

Engage!

CONFERENCE & EXPO

February 15-16, 2011 New York City

PROGRAM & EXPO GUIDE

Presented by



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MEDIA

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- Heiko Hubertz
Bigpoint



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- Sebastian Teuber
Upjers

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- Michael Zillmer
InnoGames



"ATLAS Interactive offers us a safe and secure payment system with fair conditions and brilliant service."

- Stegan Jansen
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Welcome to

Engage!®

CONFERENCE AND EXPO

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Keynote Speakers

9:30 am to 10:30 am - Tuesday, February 15th

**Designing Games for Maximum Appeal:
How Zynga Engages 60 Million Players a Day**
Brian Reynolds, Chief Game Designer, Zynga

Brian will cover how games are designed to be the most engaging and social for consumers. This includes gameplay mechanics, social features and he will also cover in-game integrations with major brands and how those are incorporated in to games to create new sources of engagement.

About Brian Reynolds



A nineteen-year industry veteran, Brian Reynolds is recognized as one of the industry's most talented and productive game designers. Honored by PC Gamer magazine as one of twenty-five "Game Gods," Reynolds played a key role founding two successful videogame studios: Firaxis and Big Huge Games. Reynolds' videogames have sold over 6 million copies worldwide, and he has masterminded the design of several smash hits including Civilization

II®, Alpha Centauri®, and Rise of Nations®, as well as Catan® for Xbox360 Live Arcade.

Highly regarded as well for his mastery of the art of programming, Reynolds' dual specialty gives him the substantial advantage of being able to bring his own visions to life – and he has built a reputation for finely tuned gameplay. As Chief Designer for Zynga, Brian now applies these talents to the rapidly growing world of social network games, and with his cohorts at "Zynga East" is hard at work on new social strategy games!

Just three years old, Zynga is the world's largest social game developer with more than 360 million monthly active users and 65 million daily active users. The company makes social games that are free and accessible for everyone to play. Zynga's games include FarmVille, FrontierVille, Mafia Wars, Zynga Poker, Café World, Treasure Isle, YoVille, FishVille and PetVille. Zynga games are available on Facebook, MySpace and the iPad and iPhone.

9:30 am to 10:30 am - Wednesday, February 16th

Power Moms and Their Mighty Blogs
Rick Wion, Director of Social Media, McDonald's USA

Learn insights and aha's from McDonald's four plus years of digital and social engagement with moms. The keynote will include case studies and insights for setting up winning strategies and tips on thoughtful engagement with this ever-evolving and powerful group.

About Rick Wion



Rick is the head of social media for McDonald's USA. Beyond reminding folks how yummy the fries are, Rick's efforts include social marketing campaigns, long-term branding, issues management, customer service and employee engagement. Using new trends and technologies to enhance digital storytelling around McDonald's balanced menu options is also a key driver behind the brand's endeavors.

McDonald's USA is the leading foodservice provider in the United States serving a variety of food to more than 26 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local business men and women. 11,000 of the company's U.S. restaurants offer free Wi-Fi.

Prior to McDonald's, Rick was Vice President of digital and social media for GolinHarris in Chicago where he implemented digital-communications strategies for Fortune 500 companies including Unilever, Johnson & Johnson, and Dow among others.

Rick is also a former lifestyle/travel reporter, proud graduate from the University of Illinois, beer snob, die hard Cub fan and lover of the McRib.

You can follow Rick on Twitter at @rdublfi.

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Sponsors and Exhibitors



Schedule At A Glance

Tuesday, February 15, 2011

8:00 9:30	Registration and Badge Pick-Up					
9:30 10:30	Keynote - Designing Games for Maximum Appeal: How Zynga Engages 60 Million Players a Day Brian Reynolds, Chief Game Designer, Zynga					
10:00 10:15	Break and Demos in the Expo Hall					
	App Strategy and Development	Social Games, Casual MMO's and Virtual Worlds	Digital Kids Business Strategies	Digital Kids Creative, Design and Development	Digital Monetization Strategies	Gamification Track Sponsor 
	Room 4	Room 3	Room 1	Room 2	Room 5	Room 6
11:00 11:30	Location Based Service Platforms and Technologies	State of the Industry: Social Games, Virtual Worlds and Casual MMOs	Digital Kids, Social Games, Virtual Worlds by the Numbers: A Look at Market Research	Wizards of KID (The Alchemy of transforming Kid's Movies, TV and Toys into Online Worlds)	mCommerce: Trends & Opportunities	Let's Play: Driving User Behavior with Game Mechanics
11:30 12:00					Mobile Payments and Why They're Important	
12:00 1:00	Lunch in the Food Court and Demos in the Expo Hall					
1:00 1:30	Buy the Number\$ - A Latest Look at the Markets for Apps	Toys, Virtual Worlds and MMOGs: Where is the business model heading?	Case Study: Interactive Toy's License of the EA's Medal of Honor Brand for its New RC Line	Case Study: A Transmedia Approach to Learning with PBS KIDS	The Fastest Growing New Product Category: Branded Virtual Goods	Putting Gamification in your Product Strategy
1:30 2:00			Social Media and Toy Retailing - A Look at Sears	KidZui Introduces KidClicks: New Engagement Platform for Family Friendly Brands	Monetization Strategy to Reach the U18 Market: Win/Win for Parents and Merchants	
2:00 2:30	Break and Demos in the Expo Hall					
2:30 3:00	iPad's and Pre-schoolers: It's More Than Sticky Fingers that Makes the Two Hard to Separate	From Free to Play to Paid Long Term Customer	Engaging Moms Online...What's Next on the Mom Horizon and How Brands Can Navigate the New Frontier	Chasing Wonder: The Future of Engagement	Monetizing Made Easy - Big Brands and Direct Integration	Engagement – the New Metric: How to Measure & Grow It
3:00 3:30			Keeping it Legal: Understanding the Risks with Gamification and Virtual Offers			
3:30 3:45	Break and Demos in the Expo Hall					
3:45 4:45	The Current State of Mobile Investment Environment	Production Considerations in Social Games	Playground-Ready Interactive Hand-held Game Powered by ThinFilm Memory	Update on COPPA – The Impact of FTC Changes on Youth-Targeted Services	Monetization Strategies: What's Working Today	Build vs Buy: Understanding the Platforms and Technologies
4:30 6:00	Conference Reception - sponsored by Open Market					

Reception Sponsor



Wednesday, February 16, 2011

8:00 9:30	Registration and Badge Pick-Up				
9:30 10:30	Keynote - Power Moms and Their Mighty Blogs Rick Wion, Director of Social Media, McDonald's USA				
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	App Strategy and Development	Social Games, Casual MMO's and Virtual Worlds	Digital Kids Business Strategies	Digital Kids Creative, Design and Development	Digital Monetization Strategies
	Room 4	Room 3	Room 1	Room 2	Room 5
11:00 11:30	Case Study: Hallmark, Connecting Emotionally Through Augmented Reality	Branded Social Games	Toy Trends and Innovations	Digital Girls: Toys, Games and the Digital Frontier	Managing Your Virtual Economy
11:30 12:00	Creating an App Community with Smule		Moshi Monsters: How we built a \$100 Million Transmedia Monster		
12:00 1:00	Lunch in the Food Court and Demos in the Expo Hall				
1:00 1:30	Augmented Reality – State of the Market	Beyond the Online Unlockable: Getting the Most Out of Digital Rewards	Eight Mistakes You Can't Make with Constantly Connected Retailers!	Case Study: From Game Design Document to Open Beta, How to Launch a Virtual World in Less Than 6 Months	Turning Players Into Profits
1:30 2:00				Case Study: A Look Behind McDonald's Happymeal.com and Their Virtual World Called 'McWorld'	
2:00 2:30	Break and Demos in the Expo Hall				
2:30 3:00	Want to Play? How Augmented Reality is Transforming Play Patterns and Enriching Brand Experiences	Tomorrow's Online World: Creating New & Innovative Gameplay Experiences in an Evolving Digital World	Engagement Everywhere – Using a Multi-Platform Approach to Keep up with Today's Kids	Building a Better Sandbox: 5 Tips for Creating a Successful Youth MMO	Making Money in Mobile: Phone, Apps and More
3:00 3:30		Parent and Player Engagement via Social Media			
3:30 3:45	Break and Demos in the Expo Hall				
3:45 4:15	Defining your LBS Strategy, What does ROI mean to you?	Community Management: The Long View	How Digital Changes Play – Hear What Kids Say	Online User Engagement	Case Study: Parrot AR.Drone: The Convergence of Gaming and Reality
4:15 4:45				Journalist Huddle: Show Buzz – What's Hot!	

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Expanded Schedule

App Strategy and Development

February 15, 2011

Room 4

11:00 – 12:00 pm

Location Based Service Platforms and Technologies

This session will examine the new technologies and platforms. Speakers will discuss the alternatives that are available for the various platforms. The Location Based Marketing medium offers unique complexities including interactivity, immersion, scalability and intense user involvement. New technologies now leverage those elements. New and emerging platforms and trends will also be discussed.

Andy Ellwood, Director of Business Development, Gowalla

Chris Mahl, Chief Brand Alchemist, SCVNGR

Leor Stern, Head of New Business Development, Local, Google

Eric Friedman, Director Of Business Development, Foursquare

Mike Schneider, SVP Director, Digital Incubator, Allen & Gerritsen (moderator)

1:00 – 2:00 pm

Buy the Number\$ – A Latest Look at the Markets for Apps

This session will provide data, facts, and figures about the state of the smartphone and app business. Look for an in-depth picture of the industry and markets by the numbers. The very latest market research, trends and usage and spending habits.

