers who have yet to experience the Gamestation culture. Be it staff dressing up for product launches, hosting in-store tournaments and competitions or simply advising customers on the best games around, we pride ourselves on going that extra mile, and our attendance at this festival will be no exception!

08



gamestation



# Sharpshooters wanted

# £35,000

# REWARD

#### PLAY HARD

PC Gamer Showdown will be host to unlimited fragging over a whole weekend. But you can win cash for your kills: tournaments are being held across four of our favourite games, with great cash prizes up for grabs. Online preliminary rounds are starting soon, with the winners being guaranteed their places in the finals at PC Gamer Showdown.



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# GAMES SCREENINGS

AN INTRODUCTION FROM BRIAN BAGLOW, SCREENINGS DIRECTOR

A bleak cave, somewhere in Scotland, 1306. Robert the Bruce, alone and exhausted, his plans in ruins, sits, considering his future. In a dark corner of the cave something small catches his eye – a spider stalking its dew-spotted web. With a blade of grass, the Bruce brushes one side of the web, making the spider scuttle to the disturbance. With a second blade, he touches the other side and the spider races back...

Thus was the game of *Pong* conceived – or so the earliest stories tell us.

Welcome to the 2008 Edinburgh Interactive Festival Screenings. This year the Screenings programme has more content than ever before, and covers more new ground than any other games event in the world.

*THRILL* – to the latest new games for PC, PlayStation 3, Xbox 360, Wii, DS and PSP.

*SCREAM* – as you meet the designers behind some of the world's biggest games.

*GASP* – as the world's best developers teach you the

ancient secrets of game design.

This year's Screenings programme features an entirely new Education and New Talent theme. This means that alongside seeing the latest new games, you can find out more about the process of actually creating games, how to get into the games industry, and what it takes to produce games for the latest consoles, mobile phones and new

your TV; they are now part of everyone's daily life. Games culture is affecting the Internet, TV shows and even movies. As part of this year's programme, we have a short film season running at Edinburgh's famous Filmhouse Cinema, with two new movies looking at how games are changing people's lives.

Gaming is one of the most exciting new areas of technology in

## THE PROGRAMME HAS MORE CONTENT THAN EVER BEFORE, AND COVERS MORE NEW GROUND THAN ANY OTHER EVENT

platforms hitting the market.

Masterclasses in game design, mobile games and online gaming are complemented by sessions featuring the latest technology, such as game engines and new devices.

If you've ever wanted to know more about games, if you've ever toyed with the idea of getting a job in games, then this year's Screenings will help you.

Games are no longer just about the time you can spend in front of

the world today. From the biggest-selling console games to the new massively multiplayer online worlds, the emerging casual games market (which your mum will *love*) and the exciting new 'indie' market, games are changing, growing and evolving like never before.

Whether you're a hardcore games fan, a total novice, or even a gaming skeptic, you'll find something interesting, informative and fun in this year's Screenings.

Frontier Developments founder David Braben (left) and *LostWinds* lead designer Steven Burgess (right) will be among the game makers showing off their work in Edinburgh



# EIF 08 GAMES SCREENING PROGRAMME

## SUNDAY 10TH AUGUST – TUESDAY 12TH AUGUST

This year, the EIF presents more Screenings than ever before. Be sure to look out for these...

### LostWinds

*LostWinds* is a new game created for the Nintendo Wii by Frontier Developments, the company created by games legend David Braben, the man behind the free-roaming combat space simulator, *Elite*. *LostWinds*, which is available exclusively via WiiWare, is an enchanting adventure bursting with new gameplay ideas that embrace the innovative controller of the Wii. Braben and Lead Designer and concept initiator of *LostWinds*, Steven Burgess, will explain how they put the power of the wind in the palm of our hands with a look at the making of their gorgeous, gusty game.

This Screening is your chance to discover how Enril and Toku's adventure to save the beautiful world of Mistralis grew from a simple daydream by Steven, to become the most popular game for Nintendo's WiiWare. *LostWinds* has created a whirlwind of impressive reviews including Eurogamer (9/10 – "Frontier has created a mini-masterpiece at the first attempt"), GamesRadar (9/10 – "A stunning example of what videogames can achieve in terms of craftsmanship and artistry"), Destructoid ("The most charming, enveloping Wii game I have played all year, period") and The Sunday Times (5/5 – "...this is game design at its very best: the controls are superb and the puzzles are truly engaging").

