



DARE TO BE DIGITAL ACADEMIC PARTNERS CHOOSE GAMEBRYO® LIGHTSPEED™

Four University Teams Adopt the Revolutionary Power of LightSpeed for Video Game Development Competition

London, U.K. – July 23, 2009 – Emergent™ Game Technologies announced today that four teams from the “Dare to be Digital” international student computer game design competition will be using the revolutionary power of Gamebryo® LightSpeed™. Emergent is one of the top technology partners providing support to the Abertay University’s annual competition where aspiring video game developers from around the world create working prototype games in just a short 9-10 week timeframe. LightSpeed’s ability to get teams up and running quickly made the product a great match for teams.

The four teams that have chosen LightSpeed as their development engine are **CottonBall Physics** from University of Ulster Magee and Dun Laoghaire Institute of Art, **Inertia Interactive** from Portsmouth University, **Thunderbirds** from Algoma University (Canada) and Abertay, and **Trouble Maker** from Peking University. Join Emergent’s community in tracking each team’s progress in their blogs hosted on the Emergent community site, Pulse.

The recently launched LightSpeed provides a flexible engine that brings the ability for rapid prototyping, iteration and development – from concept, to prototype and all the way through production - giving teams access to the tools they need to allow them to focus on creative and innovative game ideas needed to win the competition and the move forward into full production.

The 5-member student teams have 9-10 weeks to create a working game prototype. They receive a stipend, industry mentoring and at the end of the development period they must immediately demonstrate their game at “Dare Prototype”, part of the Edinburgh International Festival. The three best prototypes will be nominated for the BAFTA Ones to Watch Award.

Emergent supports 35 universities worldwide as part of the growing Emergent community. For more information on Dare to be Digital, please visit www.daretobedigital.com

To learn more, please visit www.emergent.net.

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About Emergent

Emergent Game Technologies works with developers and the industry’s top middleware providers to create state-of-the-art software and services needed to rapidly move from prototype to final product. These proven, stand-alone solutions include the award-winning Gamebryo software platform. Emergent helps developers fulfill their maximum creative potential by giving them the power to endlessly – and efficiently – iterate development.

Emergent is headquartered in Calabasas, California, and has offices in Chapel Hill, NC; Austin, Texas; London; Tokyo; China and Korea. To learn more, visit www.emergent.net.

About Emergent Products

Emergent Game Technology’s Gamebryo is used to create high-quality titles for PLAYSTATION 3 system, Xbox 360, PC and Wii. Publishers that have used Gamebryo in the past include: Disney, Google, Electronic Arts (EA), Take Two, Namco

and THQ to name but a few. Gamebryo has been used as the core tech in high profile titles such as EA-Mythic's ***Warhammer Online: Age of Reckoning*** and Firaxis' ***Civilization Revolution***. Gamebryo LightSpeed, the next leap forward in game development technology, offers game designers a cross-platform, cross-genre solution that has rapid prototyping, rapid iteration and real-time updates to simplify game technology creation and open the door to exciting gameplay possibilities.

To date, Gamebryo has been used in more than 250 shipped games titles from downloadable casual games to first-person shooters to massively multiplayer online games. Another 150 titles are currently in development.

Emergent Media Contacts:

Tracie Snitker
Reverb Communications
(209) 586-1495 x104
Tracie@reverbinc.com

Casey Lynch
Reverb Communications
(209) 586-1495 x102
Casey@reverbinc.com

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