Daniel Ruby, Research Director, Chitika

Joost Van Dreunen, President, SuperData Research

2:30 – 3:30pm

iPad's and Preschoolers: It's More Than Sticky Fingers that Makes the Two Hard to Separate

The introduction of touch-screen media to mass audiences via hand-held devices like the iPad will prove to be a game-changer for those in the children's media and educational products businesses. Join a panel of children's media experts as they discuss the implications of the iPad and other portable touch devices.

Bill Shribman, Senior Executive Producer, WGBH Educational Foundation

Scott Chambers, Senior Vice President of Worldwide Media Distribution, Sesame Workshop

Leslye Schaefer, Senior Vice President of Marketing and Consumer Products, Scholastic Media

Jinny Gudmundsen, Kid Tech Columnist, USA Today.com and Gannett News, Executive Editor Phone Apps & Video Games, Common Sense Media (moderator)

3:45 – 4:45pm

The Current State of Mobile Investment Environment

This session will examine the current mobile investment environment. We will be discussing investment trends – from angel investment to venture capital to strategic investment options – in the mobile space. Find out what investors are looking for when considering investing in mobile companies. Find out what is important to investors currently. Attendees will also hear: What are the typical deal terms; What investors are looking at when it comes to mobile

content and services? Find out what investors see as the trends in the mobile sector and what a entrepreneurs can do to capture investors attention and be successful in raising capital?

David Thacker, Associate Partner, Greylock Partners

David Aronoff, General Partner, Flybridge Capital Partners

Paige Craig, CEO & Cofounder, BetterWorks

Joe Hyrkin, Board Of Directors, Viximo, Inc. (moderator)

App Strategy and Development

February 15, 2011

Room 4

11:00 – 11:30am

Case Study: Hallmark, Connecting Emotionally Through Augmented Reality

Find out how Hallmark Cards, Inc. uses augmented reality to engage people on an emotional – not just technical – level. They will illustrate the ways in which Hallmark leverages gaming, storytelling, and facial recognition to digitally enhance real-world connections and create relevant products for people of all ages. The case study will offer guidelines for developing experiences that are powerful, efficient and intuitive when dealing with uninformed users.

Tim Bodendistel, Consulting Designer, Hallmark Cards Inc

Thomas Alt, CEO, metaio, Inc.

11:30am – 12:00pm

Creating an App Community with Smule

The proliferation of mobile apps has taken the mobile industry by storm, opening up the door for a broader community and creative expression. Join Jeff Smith, CEO of Smule, a premier iPhone and iPad app developer with top ranking apps such as "I Am T-Pain," Glee Karaoke, Magic Fiddle, Magic Piano and Ocarina as he discusses the creative side behind Smule's apps and the network that has connected millions of users around the world.

Jeffrey Smith, CEO and co-founder, SonicMule, Inc. aka Smule

1:00 – 2:00 pm

Augmented Reality – State of the Market

This session will examine the the state of Augmented Reality (AR). Speakers will discuss the various platforms and applications. New and emerging platforms and trends will also be discussed. This session will also provide an overview of AR, including examples of some successful AR executions used with entertainment industries, marketing and toys and games.

Ori Inbar, CEO, Co-Founder, Ogmento

Chris Grayson, Director of Digital at Humble.Tv (moderator)

Albert Heekwan Kim, Founder and CEO of Zenitum

Alpay Kasal, Owner, Lit Studios

2:30 – 3:30 pm

Want to Play? How Augmented Reality is Transforming Play Patterns and Enriching Brand Experiences

True to its name, augmented reality “fills in.” It adds context. It brings existing toys and games – from books to board games to durables and more – into another dimension, by adding elements that aren’t necessarily visible: character backstory, distinct time and place, new wrinkles in the narrative. Adding AR enhances play patterns, extends engagement and expands the overall experience – for the child, but also for the brand. Married to a game engine, AR plugs into various other digital components and the social web. [Greg Davis, North America General Manager, Total Immersion](#)
[Matthew Szymczyk, CEO and founder, Zugara](#)
[Peter Marx, Vice President, Business Development and Digital Studio, Qualcomm](#)
[Chas Mastin, CTO, Whistlebox \(moderator\)](#)

3:45 – 4:45pm

Defining your LBS Strategy, What does ROI mean to you?

This session will help you ID your goals and strategies using Location Based Marketing. Look at prior considerations from established players and hear planning that worked and planning that didn’t. What opportunities do Location Based Marketing hold over other, more established, media formats. How do you insure that your campaigns quantified and verified. [Joshua Karpf, Senior Manager, Digital Media Communications, PepsiCo](#)
[Rodney Gibbs, CEO, Ricochet Labs](#)
[Jodi Gersh, Social Media Manager, Gannett Company](#)
[John Swords, Partner and Ringleader, Circ.us \(moderator\)](#)

Social Games, Casual MMO's and Virtual Worlds

February 15, 2011
Room 3

11:00 – 12:00

State of the Industry:

Social Games, Virtual Worlds and Casual MMOs

What trends are declining, and which trends are on the rise? Join us for an overview of the current state of Social Games, Virtual Worlds and Casual MMO's provided by industry veteran Steve Meretzky.

[Steve Meretzky, VP Game Design, Playdom \(Disney\)](#)

1:00 - 2:00 pm

Toys, Virtual Worlds and MMOGs:

Where is the business model heading?

Join a panel of experts from both established toy companies and new ventures as they share their thoughts on the evolution of the business model behind toys, virtual worlds and MMOGs. Can Virtual Worlds and MMOGs be used to drive the creation of new toys and play experiences (for kids) and new selling opportunities (for toy brands)? Can Virtual Worlds and MMOGs supplant traditional media as a source of new toy brands? How do current game de-

signs and game-play mechanics need to evolve in order to create new sources of fun and revenue? Is there a place for user-generated content in the future of toys? What types of toys have the brightest future in the Virtual World and MMOG space? Which businesses and brands are leading the way and how?

[Michael Gold, CEO, Electrotank, Inc.](#)

[Jeanette Juetten, Girl Online Content Marketing Manager, American Girl / Mattel](#)

[Doug Penman, co-CEO and Founder, Nuko Toys](#)

[Sean McEvoy, Director of Content Production, FunGoPlay](#)

[Ido Mazursky, CEO, Shidonni Ltd](#)

2:30 – 3:30 pm

From Free to Play to Paid Long Term Customer

Free to play virtual worlds and casual MMOs have the difficult task of deciding where to block players from content before asking for payment. How do you make sure a player is emotionally invested in your product before asking them to pay? How do you increase the likelihood of conversion using story and narrative? When does the linear path of story work against you and open exploration prevail? I'd like to discuss strategies for engaging players in the virtual world environment, using a balance of story, exploration, and social features, to get the best conversion from free to paying player. [Mark Koerner, Vice President, Product, Six Degrees Games](#)
[Elaine Kitagawa, COO, Gaia Interactive](#)
[Eric Brassard, CEO, Wozworld Inc.](#)
[Brad Singer, EVP, PaymentOne](#)
[Mike Goslin, SVP & GM, Mindspark Worlds \(moderator\)](#)

3:45 – 4:45 pm

Production Considerations in Social Games

Many are still struggling to get their heads around this. How big are the teams? Should you license a middleware technology or build your own? How much should you budget for on-going maintenance and live services such as community management and customer support? In other words, what does it really take to make one of these games? Join a group of developers to demystify these questions.

[Wade Tinney, Founding Partner, Large Animal Games](#)

[Naomi Clark, Chief Design Officer, FreshPlanet](#)

[Charles Foreman, Founder, OMGPOP](#)

[Kenny Rosenblatt, Founder, Arkadium](#)

[Margaret Wallace, CEO, Playmatics \(moderator\)](#)

Social Games, Casual MMO's and Virtual Worlds

February 16, 2011

Room 3

11:00 – 12:00

Branded Social Games

A group of expert game designers will discuss how you can create social games for your brands that not only serve as marketing vehicles for a particular property, but also as revenue drivers themselves. Join us for a group of panelists with deep experience in creating social games and social games for brands. Understand what goes into creating these games. Learn what are the pitfalls and benefits.

Marc N. Debevoise, Senior Vice President, Digital Media, Business Development & Strategy, Starz Media

Demetri Detsaridis, General Manager and Executive Producer, Area/Code

Kris Soumas, Head of Games, AETN Digital Media, a division of A&E Television Networks

David Fahrer, Director of Game Development at Funtank, LLC

Douglas Yellin, Director of Product, Large Animal Games
(moderator)

1:00 – 2:00 pm

Beyond the Online Unlockable:

Getting the Most Out of Digital Rewards

Entering that product code and getting something special – it's almost expected now. How does this go to the next level? Experts discuss and brainstorm ways to take online offline & vice versa, exploring ways to encourage offline play with an online experience, as well as new approaches to digital unlockables.