### Codemasters

Codemasters, one of the world's leading publishers, are pulling together a range of their latest and most popular titles for this year's Edinburgh Interactive Festival. In the past, Codemasters have demonstrated some of their biggest titles for Edinburgh Interactive audiences including *Colin McRae: Dirt*, *Race Driver: Create & Race*, *Turning Point: Fall Of Liberty*, *Clive Barker's Jericho* and *Lord Of The Rings Online*.

From the latest online massively multiplayer games, through to the company's famous racing titles, Codemasters always have something amazing up their sleeves...

### Tom Clancy's EndWar

Ubisoft presents one of the most highly anticipated games of 2008. *Tom Clancy's End War* is set in the near future. The unthinkable happens in 2016. A nuclear exchange in the Middle East kills 20 million people and cripples the world's oil supply. Crude oil prices spike at \$800 a barrel.

One year later, the threat of worldwide nuclear war is eliminated when the United States and Europe deploy a comprehensive space-based anti-ballistic missile shield. Russia soon follows with an advanced missile defense system of its own. Intercontinental ballistic missiles are rendered obsolete. A chillingly relevant storyline pits superpower against superpower in all-out war – with you in command. You'll take control of the US-led Joint Strike Force, the European Enforcers Corps, or the Russian Spetsnaz Guards Brigade in a single-player campaign or online against friends in a persistent-world Theater of War mode. *EndWar* goes beyond other war games by letting you use your own voice to control your units, offering you true control of the action at the speed of thought.

### The Latest, Greatest Games From Scotland

Did you know that in addition to shortbread, kilts and heart disease, Scotland is a world leader in videogames? The infamous *Grand Theft Auto* series has been designed and built in Scotland since day one. However, there is much, much more to see. With nearly 30 game developers, working across every platform known to man, from mobile to digital TV, there are always exciting, original and jaw-dropping new games from north of the border. This year we plan to show off as many titles as we can from the new generation of game developers in Scotland.

### Demo Scene

Demos are not just the things you find on DVDs stuck to games magazines. For many people they're a strange and amazing new artform – part game, part special-effects, part animation – and entirely amazing. Created by small teams of talented programmers, demos are not animated movies, but short films created entirely using programming techniques and M4D 5K1LLZ. If you love film, appreciate art and are amazed by what computers can do these days, you have to come and see the most amazing demos in the world today.

### A Brief History Of Games In Scotland

As we all know, Robert the Bruce invented the first ever videogame. Sort of. However, did you know that Scotland was also responsible for *Grand Theft Auto*, *Lemmings*, *Tanktics*, *H.E.D.Z.*, *Braveheart*, *Plane Crazy*, *Baldies*, *Wireless Pets*, *State Of Emergency*, *Crackdown*, *Blood Money*, *Space Station: Silicon Valley* and *Denki Blocks*? Join EIF Screenings Director Brian Baglow for a whistlestop tour through the history of videogames in Scotland (warning: may contain made-up facts).

### Dare Video Diaries

The Dare to be Digital competition has been praised for encouraging originality, inspiring the next generation of developers and being as close as it's possible to get to the real world of game development. What most people don't realise is that game development is not necessarily like working in Willy Wonka's factory. The Dare video diaries give you a glimpse into the sinister underbelly of the game design dream, in which enthusiastic, talented and clever young people experience the grim reality of building a game in ten weeks.

