

NORDIC LOUNGE

Nordic Games & Film @ E3
June 2-4 in Los Angeles

The game industry's most important event Electronic Entertainment Expo (www.e3expo.com) in Los Angeles is back to its former glory this year at the Los Angeles Convention Center with more than 50 000 people from all over the globe expected to attend. This is an excellent opportunity for the Nordic moving media industry to reach out to global and US business partners and make contact with adjacent industries – more specifically the film industry.

As media conversion evolves, video games and films merge providing new business and creative opportunities for both industries. Nordic game developers have been trusted by Hollywood to make game versions of several recent major feature films, among them *Wanted*, *Terminator – Salvation*, *Watchmen*, *Riddick* and several others. The two industries use the same tools for animation, visual effects, sound effects and more. Hollywood stars appear in video games as voices and characters. These examples prove that media conversion takes place not only in the audience's habits, but in production, marketing, technology development and many other fields. Video games and film are closer than ever and as digital media go online, the Nordic region is in a unique position to deliver both technology and content. We're pushing the limits for animation and special effects, and there is celebrated award-winning Nordic talent in both the game and the film industries.

E3 brings games to Hollywood and is an opportunity to show our presence on the global market and build bridges between these two great media expressions. Nordic Lounge is a forum, content program, lounge and showroom where Nordic companies can take advantage of this opportunity. Nordic Lounge takes place in a spectacular venue at the Figueroa Hotel, www.figueroahotel.com, in downtown Los Angeles for two consecutive days. Figueroa is within walking distance from the LA Convention Center.

Join the most interesting companies from Denmark, Finland, Iceland, Norway, and Sweden for two afternoons of relaxed networking, program sessions, refreshments and hors d'oeuvres.

Welcome to join the Nordic Game & Film Lounge !



Program

Day 1, Tuesday June 2nd 12-21.00 **Production**

Content on animation, CGI, post-production, visual effects, sound, motion capture, pipeline management, and other production and technology-related issues. Lectures, panels, show-cases and expo.

Day 2, Wednesday June 3rd 12-21.00 **Business**

Franchises, financing, intellectual property management, marketing practices, PR, and other business and marketing-related issues. Lectures, panels, show-cases and expo.

Refreshments and snacks will be served. Lounge area with meeting facilities and Internet service.

Participant offer

- Meetings and reservations: assistance to exhibitors with meeting reservations and making contact requests.
- Contact wish-list: exhibitors nominate 5-7 persons or companies that they would like to meet, which will then be and invited by staff in California.
- Invite your VIPs: Each company or participant can invite their top 5-10 connections to the event.
- Meeting facilities: on-site at Figueroa and LA Convention Center, as well as other nearby locations
- Matchmaking: Before, under and after the event staff will provide matchmaking services/process tailored to exhibitor needs
- Showcase: Each exhibitor is going to get fifteen minutes on stage to present its offer.
- Show reel, display opportunities: On location there will be a number of large flat screens for show reels and demos. Beside those, bar tables will be available for lap top presentations.
- Press and media consultant: As an added services a press and media consultant will work actively with press contacts.
- Promotion materials: Print materials with exhibitor presentations and information on Nordic opportunities.
- Exhibitor Passes: One Exhibitor pass and three guest passes for E3
- Additional events: In conjunction to E3, several social and networking events are taking place, we will try to get participants in on as many as possible.
- Discount hotel reservations (accommodation costs not included)
- Special Requests: and connections to investment opportunity will be handled on demand and individually per company.
- Team Dinner, we will have a own participants dinner to further our relations.

Please register before May 12th through attached sign up form.

Send to sten@nordicgame.com Time is essential so deadline is sharp!

Participating fee is US\$500, 20% discount for members of Nordic trade associations or MMSS members.

For additional information call or email to Sten Selander.

Best Regards



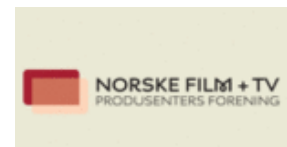
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Nordic Game Program



SPELPLAN

ASSOCIATION OF SWEDISH GAME DEVELOPERS

Top: Figueroa wallpaintings are ever changing and is a landmark in Los Angeles
Bottom: A view of the entrance to the Figueroa Hotel in downtown Los Angeles.
The hotel, built in the 1920s, is a famous hangout for celebrities. Style wise, it combines early California Mission style with a heavy Moroccan flair.

En investering för framtiden