Chris Romero, CTO, FunGoPlay

Lisa Wascovich, American Greetings, Director of Digital Media, AG Properties

Scott Gordon, Producer, Random House Children's Books

Eric Hardman, Director, Hasbro Online Media, Adult/Family/Pre-school Content, Hasbro

Barbara Pritchard, Executive Producer, Smashing Ideas, Inc.
(moderator)

2:30 – 3:00 pm

Tomorrow's Online World: Creating New & Innovative Gameplay Experiences in an Evolving Digital World

John Smedley, President of Sony Online Entertainment (SOE), shares his insight in what it takes to create new and innovative gameplay experiences with today's massively multiplayer online games (MMOGs). SOE is a leader in MMOGs, with hundreds of thousands of subscribers around the globe. SOE creates and develops for the PCs, online game consoles and wireless devices. Titles include the recently released DC Universe Online as well as such games as EverQuest, Star Wars Galaxies and the kids game Free Realms.

John Smedley President, Sony Online Entertainment



Pillsbury. The Real Deal for Virtual Law.

Pillsbury's multidisciplinary Social Media, Entertainment & Technology team, the first of its kind, includes more than 30 attorneys around the world working at the forefront of emerging business and legal issues relating to virtual worlds, mirror worlds, augmented reality, virtual goods, virtual currency, location-based services, gamification and other social media. Across our 14 offices in the U.S., Europe and Asia, we represent some of the largest companies in these industries and some of the most promising start-ups and emerging growth companies. The team also hosts a dedicated blog www.virtualworldlaw.com, to address relevant legal issues. To learn more, contact James Gatto at 703.770.7754, james.gatto@pillsburylaw.com or visit www.pillsburylaw.com/virtualworlds.

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3:00 – 3:30 pm

Parent and Player Engagement via Social Media

Join two of the hottest tech start-ups to see how children's game developers have engaged parents and players via social media. The session provides an in-depth look at two important strategies to accelerate spending and increase users. Attendees will hear separate case studies of how:

- Media Chaperone drives incremental revenue by engaging parents on its Facebook Piggyback application
- Everloop increases user engagement with an array of social features including IM, email, SMS, VoIP, a friend stream, game arcade and widgets.

[Ed Lewis, CEO, Media Chaperone](#)

[Hilary DeCesare, Everloop Co-Founder and CEO](#)

3:45 – 4:45 pm

Community Management: The Long View

Effective community management is seen as integral in launching a successful online presence in almost any industry. There are countless resources and opinions on how best to build or start an effective community relations effort. However, it is equally important to maintain and grow a community that already exists. This presentation will focus on the best practices for harnessing the enthusiasm and presence of an existing community in order to maintain it and expand it further. Topics to be covered include: harnessing your IP to keep your community energized, keeping your community involved in ongoing development, care and handling of community leaders, best ways to interact with your community and bringing in outsiders.

[Rich Weil, Vice President of Client Services, Metaverse Mod Squad](#)
[Rebecca Newton, Chief Community & Safety Officer, Mind Candy](#)
[Mandeep Dhillon, co-founder and CEO, Togetherville](#)

[Joi Podgorny, Director of Community Engagement, Smart Bomb Interactive \(moderator\)](#)

Digital Kids – Business Strategies

February 15, 2011

Room 1

11:00 – 12:00

Digital Kids, Social Games, Virtual Worlds by the Numbers: A Look at Market Research

Understand the market opportunities for brands online by drilling down on the numbers, the demographics, and the trends. Who is playing online, which properties and online activities are the stickiest, and what monetization models are driving the lion's share of revenues? This session will present new data that will help you identify the trends driving online worlds today — and help you develop essential strategy for your company going forward.

[Billy Pidgeon, Senior Analyst, M2 Research](#)

[Michael Cai, Vice President of Video Games, Interpret](#)

[Jia Wu, Senior Analyst, Strategy Analytics](#)

[Scott Traylor, CEO, 360KID \(moderator\)](#)

1:00 – 1:30

Case Study: Interactive Toy's License of the Electronic Arts Medal of Honor Brand for its New RC Line

Digital and physical cross paths with Interactive Toy's unique license of the Medal of Honor brand. Medal of Honor is one of the top selling console video games of all time and Interactive Toy is leveraging the strength of the franchise. The company has created a line of interactive remote controlled toys that dovetail's with the games existing storyline. Come find out how Interactive navigated this strategy.

[Ian Chisholm, Marketing and Licensing Director, Interactive Toy](#)

1:30 - 2:00 pm

Social Media and Toy Retailing – A Look at Sears

Sears is leveraging the use of social media to reach parents and influence toy purchase behavior. Join Julia Fitzgerald, CMO Toys, Sears Holding Company as she shares multiple examples of successful and not-so-successful attempts to use social media as a toy retailer. For toy manufacturers, the take away includes ideas to bring to retailers that result in good joint social media marketing ventures.

[Julia Fitzgerald, CMO Toys, Sears Holding Company](#)

2:30 – 3:30 pm

Engaging Moms Online...What's Next on the Mom Horizon and How Brands Can Navigate the New Frontier

Today, marketers need to engage Social Media Influencers, those moms who are using multiple channels of communication to link moms with products, brands and recommendations. Create the buzz for your product by learning how to link into vlogging, online broadcasting, virtual socials and online influencers moving offline as well. Join a panel of moms who are doing creative things online, including MomTV shows, Whrrling, Facebook Groups, and more. As technology is changing so is the landscape.

[Maria Bailey, CEO, BSM Media \(moderator\)](#)

[Amy Oztan, blogger, freelance writer, and mom](#)

[Kim Orlando, Founder, Travelingmom.com](#)

[Katja Presnal, Founder, Skimbaco Lifestyles](#)

3:45 – 4:45 pm

Playground-Ready Interactive Hand-held

Game Powered by Thinfilm Memory

* Both offline and online: The Oba reference game demonstrates how kids 5-8 can engage with playing card characters both in offline and online versions

* Interactive: The low cost printed memory allows saving of status, scores, and avatar personalities created online in a playground-ready interactive hand-held game

* Cost effective: Thinfilm's unique memory technology cost effectively connects the playground to the online world and powers interactivity that has so far been restricted to online games.

[Dr. Davor Sutija, CEO, Thin Film Electronics](#)

Digital Kids – Business Strategies

February 16, 2011

Room 1

11:00 – 11:30am

Toy Trends and Innovations

As the Trend Specialist for the Toy Industry Association Reyne Rice is one of the foremost experts on where the toy industry is heading. She will share an overview of trends and innovations affecting today's marketplace for toys, games, entertainment and the youth marketplace. Presentation will include updates on technologies impacting the youth market and families.

Reyne Rice, Trend Specialist, Toy Industry Association

11:30am – 12:00pm

Moshi Monsters: How we built a \$100 Million Transmedia Monster

The most successful kids entertainment properties of the future will have online experiences at their core, rather than a TV show or film. Join Mind Candy CEO, Michael Acton Smith as he discusses how they have expanded the Moshi Monsters property from the web into a wide ranging transmedia property that now encompasses, iPhone apps, books, trading cards, toys, magazines and video games.

Michael Acton Smith, CEO, Mind Candy

1:00 – 2:00 pm

Eight Mistakes You Can't Make with Constantly Connected Retailers!

Are YOU ready to connect? Consumer connection points are exploding and retailers are determined to participate at every single point, whether physical, online, digital or mobile! As retailers expand their reach, the destinies of the brands, products and solutions that bridge connections will be transformed. In her presentation, retail authority, Carol Spieckerman will reveal eight mistakes that cut off retail connections along with tools and tactics for tapping into retail opportunities.

Carol Spieckerman, President, newmarketbuilders

2:30 – 3:30 pm

Engagement Everywhere – Using a Multi-Platform Approach to Keep up with Today's Kids

How do you develop with engagement everywhere in mind? With popular platforms such as the Nintendo DS, Leapster, PC/online, iPhone/iTouch, Wii, iPad/Droid tablets this session will focus on how you streamline your development process to take advantage of these platforms while minimizing your costs.

David Lord, President & CEO, Knowledge Adventure (moderator)

Sean McGowan, Senior Analyst, Leisure & Lifestyle, Needham & Company

Brad Twohig, Senior Associate, Insight Venture Partners

Matthew Evans, Senior Vice President, Nick Digital

Christine Glorioso, CMO, Majesco



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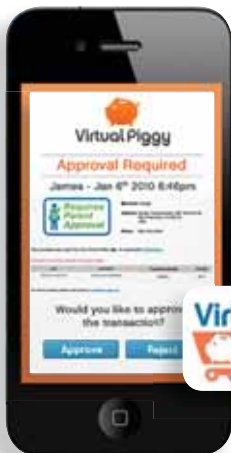
Virtual Piggy from Moggle helps your business

Increase transactions with U18 Market on a secure platform designed for the credit card-less generation

Provide instantaneous transactions to enhance a gaming or buying experience

Transact with U13s in a COPPA compliant manner

Reduce friendly fraud with parental controls and full audit trail



Looking for a better monetization strategy? Attend our session—

Monetization Strategy to Reach the U18 Market: Win/Win for Parents and Merchants

February 15, 2011, 1:30 – 2:00 PM
Room 5

Join us as we examine the challenges faced by the U18 age group, their parents and online merchants in the new online marketplace.