Monday 11th August	<p><b>Talent Arcade</b> Channel 4's 4Talent Scotland hits the Edinburgh Interactive Festival this year with a packed programme of workshops to help rocket new video gaming talent through the stratosphere.</p> <p><b>The Knowledge:</b> Learn how to climb the career ladder, or finance and publish your own games.</p> <p><b>The Kit:</b> Get toolled up with the latest hardware and software to keep your work ahead of the game.</p> <p><b>The Brief:</b> Rise to a real-life creative challenge to win GamePlay training and coveted work placements with Scottish games employers TPLD, 3MRT, Tag Games and Cohort Studios.</p> <p>Artists, programmers, designers, writers – if you want to get onto the next level in your gaming career, get along to Talent Arcade. Monday 11th August, 10:00 – 20:00, Edinburgh International Conference Centre. For free tickets and information, visit 4Talent Scotland. <a href="http://www.channel4.com/4talent/scotland/">www.channel4.com/4talent/scotland/</a> Deadline for registration is Monday 4th August.</p>	
TIME	SESSION	SPEAKER
Tuesday 12th August	<p><b>Gaming in Education</b> There's far more to games than the hysteria over the content of the latest PlayStation or Xbox titles. Games can be challenging, thought-provoking, fascinating, enjoyable, fun and even educational. This is a superb and thought-provoking session that will demonstrate the powerful learning experiences that are already being created using the kind of gaming technologies that young learners are already familiar with and love.</p>	
09:30 – 09:35	<b>Introduction and welcome</b>	Graham Brown-Martin, Founder, handheldlearning.org
09:30 – 10:00	<b>Opening address</b>	
10:00 – 10:45	<b>Game Based Learning – an Overview</b>	Derek Robertson, New Technologies for Learning Development Officer, Learning and Teaching Scotland
10:45 – 11:05	<b>Nintendogs in Primary Learning</b>	Anna Rossvoll, ICT Development Officer, Aberdeenshire Council
11:05 – 11:30	<b>Comfort break</b>	
11:30 – 11:50	<b>Endless Ocean for Endless Learning</b>	Kim Applin, Deputy Head, Meldrum Primary School
11:50 – 12:10	<b>Game Based Learning in Action</b>	Susan Yeoman, Principal Teacher, Woodhill Primary School
12:10 – 12:30	<b>Inanimate Alice and iStories</b>	Ian Harper, Producer and CEO, Bradfield Company
12:30 – 13:00	<b>Panel discussion</b>	featuring speakers above and joined by Eاون MacKenzie (3MRT), Matt Sweeney (TPLD), Alan Mills (SSAT) and Judy Robertson (Herriot-Watt University)



Tom Clancy's EndWar



LostWinds

# datascope

## RECRUITMENT

Datascope was established in 1991, at that time to focus on games programmers.

Our expertise very quickly spread across all development roles (artists, designers, producers, QA) and then into commercial positions (sales, marketing, PR).

We have grown considerably over the years and now have 10 permanent consultants who just focus on games recruitment. Four years ago we opened an office in Chicago to deal with US and Canadian markets. We are the largest games recruiter in the UK and deal with developers and publishers throughout the UK and Europe, Australia and North America.

We currently manage all of Sony Computer Entertainment Europe's development recruitment across its three UK studios. We are now in our seventh year of working with SCEE. All our consultants are highly trained, academic professionals, responsible and accountable for their own specific area of expertise.

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# VIDEOGAMES SHORT FILM SEASON @ THE FILMHOUSE

FILMHOUSE CINEMA, 88 LOTHIAN ROAD, EDINBURGH EH3 9BZ

Videogames, ladies and gentlemen, are now far more than a child's plaything, or mere distraction for the feeble-minded. They're a genuine cultural phenomenon all of their own, which is influencing popular culture and artists all over the world.

For the first time ever, we have created a short film festival, running alongside the 2008 EIF, in partnership with Edinburgh's famous Filmhouse cinema. We present two films, each of which takes an unexpected look at the way in which videogames and

## FILMHOUSE

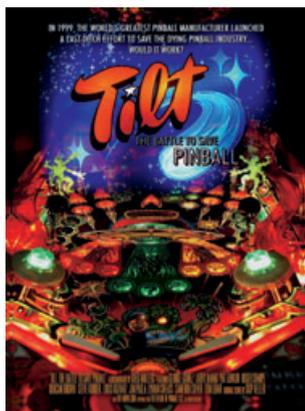
the ongoing evolution of gaming is affecting the world. *Tilt: The Battle To Save Pinball* outlines the way in which the rise of the video arcade and the growth of the home console radically changed the pinball industry. *Second Skin* looks at the incredible growth in massively multiplayer online games and the ways in which these new worlds are affecting

players – with both positive and negative effects.

Whether you're a hardened gamer, a newcomer to gaming, or just a film fan with an eye on the future (giant robots will kill us all: FACT), you should go and watch these films. They're hand-picked, not computer-generated, and will fascinate and entertain.

08

TILT: THE BATTLE  
TO SAVE PINBALL



**SATURDAY 9TH AUGUST, 18:30, THE FILMHOUSE, EDINBURGH**  
[WWW.TILT-MOVIE.COM](http://WWW.TILT-MOVIE.COM)

The situation facing the designers at Williams in 1998: come up with something new, or see the world's largest pinball manufacturer shut down forever. And Williams' designers did come up with something new: a different kind of pinball machine – Pinball 2000 – that fused video with classic pinball gameplay, preserving what was great about pinball yet opening up all-new possibilities for a product thought to be on its last legs. Yet soon after its successful and highly-profitable launch, Williams pulled the plug,

leaving behind unanswered questions and abandoning one of the world's great design organisations. *Tilt: The Battle To Save Pinball* tells the story behind one of entertainment's most mysterious failures.