Dr. Jo Webber,
Chairman & Founder, Moggle

To learn more, visit us, **booth E-4**
or contact Cathy Williams
at 215-247-5500

www.virtualpiggy.com

3:45 – 4:45 pm

How Digital Changes Play – Hear What Kids Say

The world of play is changing as kids get involved with technology. As younger and younger ages use a variety of screens – computer, cell phone, I-pad, TV, console – how does that affect their play habits and their role in play? No one is born with digital skills so how do kids learn and what drives them to engage deeper? Hear from a large sample of kids and our live kids panel themselves about what they think, how they find it and what they are looking for in the next generation of digital and traditional toys. They will tell you what kids think is fun and you will have the ability to ask them those questions that have the adults around your table perplexed. Get free research on your important questions.

Jorian Clarke, CEO, Circle1Network (moderator)

1:30 – 2:00

KidZui Introduces KidClicks:

New Engagement Platform for Family Friendly Brands

Demoing Product and Showcasing Leading Brands' Successful Campaigns

Co-Founder and CEO of KidZui, Cliff Boro, will be presenting a case study to launch the Company's innovative ad platform – KidClicks. As children become more digitally savvy and engaged in the online world, it's important for relevant brands to reach these audiences on their own turf. KidClicks is a new way for family-friendly brands to politely and effectively engage kids and parents: think Google Ad Words for kids. The presentation will introduce the product and showcase KidClicks clients, including Disney, Toys R' Us and EA.

Cliff Boro, Co-Founder and CEO, KidZui

Digital Kids
Creative, Design and Development
February 15, 2011
Room 2

11:00 – 12:00

Wizards of KID (The Alchemy of transforming Kid's Movies, TV and Toys into Online Worlds)

Kid's IP has exploded into online worlds and the convergence is transforming kids products and entertainment. Extending a Kid's IP from screen or toy to online worlds takes a lot of insight a fair bit of magic. We bring together a eclectic group of the top wizards from Disney, Mattel, Hasbro, National Geographic and Cartoon Network to show us how they weave new worlds with existing IP. This panel of creative executives with deep background in production, technology, creative and online branding explore the process and challenges of bringing kids brands online. SESSION TAKEAWAY: Attendees will take away a better understanding of the process and challenges of bringing brands online. We weave the many facets together to provide a holistic picture of the convergence of kids IP with online from different companies and perspectives.

James Jones, VP, Creative Production, Digital Media and Gaming, Hasbro

Cynthia Neiman, VP, Marketing & Business Development, Mattel Digital Network

Michelle Sullivan, Director, National Geographic Kids Digital Media

Chris Waldron, VP of Games, Cartoon Network

Marty Poulin, CEO, ShadyLogic (moderator)

2:30 – 3:30 pm

Chasing Wonder: The Future of Engagement

One of the strongest emotions of game design, wonder rivets player attention and unleashes powerful neurochemicals that facilitate learning. At the heart of every intellectual pursuit, at the root of nearly all engagement, wonder keeps players coming back. Wonder does not show up in A/B testing. Come learn the secret mechanics that make games like Angry Birds and Farmville best sellers. And 12 steps to create better educational games.

Nicole Lazzaro, Founder and President, XEODesign, Inc.

3:45 – 4:45 pm

Update on COPPA –

The Impact of FTC Changes on Youth-Targeted Services

Find out everything you need to know about possible changes to the Children's Online Privacy Protection Rule, and how they will affect your business and youth-targeted services. Shai Samet, an experienced and award-winning COPPA consultant and the creator of the highly-popular COPPA Training Workshop, will walk you through the FTC's expected revisions to the COPPA Rule and give you the information you need to get compliant ahead of time. This session is extremely timely and important for any business affected by COPPA.

Shai Samet, Founder and President, kidSAFE Seal Program™, Samet Privacy

1:00 – 1:30

Case Study: A Transmedia Approach to Learning with PBS KIDS

Sara DeWitt, VP of PBS KIDS Interactive, will share how PBS KIDS has successfully embraced the power of engaging children's characters across multiple platforms to create significant literacy acquisition for kids ages 2-8. Specific case studies include PBS KIDS iPhone and iPad apps, as well as the integration of scaffolded learning experiences in PBSKIDS.org content.

Sara DeWitt, Vice President, PBS KIDS Interactive

11:00 – 12:00

Digital Girls: Toys, Games and the Digital Frontier

Join a panel of experts discusses Digital Kids from the girls perspective. How are their play patterns different. What is the best strategy for product design (physical and digital) in a digital world. How are girls play patterns and usage patterns different when it comes to apps, toys, online games and social media.

Richard Gottlieb, President, Richard Gottlieb's USA Toy Experts

Kathy Hirsh-Pasek, PhD

Paula Silver, Owner, Beyond the Box Productions

Digital Kids
Creative, Design and Development
February 16, 2011
Room 2

1:00 – 1:30

Case Study: From Game Design Document to Open Beta, How to Launch a Virtual World in Less Than 6 Months

Join the team behind the upcoming Rinksters hockey-themed virtual world for kids, as they discuss the process and challenges of getting their virtual world from concept to Open beta in under 6 months. The session provides an in-depth look at how the Rinksters team managed to execute on their vision, from game and art design, to development and testing, to partnerships and monetization strategies.

[Michael Gold, CEO, Electrotank, Inc.](#)

[Scott Rusnak, Creative Director, Visimonde](#)

1:30 - 2:00 pm

Case Study: A Look Behind McDonald's Happymeal.com and Their Virtual World Called 'McWorld'

Mark Smale, Senior Vice President Crea Digital – producers of Happymeal.com and it's associated virtual world – McWorld for McDonald's will share their approach to creating compelling brand experiences that integrate engaging physical and virtual play . At the core of this thinking is: What is make believe? Imagination is triggered and amplified via something physical. It works best by using a "real" prop to seed a virtual 'reality'. As such, to maximise the emotional connection with the audience, it is critical that the experience is part of a whole play narrative – spanning the offline and online continuum. The single most powerful driver of traffic to an online play experience is a strong, purposeful link with the offline play experience. It creates a real sense of purpose for the user, delivering the greatest increase in site visitation. Learn also how working with entertainment partners can further enhance this emotional connection whilst building positive brand experiences.

[Mark Smale, Senior Vice President, Crea Digital](#)

2:30 – 3:30 pm

Building a Better Sandbox:

5 Tips for Creating a Successful Youth MMO

"Launch small and expand!" "Don't let marketing take control!" These sound great, but can they really apply to an actual project? After creating a dozen Virtual Worlds like Leap World and Build-A-Bearville, Frima's team has established five critical topics developers and brand owners need to know to build a successful kids' MMO. Join us and discover the humble vision of a developer that has reached millions of young gamers.

[Steve Couture, CEO, Frima Studio](#)

3:45 – 4:15 pm

Online User Engagement

Kids are spending more and more time online, and while creating engaging and exciting experiences that keep users coming back is vital, so is a constant need for balance in managing safety, security, and overall scalability within those experiences. This session provides details and stories on how to maintain that exquisite balance.

[Izzy Neis, Director of User Engagement, Gazillion Entertainment](#)

4:15 – 5:15 pm

Journalist Huddle: Show Buzz – What's Hot!

Listen in as a leading journalists convene to discuss Engage, Toy Fair and the products announced at the two shows. What is destined for success? What is doomed to failure? This is your opportunity to peer inside the minds of leading toy, tech and trade

journalists and pundits as they debate what's hot or what will be hot this season and next.

[Warren Buckleitner, Publisher, Children's Technology Review \(moderator\)](#)

Digital Monetization Strategies

February 15, 2011

Room 5

11:00 – 11:30

mCommerce: Trends & Opportunities

There are a number of challenges inhibiting the growth of mCommerce in mobile marketing, virtual goods and application monetization. While progress has been made, the industry needs to address many issues. In this panel, Scott Kepron Director of Market Development at OpenMarket, will discuss the following:

- Is mobile billing right for your business
- Challenges in launching mobile payments
- Timelines to integrate a mobile billing solution
- Advantages and disadvantages of mobile payments, compared to traditional payment methods
- Current Policy environment
- Potential improvements

Mobile operator billing can significantly streamline the purchasing process. Coupled with having an established billing relationship and high brand credibility with subscribers, this is a fundamental advantage for operators which enterprisers are eager to capitalize

[Scott Kepron, Director of Market Development, OpenMarket](#)

11:30 am – 12:00 pm

Mobile Payments and Why They're Important

Mobile payments have taken off in the past few years and all thanks to social media and online games. With the explosion of social sites and online browser games, mobile payments have become not just an added payment method but a necessity. Traditional payment methods, such as credit/debit cards, PayPal, and others are becoming obsolete due to more people becoming aware of their purchases. What mobile payments do is make the purchase process simple, safe, and fast. By sending an SMS or calling a Premium Rate Number it has become easier for consumers to make those purchases of their virtual goods. We will look at the future of mobile payments and why they are important to the gaming industry.

[Aaron Scheurman, Marketing Manager, ATLAS Interactive Deutschland GmbH](#)

1:00 – 1:30 pm

The Fastest Growing New

Product Category: Branded Virtual Goods

Branded virtual goods represent the fastest growing part of the already fast growing \$3B virtual goods market. With huge profit margins and +100% category annual growth, leading brands must be in this new product category. While incremental revenue is a great

start, leading brands find the promotional value, ability to drive real world sales and new product development/creative expression opportunities additional compelling reasons to participate. Leading social media platforms use brands to attract new users, convert non-buyers to buyers and drive up higher price points. Come learn how leading brands and social media platforms are selling branded virtual goods to a large, fast growing and highly engaged global consumer demographic.