Not just for pinball fanatics, *Tilt* tells an account that any follower of technology, design, or business will find fascinating. Seen from the perspective of the designers who created Pinball 2000, *Tilt* is a story about personality and passion, of bold success dizzily followed by stunning failure.

08

SECOND SKIN

**SUNDAY 10TH AUGUST, 18:30, THE FILMHOUSE, EDINBURGH**  
[WWW.SECONDSKINFILM.COM](http://WWW.SECONDSKINFILM.COM)

*Second Skin* takes an intimate, disturbing look at three sets of computer gamers whose lives have been transformed by the emerging genre of computer games called massively multiplayer online games, or MMOs. *World of Warcraft*, *Second Life* and *EverQuest* allow millions of users to interact simultaneously in virtual spaces.

*Second Skin* introduces viewers to couples who have fallen in love without meeting, disabled players

whose lives have been given new purpose, men who have trouble distinguishing between the real and virtual worlds, Chinese gold-farming sweatshop workers, wealthy entrepreneurs and legendary guild leaders – all living within a world that doesn't quite exist. *Second Skin* focuses on a couple who met in a virtual world, an addict whose life was ruined by MMOs, and a group of gamers who spend most of their lives inside virtual worlds.

08



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## CONFERENCE SCHEDULE

## MONDAY 11TH AUGUST 2008

Location: The Fintry, Edinburgh International Conference Centre

TIME	SESSION	SPEAKER
9:00 – 10:00	Registration and coffee	
10:00 – 10:05	Opening remarks/welcome	Simon Harvey, MD, Barrington Harvey
10:05 – 10:30	Opportunities in the New Digital Age	Chris Deering, Chairman, EIF
10:30 – 10:45	Dare To Be Digital	
10:45 – 11:30	Who Plays What and Why	Sean Dromgoole, CEO, Some Research and GameVision
	SESSION OVERVIEW: GameVision interviews more than 40,000 gamers a year in Europe and the US on behalf of all the major publishers. Every four years or so we take a step back from the usual usage and attitude tracking and segment the market. We've just done it again. Are your audience Scrappers or Wolves? Snackers or Lone Rangers? And what does it mean for you if they are? All will be revealed.	
11:30 – 11:45	Comfort break	
11:45 – 12:30	Keeping the UK on Top of Its Game	Rod Cousens, MD, Codemasters
12:30 – 13:00	Too Cool for School – A New Look at Games in Education	Graham Brown-Martin
	SESSION OVERVIEW: This session will show how off-the-shelf games and consoles are being used today to achieve transformational improvements in learning and teaching practice for a fraction of the cost of traditional ICT deployment. The session will also urge developers <i>not</i> to start designing games for schools but to stick to what they do best – create compelling interactive entertainment.	
13:00 – 13:45	Lunch	
13:45 – 14:15	The Most Important Games of Last Year You've Never Heard of	Margaret Robertson
	SESSION OVERVIEW: The last 12 months have been dominated by talk of <i>BioShock</i> , <i>GTAIV</i> and <i>Wii Fit</i> . But are they really the most significant games of the year? Have they done the most to change the rules, and to establish the trends that will shape the industry in the years to come? While the aforementioned titles get the headlines, the games whose personnel, means of production, target audience, chosen platform, gameplay innovations, visual style, business models or marketing approach are rather more revolutionary can easily get overlooked. So, if you've ever wished you'd spotted <i>Portal</i> back when it was still <i>Narbacular Drop</i> , this session will steer you through the robot-building, wing-walking, child-rearing, music-battling games that will change the industry in 2009.	
14:15 – 15:00	19 Entertainment – Interactive TV	Martin Lowde, Head of Digital Entertainment, 19 Entertainment
15:00 – 16:00	The Future of Alternative Reality Games	Patrick O'Luanaiagh (MD, nDreams), Dan Hon (CEO, SixToStart), Alex Fleetwood (Producer, Hide & Seek Festival), David Varela (Writer/Producer, Perplex City), Yomi Ayeni (Director, Expanding Universe)
	SESSION OVERVIEW: This session will feature some of the most experienced names from the growing genre of alternate reality games (ARGs). After a whistlestop tour of some recent examples, we'll discuss where the panel see ARGs going in the future. We'll explore business models, opportunities offered by new technology, their rising use for advertising and promotion, and other key areas as the panel gaze into their collective crystal ball...	
16:00 – 16:30	Coffee break	
16:30 – 17:15	Arcade Amusements Get Wired	Kevin Williams, KWP Limited
	SESSION OVERVIEW: Kevin Williams will look at what the out-of-home interactive entertainment industry represents to the creative culture of games and interactive entertainment.	
17:15 – 17:45	Inline Transactions	Karl Mehta, PlaySpan
17:45 – 18.15	Presentation: the Edge Award for Interactive Innovation	Alex Wiltshire