[Dan Jansen, CEO of Virtual Greats](#)

[Megan Bycel, Director of Product Management, Virtual Greats](#)

[Rich Maryanek, Chief Marketing Officer, Big Tent Entertainment](#)

1:30 – 2:00 pm

Monetization Strategy to Reach the U18 Market:

Win/Win for Parents and Merchants

Today's children are growing up in a world where they have never not known the internet. They expect to be able to get online and play games and buy items – much in the same way that you or I would have spent our pocket money at the local store when we were growing up. But the cash-based structure that we think of with pocket money does not work well in an online world, and our children no longer want to buy items from the local store. This talk examines the challenges faced by the U18 age group and their parents as they deal with this new reality. It looks at the US law laid down by COPPA and how it affects online merchants, children and parents.

[Dr. Jo Webber, Chairman & Founder, Moggle](#)

2:30 – 3:30 pm

Monetizing Made Easy – Big Brands and Direct Integration

Advertisers are eagerly searching for ways to engage their target audiences within popular and addictive gaming and community environments. Innovative publishers – seeing this a unique revenue opportunity — have helped them expand beyond simply running banner ads and sponsorships to develop branded goods, unique contests, and compelling offers that reward users with virtual currency. In this session, you'll learn from recent case studies how leading advertisers like Coca-Cola, Bing, GAP, and AT&T have partnered with social networks and games to achieve benefits all around: meeting the advertiser's objectives, enhancing the user experience, and generating substantial revenue for the publisher's business.

[Rebecca Watson, Vice President of Business Development, gWallet Inc.](#)

[Devin Dworack, Director of Business Operations, Tagged.com](#)

[Maura Welch, Director of Marketing, WeeWorld](#)

[Michael Lazerow, Chairman and CEO of Buddy Media, Inc](#)

3:45 – 4:45 pm

Monetization Strategies: What's Working Today

The old business models are out. No longer can one rely solely on a bricks and mortar retail channel, a subscription model online, or banner ads to drive revenue. But what are the new ways that businesses are monetizing customers online? What are the options and how are customers reacting? How do kids, youth and even parents today approach spending — what increments are best, what pay options work, how do payment strategies stack up? This session




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will compare and contrast proven ways to monetize an engaged customer: subscriptions, virtual goods, premium services, ads, and microtransactions will be among the strategies discussed.

Erica DeLorenzo, Senior Director Network Development, WildTangent
Roger Pavane, SVP Sales, PaymentOne
Michael Cai, Vice President of Video Games, Interpret (moderator)

Digital Monetization Strategies

February 16, 2011

Room 5

11:00 – 12:00

Managing Your Virtual Economy

This session will provide keen insight into all aspects of managing your virtual economy including: Controlling the supply of virtual currency; How to avoid currency devaluation; Using in-game marketplaces; and making the most of micro-payments.

Arjun Sethi, Chief Executive Officer, Lolapps
Won Il Sue, VP of Business Development, Nexon
Seth A. Metsch, Sr. Director, Digital Business Development, Digital Media Counsel, Legal & Business Affairs, A&E Television Networks
Sean F. Kane, Counsel, Pillsbury Winthrop Shaw Pittman LLP (moderator)

1:00 – 2:00 pm

Turning Players Into Profits

Join game and virtual world experts discuss what it takes to generate profits from players. Subjects discussed will include user acquisition strategies and costs; key metrics you need to track; freemium vs paid models; how to adjust your offers and gameplay and using promotions and content to enhance retention.

Nathan Pearce, Director of Skunkworks, Sony Online Entertainment
Jeff Tremblay, VP Business Development, Frima Studio
Kurt Davis, VP of Business Development, Boku
David Isaacs, Senior Advisor, Qlipso
Mihir Shah, CEO, Tapjoy (moderator)

2:30 – 3:30 pm

Making Money in Mobile: Phone, Apps and More

iPhone vs Android vs Windows Phone. Different devices offer unique challenges and opportunities. Here is what developers and brands need to know to be successful.

Igor Pušenjak, president and founder, Lima Sky
Bill Ritchie, Co-Founder and CEO, Thinkfun
Chris Williams, General Manager, Mobile, PlayFirst
Stacy Decesaro, Senior Business Development Manager, AT&T
Daniel Cheng, Director Publisher Relations, GreyStripe (moderator)

3:45 – 4:45 pm

Case Study: Parrot AR.Drone:

The Convergence of Gaming and Reality

Augmented reality presents unique opportunities for the gaming community to continue moving families off of the couch and even outside to reinvigorate play. Parrot North America executive, Christian Coly will discuss the vision and development of the AR.Drone,

a quadcopter controlled via an iPhone/iPad or iPod touch. He'll show early examples of augmented reality games that provide a glimpse into the possibilities for how augmented reality will impact the industry.

Christian Coly, Vice President of Sales & Marketing, Parrot North America

Gamification

February 15, 2011

Room 6

Track Sponsor

The logo for BUNCHBALL is written in a bold, orange, 3D-style font with a black outline and a slight shadow effect.

11:00 – 12:00

Let's Play: Driving User Behavior with Game Mechanics

Status, achievement, reward, competition, self-expression: by addressing these fundamental human needs and desires, designers can make experiences both compelling and satisfying. Game designers, in particular, have known for years how to incent and motivate players by addressing these needs through the use of mechanics like points, levels, leaderboards, virtual goods, challenges, and real-time feedback. We'll cover the migration of these mechanics out of the gaming world and into the world at large, including destination sites, devices, productivity applications, and corporate intranets. And then we'll cover how they can be used in conjunction with the principles of behavioral economics - the biases and shortcuts that human beings have in their decision-making processes, that cause them to make irrational, but predictable decisions.

Rajat Paharia, Founder and CTO, Bunchball

1:00 - 2:00 pm

Putting Gamification in your Product Strategy

Every marketer strives to have their product or service stand out from the crowd. In this session you will hear from several innovative companies that are doing just that. Gamification is being used to make investing more of an adventure, ordering food more rewarding and traditional media more entertaining.

Sally Wood, Co-Founder and VP of Marketing and Business Development, Kapital
Mike Saunders, President and Founder, Dotmenu
Patrick Murck, Head of Business Development and Legal, BigDoor
Vincent Beerman, Director of Development, Spectrum DNA

2:30 – 3:00 pm

Engagement – the New Metric: How to Measure & Grow It

How do you measure and grow engagement? As users flock to social media and social games, web managers need new strategies for user loyalty. Badgeville, an award-winning Social Rewards & Analytics Platform, works with dozens of customers in entertainment, retail / ecommerce, publishing, health, education and other verticals to grow engagement. Badgeville CEO Kris Duggan will discuss how to measure and grow engagement using cutting-edge techniques from social loyalty, game mechanics and social media. Kris will present case studies from Badgeville customers Philly.com and Active.com to discuss how the introduction of social rewards has increased registrations, time on site, return visits, and unique business objectives for each customer. The session will also highlight the importance of analytics in a social rewards program, and how to use analytics to measure the health of your community and social rewards platform.

[Kris Duggan, CEO, Badgeville](#)

3:00 – 3:30 pm

Keeping it Legal: Understanding the Risks with Gamification and Virtual Offers

In this rapidly changing legal and regulatory environment, new issues arise weekly, and there's a lot you need to know to manage risk. Hear from James Gatto, Partner at Pillsbury, Winthrop, Shaw, Pittman and one of the world's leading experts on this topic. He will share his expert knowledge of the latest risks, opportunities and strategies to manage virtual goods, economies and communities in our gamified world.

[James G. Gatto, Social Media, Entertainment and Technology Team Leader, Pillsbury Winthrop Shaw Pittman LLP](#)

3:45 – 4:45 pm

Build vs Buy: Understanding the Platforms and Technologies

This doesn't look so hard, we'll have some of our developers knock it out in a couple months. Unfortunately it's not that simple and striking out on your own can be more expensive than using a proven provider.

- How do the current technologies vary? (i.e. Ajax, JavaScript, Widgets, etc)
- What are the limitations to the current technologies.
- How well do existing technologies integrate into websites?

[Rajat Paharia, Founder and CTO, Bunchball](#)

[Keith Smith, Co-founder and CEO BigDoor](#)

[Kris Duggan, CEO, Badgeville](#)

ENERGIZE

and engage visitors with game mechanics that encourage participation & loyalty

SOCIALIZE

your user community, extending your reach to Facebook and Twitter

MONETIZE

traffic with increased page views, sponsorship opportunities & virtual product sales

ANALYZE

user behavior and results, and make continuous improvements in real-time

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Speakers

Thomas Alt, CEO, metaio, Inc.

Thomas Alt founded Metaio, Inc in February 2003 together with Peter Meier and is currently serving as the CEO in both Munich, Germany and San Francisco, California. His professional experience with Augmented Reality solutions includes working at Volkswagen AG in Wolfsburg. During the two years he spent there, he was the driving force behind implementing the virtual techniques used for manufacturing planning. Thomas received his PHD in 2002 from Otto-Von-Guerike Universität Magdeburg, where he focused his dissertation on Augmented Reality. After receiving his PHD he entered in and won the Futuresax business plan contest. The money earned from this contest he used to create Metaio, Inc. Thomas is a featured guest speaker at various international conferences as well as a guest-lecturer at the Technical University of Munich. Today Thomas is the world's leading expert on Augmented Reality(AR).