## CONFERENCE SCHEDULE

## TUESDAY 12TH AUGUST 2008

Location: The Fintry, Edinburgh International Conference Centre

TIME	SESSION	SPEAKER
9:30 – 9:45	Opening remarks	Chris Deering, Chairman, EIF
9:45 – 10:30	Real Politics Infest Virtual Worlds. Pest Control Required	Eyjólfur Guðmundsson, Lead Economist and Head of Research and Statistics, CCP Games
	SESSION OVERVIEW: The social and economic consequences of in-game communities must be one of the most fascinating subjects in the games industry. The skills needed in this genre of games has much if not more to do with how one effectively intercedes and moderates growing communities as it has the technology and content production. CCP Games have quite correctly recognised the importance of this and their research is extremely revealing.	
10:30 – 11:30	The Three MMOs: From Content to Community	Toby Simpson (CTO, Nice Tech), Kerry Fraser-Robinson (President, Redbedlam), Matt Rothman (Hemisphere Capital), Rik Alexander (CEO, Monumental Games)
	SESSION OVERVIEW: There's a lot being written about virtual worlds and a lot of funds being invested in them, but when you look at who's out there doing it, it's a short list. We'll be looking at what it takes to build these new forms of entertainment, knowing it requires a lot more than technology.	
11:30 – 12:00	Coffee break	
12:00 – 12:30	GPS Shows the Way to the Future	Magnus Nilsson, Wayfinder
12:30 – 13:15	The Reset Generation – How Today's Youth is Influencing Tomorrow's Games	Scott Foe, Senior Producer, Nokia
	SESSION OVERVIEW: Today's youth are the 'reset generation' – young people who, when a situation becomes difficult or burdensome, quit and start over again in a different situation. Foe will examine the impact of the reset generation on the gaming world, talk about new titles such as <i>Reset Generation</i> to show how youth is influencing games today, and ultimately conclude that this generation is already defining what entertainment will be in the future.	
13:15 – 13:30	Wrap-up and thanks	Chris Deering, Chairman, EIF
14.00	Welcome – Digital Interactive Symposium	
14.10	Games and Academia: A rant	Richard Bartle (University of Essex)
15.00	Coffee break	
15.15	TBA	Eyolfur Gudmundsson (CCP)
15.45	Innovative Education using Virtual Worlds	Austin Tate (University of Edinburgh)
16.15	Coffee break	
16.30	TBA	Gianna Cassidy (Glasgow Caledonian University)
17.00	Roundtable discussion	
17.30	Wrap-up and thanks	