David Aronoff, General Partner, Flybridge Capital Partners

David currently represents the firm on the boards of Blackwave, Calxeda, CHiL Semiconductor, Sand9 and a semiconductor company currently working in stealth mode and was previously a director at MOBIVOX (acquired by SabSe). Prior to joining the firm in June 2005, David spent nearly a decade focusing on early-stage investing at Greylock Partners where he led several of the firm's successful investments in the communications and systems markets. During his time at Greylock, he built a strong investment track record including investments in Akara (acquired by CIENA), Cimaron (acquired by AMCC), e-Dial (acquired by Alcatel), Ikanos (IPO), Sandburst (acquired by Broadcom), SiTera (acquired by Vitesse), Xedia (acquired by Lucent) and Xros (acquired by Nortel). While working full-time on his MBA, David co-founded the Attitude Network (acquired by TheGlobe.com), an Internet content startup with the top two game sites of the day, HappyPuppy.com and GamesDomain.com.

Maria Bailey, CEO, BSM Media

Maria Bailey brings a unique voice to today's moms. She is an award-winning author, radio talk show host, television personality nationally known speaker and the foremost authority on marketing to moms. Each month she speaks to over 11 million moms on TV, radio, print and online. Maria is CEO of BSM Media, a full service marketing and media firm that specializes in marketing to mothers. She is an internationally known speaker and has spoken to nearly half of the top 100 consumer brands. She is also the Founder of National Mom's Nite Out. Maria was named one of the most influential moms on the Internet by US Today and among the

Power 16 Pack by Nielsen on their list of Top Moms Online. She is the proud mother of 4 and wife to 1. In her spare time she enjoys running, traveling and fishing.

Vincent Beerman, Director of Development, Spectrum DNA

Vincent's career has been focused on information architecture and the engineering of systems to engage and motivate their human users. He is applying those lessons as Director of Development at SpectrumDNA, designing and deploying gamified social loyalty programs for retailers, publishers and brands. Vincent found his professional calling by combining his management, entrepreneurship and cause marketing experience with his training in gamification and social engineering to help pioneer a new breed of loyalty program—a cross-pollination of classic loyalty & rewards programs with the permeating social graph, and supercharging the combination with contemporary game mechanics. At the University of Colorado, Vincent accrued more social points than any of his engineering classmates, and just enough grade points to graduate. Vincent proved so skilled at the GMAT game that Pepperdine invited him to join their MBA challenge on a full ride scholarship, and while there also earned the coveted Master's in Public Policy badge.

Tim Bodendistel, Consulting Designer, Hallmark Cards Inc

Tim Bodendistel is a Consulting Designer with Hallmark Cards Inc. Tim has helped to lead the creative evolution of Hallmark's Augmented Reality product since September 2009, leading to greeting cards launched at retail in February of 2010. During his Hallmark career, Tim has been an Artist, Art Director, and Designer, contributing to innovation initiatives for Hallmark since 1996, in a wide range of formats including greeting cards, plush, gifts, books, and gift presentation.

Cliff Boro, Co-Founder and CEO, KidZui

Cliff Boro had his own personal Google as a child. His Dad paid close attention to his evolving interests and left relevant books at his bedside. It is in that spirit of fostering a child's natural curiosity that KidZui was created. In 2006 Cliff founded KidZui, the leading kids' Internet browser that is stuffed filled with millions of kid-friendly websites, videos, games and more – all curated and approved to be kid-friendly. Before heading west to start KidZui, Cliff began his career on Wall Street when he was a senior in high school. Moving into entrepreneurialism, Boro founded Infogate which was sold in 2003 to AOL Time Warner.

Eric Brassard, Chief Executive Officer, Woozworld

Eric Brassard has over 18 years of experience in a variety of industries from fashion to E-commerce. He has held senior management positions in both American and Canadian companies including Saks Fifth Avenue, Microcell, Rogers, Avon and Reader's Digest.

Eric has strong expertise in the field of database marketing and a solid track record in identifying new commercial opportunities. As a Vice-President of Marketing for Quebec at Bell Aliant (a \$3 billion company), he produced industry-leading revenue growth as well as a corporate-record subscriber increase in the Wireless and High Speed Internet businesses.

Warren Buckleitner, Publisher, Children's Technology Review

Warren Buckleitner, Ph.D. established Children's Technology Review following 10 years of research at the High/Scope Educational Research Foundation. In 1995, he was awarded the SIIA's Codie Award for "Best Software Reviewer," the only journalist to ever receive a Codie award. From 1997-2003 he coordinated the Bologna New Media Prize, a global award program for children's interactive media. He is a former advisor to Consumer Reports WebWatch and has taught at elementary and college levels. He is also a regular contributor to the New York Times. He holds a BS in Elementary Education (cum laude) from Central Michigan University, an MS in human development (Pacific Oaks College) and a Ph.D. in educational psychology from Michigan State University. He is also the founder of the Dust or Magic Institute on Children's Interactive Media and the Mediatech Foundation, a community technology center located in Flemington, NJ.

Megan Bycel, Director of Product Management, Virtual Greats

Megan Bycel runs product management for Virtual Greats, by seeking out celebrities, artists, athletes, brands, & IP holders to develop branded virtual goods to sell in virtual worlds, social networks and other online communities. Prior to Virtual Greats, Bycel served as Vice President of Promotions and Publicity at Village Roadshow Pictures, worked two years as a Marketing Executive at the Endeavor Talent Agency and spent seven years in Home Entertainment Marketing at Paramount Pictures. Bycel holds a BA in History from UC Santa Barbara and lives in Los Angeles with her husband, son, and chocolate Labrador retriever.

Yuanzhe (Michael) Cai, VP of Research Video Games, Interpret, LLC

Michael Cai serves as Vice President of Video Games for Interpret, a leading media and technology research firm. He leads the company's gaming vertical, providing a wide variety of market research and analysis products to help clients gain a comprehensive understanding of consumer gaming habits and interest and make strategic decisions. Prior to joining Interpret, Cai served as Director of Digital Media and Gaming for Parks Associates. During his tenure with Parks Associates, Cai established and grew its gaming coverage practice and led a research team to provide syndicated and custom research for digital media, gaming and service provider industries. Cai has authored and managed more than 30 industry reports and custom research projects.

Scott Chambers, Senior Vice President of Worldwide Media Distribution, Sesame Workshop

Scott Chambers is Senior Vice President of Worldwide Media Distribution for Sesame Workshop, the non-profit educational organization behind Sesame Street and other educational programs for children. Chambers is responsible for supervising all aspects of the digital, traditional, and mobile media businesses worldwide, including publishing, interactive, television, home video and audio, and joined Sesame Workshop in 2002. Since then he has tripled the number of Sesame Street books and magazines distributed worldwide, has led the home video team through two successful domestic distributor transitions and is actively expanding to many digital and traditional business platforms beyond television. Chambers joined Sesame Workshop from Disney Publishing, where he served as North American Licensed Publishing Director. Prior to that, he spent six years as a toy buyer at FAO Schwarz. He resides in New York with his wife and two young children.

Daniel Cheng, Director Publisher Relations, GreyStripe

Daniel Cheng is the Director of Business Development and Publisher Relations at GreyStripe. He is responsible for publisher partnerships at GreyStripe with over 2500 publishers from top indie mobile developers (including Mobilityware, Newtoy and ngmoco) to large multi-platform publishers (including Electronic Arts, Real Games and Zynga). As a founding team member since 2006, he has been crucial to developing their ad-supported mobile application business model and to successfully bring it to the mass market. He advises top app publishers on ad monetization. Prior to GreyStripe, he held marketing and sales positions at various telecommunications, wireless and biometric security companies in the Silicon Valley and San Diego. Daniels holds a BA in Political Science and International Relations from UC San Diego.

Ian Chisholm, Director marketing & Licensing, Interactive Toy Concepts Ltd.

Ian Chisholm has worked exclusively in the toy community since 2001, specializing in the building and marketing of strong boy brands with both Spin Master and Interactive Toy Concepts. Ian has been with Interactive Toy Concepts since 2007 during which time the company has secured itself as a leader in R/C innovation and interactive product development. Engaging as a licensee for brands like Marvel, Hasbro, Polaris, Bombardier and most recently Electronic Arts Inc, Interactive Toy Concepts maintains a strong commitment to a focused licensing program. Ian lives in Toronto and can be found on the golf course, hockey rink or at the race track when not in the office.

Naomi Clark, Chief Design Officer, FreshPlanet

Naomi Clark has been designing and producing digital games and virtual worlds for nearly twenty years, from an early start building online games as a teenager. After serving as one of the editors of the landmark content site Word, Naomi went on to produce and architect websites, software toys, and online games for LEGO. In the last decade, Naomi has collaborated on the design a wide variety of educational and commercial titles. She has also taught a course on the sociology of online games for Parsons School of Design as well public workshops on game design for the New York City game development community. At various points in her career, Naomi has consulted and developed concepts for clients and publishers including PBS, Disney, Fisher Price, Wizards of the Coast, Electronic Arts, Nintendo, Major League Baseball and JMH Education.

Jorian Clarke, Founder & CEO, Circle 1 Network and KidsCom.com

Circle 1 Network specializes in reaching kids, tweens and parents around the globe through its unique and innovative virtual world, KidsCom.com and other properties. Jori and her company launched the first Web site for kids in 1995. Since that time her work has evolved from cyberzine communities to virtual worlds and other platforms. Jori is responsible for the company's vision of creating and maintaining safe, fun educational experiences to engage kids and families. The company has worked with the USDA, The Field Museum, The Tech Museum, The SunPower Foundation, Applied Materials, Michigan State University, NFL, National Cattlemen's Beef Association, Kellogg's, Kimberly-Clark, Roche Diagnostics and others in developing educational digital content. Jori has spoken by invitation to the FTC on two occasions and also to the Department of Commerce regarding the development of laws for responsible marketing practices to children.

Steve Couture, CEO, Frima

Earnest businessman, Steve Couture has worked in the field of video games since 1997. Holder of a bachelor's degree in science, Steve is also a graduate of the MIT Entrepreneurship program for which he now participates as a coach. Frima, the company he co-founded in 2003, is now one of the leading video game studios in Canada. With more than 250 employees and having produced more than 300 games on multiple platforms, Frima has worked with some of the world's biggest names in entertainment. In addition to overseeing the company's growth, Steve has, over the last eight years, taken an active hand in training the Quebec's next generation of industry experts. He created a new concentration for Université Laval's Multimedia and Video Games program and spearheaded the "Video Game Programming and Integration" program at Collège Bart. He also contributed to the creation of the National Institute of Digital Entertainment.

Paige Craig, CEO & Cofounder, BetterWorks

Paige is the cofounder & CEO of BetterWorks, an online platform for businesses and employees to "Make Work Rewarding!" Paige is also a prolific and self-proclaimed "Adrenaline Fueled Angel Investor" having invested in over 30 early stage technology companies in the last two years. He launched his first company, the Lincoln Group, in 2003 by driving into Iraq and expanding the company across the Middle East, Afghanistan, Africa and SE Asia. Good Angel blog: <http://paigecraig.wordpress.com/>

Greg Davis, North America General Manager, Total Immersion

Greg Davis is responsible for developing Total Immersion's U.S. office. He has extensive digital marketing experience, working across a variety of industries including entertainment, consumer goods and retail. He has participated in the development of various breakthroughs in digital media over the past decade including the launch of 20th Century Fox's foray into e-commerce, as well as leading the ground-up development of Tribal DDB's Los Angeles office, and managing successful campaigns for clients that included Kia Motors, Ameriquest Mortgage, Budweiser, Nestlé and Target. Greg holds an MBA from Pepperdine University and a Bachelor of Science in Marketing from Florida State University.

Kurt Davis, VP of Business Development, Boku

Kurt is VP of Business Development / Sales at Boku where he works with merchants and publishers of all sorts. Previous to Boku he lead Business Development efforts at Funmobility where he worked with carriers, OEM's, and media partners. Kurt started his career working in strategic investing at GE Asia Pacific Technology Fund in Hong Kong and Mitsui Ventures in Silicon Valley.

Marc DeBevoise, SVP, Starz Digital Media

Marc is Starz Media's senior vice president, digital media, business development and strategy and the lead executive for Starz Digital Media. In this role, DeBevoise is responsible for Starz' overall digital strategy and the digital initiatives supporting its various film, television and digital-only content properties. Prior to joining Starz, DeBevoise was the Director of Emerging Markets for NBC Universal Digital Media. Prior to NBCU, DeBevoise was an Associate in the Technology, Media & Telecommunications Investment Banking Group at JPMorgan. DeBevoise was named to The Hollywood Reporter's Digital Power 50 for 2010 and Multichannel News' '40 under 40' for 2009. DeBevoise received his MBA with distinction in Entertainment, Media & Technology and Finance from NYU's Stern School of Business and his BA in Economics and Computer Science from Tufts University.

Hilary DeCesare, Co-Founder and CEO, Everloop

Hilary DeCesare guides Everloop's business vision and day-to-day operations. Hilary was recently selected by AlwaysOn as one of the Top 25 Women in Tech to Watch in 2010. She has also been honored with the prestigious DEMOgod Award for social media at the 2010 DEMO Conference for emerging technologies. Prior to Everloop, Hilary co-founded White Space Ink, a management-consulting firm that specializes in working with start-up technology companies. Hilary also spent 10 years working at Oracle Corporation in various sales management positions, winning over 100 sales awards. She garnered Top Worldwide Account Manager, Top Worldwide Sales Representative, Presidents Club, SWAT Team and was a Member of President Task Force and Review Committee. Away from the office, Hilary uses her business savvy to teach kids about Internet safety, technology, free enterprise, business and economics. Hilary graduated from the University of Colorado, Boulder, with a BA in Psychology.

Stacy Decesaro, Sen. Business Development Manager, AT&T

As a Senior Business Development Manager at AT&T's Emerging Devices Organization, Stacy DeCesaro is focused on bringing wireless connectivity to a host of Consumer Electronic devices including eReaders, cameras and toys. This strategic startup within AT&T was formed in October of 2008 and is leading the wireless industry in this space. Prior to joining the Emerging Devices Organization, Stacy was a Territory Manager at AT&T's Business Solutions Group where she managed key enterprise relationships. Stacy holds a B.A. in French from the University of Georgia.

Erica DeLorenzo, Senior Director Network Development, WildTangent

Erica DeLorenzo, Senior Director, Network Development at WildTangent, Inc., oversees the Wild-

Tangent network of premier game publishers and sites, including the development of new products and services for WildTangent's growing ad sales demands, and monetizing an increasing worldwide audience. Prior to WildTangent she spent four years at the Interactive Advertising Bureau (IAB), the leading trade association representing online advertising publishers, media companies and technology vendors. She left the IAB as Senior Director of Industry Practices, leading various committees and councils primarily in the development of industry standards, white papers and various efforts aimed at increased efficiency in media buying. Erica holds a B.A. in Biological Anthropology from the University of Michigan and a J.D. from Cardozo School of Law. She currently resides in Brooklyn, NY where she spends her spare time doing yoga, running, and being thankful that her apartment is close to a vegetarian café.

Sara DeWitt, Vice President, PBS KIDS Interactive

As Vice President of PBS KIDS Interactive, Sara DeWitt oversees day-to-day development of experiences on PBS' children's Web sites. This includes the preschool (pbskids.org) and early elementary school age (pbskidsgo.org) websites, which now serve nearly 75 million video streams monthly, and offer more than 500 games and activities. PBS's children's sites reach an average of 9 million unique visitors per month. In addition to working with producers on a variety of award-winning television program sites like Cyberchase and Curious George, and Internet-original properties like Fizzy's Lunch Lab, DeWitt assists in the development of content on new platforms, including PBS KIDS iPhone apps (pbskids.org/mobile) and PBS KIDS Interactive White Board games (pbskids.org/whiteboard).

Demetri Detsaridis, General Manager and Executive Producer, Area/Code

Demetri Detsaridis is the General Manager and Executive Producer at Area/Code. Before joining, Demetri spent his last decade making video games of all shapes and sizes, most recently as the co-Founder and Creative Director of Massively Mobile, a London-based studio specializing in transmedia mobile games development. Prior to that, Demetri was a game designer at mobile game giant Gameloft, a core member of the development team of Warner Bros.' superhero MMORPG DC Universe Online, and a longtime game designer and producer at casual gaming pioneer POP. Demetri has received numerous awards for his work as both a designer and producer, and has worked with clients as diverse as the Cartoon Network, the Federal Republic of Germany, Ubisoft, Fox, UNICEF, and Electronic Arts. In his pre-games industry life, Demetri produced educational CD-ROMs, designed interactive museum exhibits, and created the fake police database for television's Law & Order.

Mandeep Singh Dhillon, co-founder and CEO, Togetherville

Mandeep has been prepping for the position as co-founder and CEO of Togetherville since he played his first game of PONG at age 6 and then became the proud owner of an Apple computer at 8. Now, as the father of three children, he has a deep, personal interest in creating a safe online place for younger children to learn and play, with parental control and supervision. Prior to founding Togetherville, Mandeep was an Engagement Manager at McKinsey & Company, and was an associate at Latham & Watkins, an international law firm. Mandeep graduated from Duke University and received his MBA and JD from the University of Virginia.

Kris Duggan, CEO, Badgeville

Kris Duggan is a serial entrepreneur with a passion for building innovative SaaS companies with thousands of delighted customers. He is dedicated to helping brands on the web increase user engagement by leveraging proven techniques in social gaming and loyalty. A sought-after speaker on gamification and user engagement, Kris is a thought leader of innovative ways to incorporate game mechanics and real-time loyalty programs into web and mobile experiences. He believes the next decade of the web will focus on loyalty, user segmentation, and motivation techniques linked to deep engagement analytics. Prior to founding Badgeville, Duggan worked in leadership roles at a variety of successful companies, including WebEx, and across a wide variety of verticals.

Devin Dworack, Director of Business Operations, Tagged.com

Devin Dworak is the Director of Business Operations at Tagged where he oversees ad operations, games and customer experience. With a wealth of fun features and social games, Tagged makes it simple for its 100 million members to connect for friendships, interest based discussions, dating and more. Since joining Tagged in 2005, Devin has been responsible for the monetization of more than 400 billion ad impressions and helped create, manage and monetize a collection of social games that attract millions of players each month. Prior to his current role, Devin was a member of the New Business Initiatives group at Quinstreet and a Consultant at CSC. He holds a B.S in Biomedical Engineering from Northwestern University.