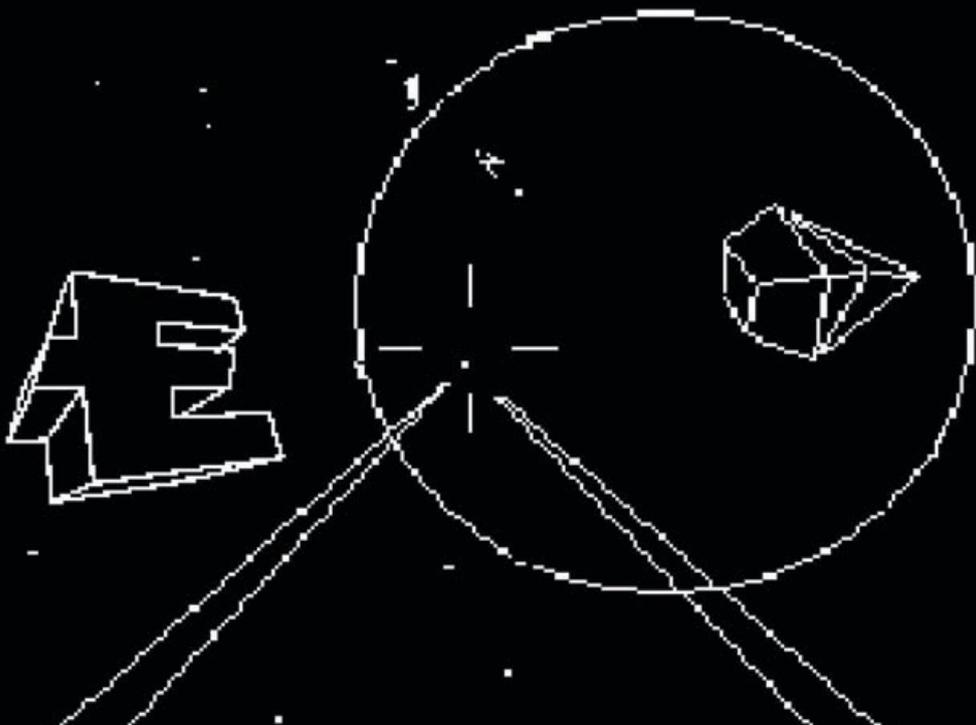


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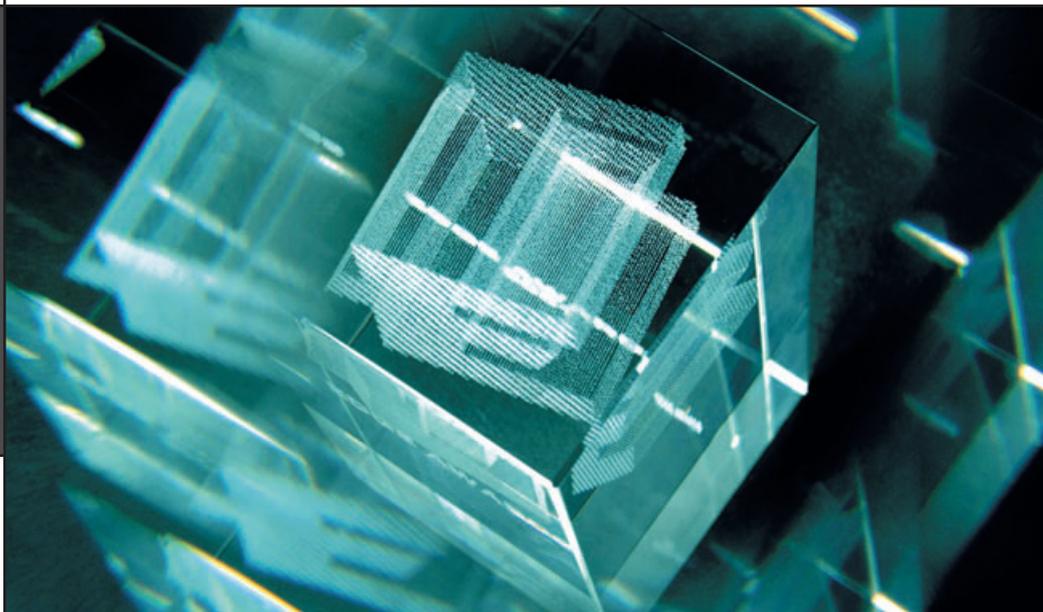
## MEDIA PARTNERS:



# THE EDGE AWARD FOR INTERACTIVE INNOVATION

CONGRATULATIONS TO THE SIX NOMINEES (BELOW). THE AWARD WINNER WILL BE ANNOUNCED ON MONDAY 11TH AUGUST AT 17:45.

THE EDGE AWARD



## SUPER MARIO GALAXY

Publisher: **Nintendo**  
Developer: **In-house**



## ROCK BAND

Publisher: **Electronic Arts**  
Developer: **Harmonix**



## WII FIT

Publisher: **Nintendo**  
Developer: **In-house**



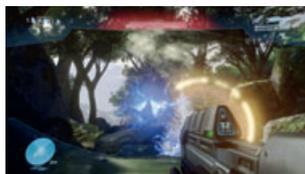
## GRAND THEFT AUTO IV

Publisher: **Rockstar Games**  
Developer: **Rockstar North**



## PORTAL

Publisher: **Valve Software/Electronic Arts**  
Developer: **In-house**



## HALO 3

Publisher: **Microsoft**  
Developer: **Bungie**

All games in the shortlist for the **Edge** Award for Interactive Innovation were released within the last 12 calendar months.



08

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