Andy Ellwood, VP of Business Development, Gowalla

Born with the gift of gab, raised with an overdeveloped self esteem, Andy consistently finds himself on the road less traveled. With his outside the box background, training, and top-notch global network, Andy works hard to connect Good People with Great Opportunities. Andy has been privileged to work with high caliber individuals throughout his career and most recently has brought his broad

skill set and unbridled determination to Gowalla as Director of Business Development. A native of Dallas, TX, Andy attended Texas A&M University and received his degree in Corporate Finance. His mounting track record of success has grown to include working with world class organizations such as Marquis Jet, TIGER 21, One Key, and North-western Mutual. He doesn't slow down much, but when he does he enjoys mastering social media, black coffee, filling his passport, doting on his girlfriend Annie, and blogging at www.andyellwood.com.

Matthew Evans, Senior Vice President, Nick Digital

Matthew Evans Senior Vice President of Nick Digital, oversees all management and creative operations for the top kids' site Nick.com, as well as the growth and development of NickatNite.com. He guides the development of immersive sites for all Nickelodeon hit television properties, such as SpongeBob SquarePants, iCarly, Big Time Rush and Victorious, as well as many other online Nick initiatives such as the Kids' Choice Awards. Evans is also responsible for expanding Nick's online gaming efforts.

David Fahrer, Director of Game Development at Funtank, LLC

David is responsible for leading both internal and external game development teams on projects that span online, mobile, social, and console. Funtank, acquired in 2010 by Publishers Clearing House, most notably owns and operates the popular gaming portal Candystand.com. During the last ten years, David has overseen production on more than 175 advergaming and interactive campaigns that when combined have generated over two billion brand impressions. David's diverse client list includes brands such as Disney, Cadbury, Kraft, Wrigley, Showtime, Starz Media, Burger King, and Ubisoft. His work in the interactive space has earned him several prestigious awards in recognition of creativity and excellence including numerous Clios, Cannes Lions, and Webbys.

Julia Fitzgerald, Chief Marketing Officer, Toys and Seasonal, Sears Holding Corporation

Julia Fitzgerald spearheads efforts to optimize Kmart's Toys business, bring Toys Shops back to Sears and drive sales for seasonal products at both formats. In her role, Julia leverages years of consumer marketing experience to communicate with moms and kids in order to connect them with brands. Prior to her role with Sears Holdings, Julia held the title as senior vice president of marketing at VTech Electronic Learning Toys. Her vision for the brand grew the business from a struggling entity in 2003 to the 9th largest toy company in North America in 2009. While there, she also launched V.Smile, the first educational video game, and won the 2005 Toy of The Year award. During her tenure, the toy industry voted her 2008's Wonder Woman

of Toys for her contribution to educational toys and the industry. Earlier in her career, Julia held progressive marketing positions at Hedstrom, Mead School and Office Products, Hallmark Cards, and Race For The Cure.

Charles Foreman, Founder, OMGPOP

Eric Friedman, Director Of Business Development, Foursquare

Eric Friedman is Director of Business Development at Foursquare. Eric was formerly the analyst at Union Square Ventures, a venture capital firm focused on early stage technology companies. Eric has combined his entrepreneurial interests and experience in product management, finance, IT, marketing, and account management in his work.

James G. Gatto, Social Media, Entertainment and Technology Team Leader, Pillsbury Winthrop Shaw Pittman LLP

Mr. Gatto created and is the leader of the firm's Social Media, Entertainment and Technology Team and Open Source team, and he previously headed the firm's Intellectual Property practice. He leverages a unique combination of more than 25 years of experience, business insights and attention to technology trends to help software and internet companies develop IP strategies that are aligned with their business objectives, determine IP protection and enforce IP rights. He also provides strategic advice and counseling on a wide range of other technology and internet issues. His areas of technical focus include computer software, social media, video games, social networks, virtual worlds, mirror worlds, augmented reality, media, user-generated content technology, location-based services, business methods, internet-related and e-commerce technology, financial services, bioinformatics, personalized medicine, optics, and wired and wireless telecommunications.

Jodi Gersh, Social Media Manager, Gannett Company

Jodi Gersh has been with the media company Gannett for over 10 years. In her current role she assists Gannett's 80+ newspapers and 20+ TV stations in navigating the social media waters. Whether it is working on a social marketing strategy around a launch of a new initiative, or teaching a Twitter 101 class, Jodi consults on best practices for creating compelling social community engagement. Most recently Jodi is working on ways traditional journalism can intersect with new location based social networking.

Rodney Gibbs, CEO, Ricochet Labs

Rodney Gibbs is co-founder and CEO of Ricochet Labs, a developer of location-based smartphone apps. Injecting location with more depth than mere check-ins, Ricochet's social games, such as QRANK, delight players while helping corporations and brands generate leads and build customer

loyalty. Esquire magazine cites QRANK as one of the "80 people, places, and ideas that matter right now." Rodney serves on the boards of the International Game Developers Association, the Austin Film Society, and KUT, Austin's NPR affiliate.

Christine Glorioso, CMO, Majesco

With more than 15 years of experience in marketing and sales across the media, entertainment and technology industries, Glorioso oversees all aspects of marketing for Majesco including brand strategy, research, packaging, creative, PR, web, social and traditional media. Glorioso is also helping to craft Majesco's digital product strategy, with the most recent release of Cooking Mama Friends' Café topping fastest-growing Facebook charts. Prior to Majesco, Glorioso was at Viacom where she most recently served as Vice President of Marketing at MTV Games, managing marketing programs in the US and in Europe for the billion-dollar Rock Band franchise. Glorioso also held positions in corporate marketing and sales at Clear Channel Entertainment (now Live Nation) and SFX Sports representing sports and music properties. Glorioso is a "Double Domer" having received both her undergraduate degree and her M.B.A. from the University of Notre Dame.

Michael Gold, CEO, Electrotank Inc.

Michael Gold is responsible for supporting Electrotank's worldwide client base and guiding new development on the award-winning software products that have established Electrotank as the premier provider of multi player, multi platform performance game architecture. Prior to taking the helm at Electrotank, Michael was the COO of Animation Collective where he directed all licensing, business, and production and drove the company's growth from six to eight figure revenues with no outside capital (sold to Handmade, PLC). Michael also Co-Founded the award-winning educational technology startup Learnimation, LLC. Under his guidance Learnimation was awarded 10 Small Business Innovation Research Awards from the U.S. Department of Education and the National Science Foundation. Michael is the executive producer of over 150 half hours of children's broadcast programming and dozens of online games for Nickelodeon, Cartoon Network, Scholastic, AOL, BBC Kids and Lionsgate. He earned a B.A. in Economics from Amherst College.

Mike Goslin, SVP & GM, Mindspark Worlds

Mike has built innovative and award-winning entertainment experiences from virtual worlds to social games to interactive theme park attractions. Mike is currently head of Mindspark Worlds and is developing and operating a portfolio of virtual worlds and online games for Mindspark Interactive Network, an IAC company. Before Mindspark, Mike led a venture-backed startup and created Superstar City, a groundbreaking experience that combined the rich immersion of virtual worlds with the power-

ful community of social networks. Prior to his stint as an entrepreneur, Mike was Vice President of Virtual World Design and Development at the Disney Interactive Media Group, where he founded an entirely new online business for Disney and built and operated a uniquely successful portfolio of virtual worlds including the award-winning Toontown Online, Pirates of the Caribbean Online, Pixie Hollow, and The World of Cars Online. Before he pioneered online games and virtual worlds at Disney, Mike led the Walt Disney Imagineering VR Studio in the development of several innovative virtual reality theme park attractions.

Richard Gottlieb, President, USA Toy Experts

Richard Gottlieb is a well known toy industry commentator and President of Richard Gottlieb's USA Toy Experts, a toy industry consultancy. Richard combines an MBA in Global Management with thirty-five years of toy industry experience to help small, medium, and large toy manufacturers increase their market share. He is also a Contributing Editor to Playthings magazine in the US, Toys n' Playthings in the UK, Juguetes in Spain and other European toy magazines. Richard has written a book, Ambassador to the Kingdom of Wal-Mart and his blog, "Out of the Toy Box" is a popular destination for those who want to know what is happening and is going to happen in the toy industry. In addition, Richard produces a monthly bulletin called "What's Next" which focuses on coming trends. In recognition of his prominence in the toy industry, Richard was recently selected as a voting member of the National Toy Hall of Fame voting committee.

Scott Gordon, Producer, Random House Children's Books

Scott Gordon is a digital producer at Random House Children's Books and is responsible for developing the online presence for major children's book brands including Magic Tree House, Disney Books for Young Readers, and the PBS KIDS TV show, The Cat in the Hat Knows a Lot About That! produced by Random House Children's Entertainment. In addition, he is the creative lead for the division's digital publishing initiatives including for mobile devices such as the recently released, Wild About Books for iPad, and upcoming app based on Pat the Bunny, among others. Scott began his career at The Walt Disney Company and later was an online producer for the Nickelodeon Parents and Preschool group creating content featuring Dora the Explorer, Moose & Zee, the Wonder Pets, and other popular characters.

Chris Grayson, Director of Digital at Humble.Tv

Chris Grayson recently joined Humble as Director of Digital, to expand their capabilities onto the web, mobile and emerging platforms. Humble is an end-to-end pre-pro to post studio and bleeding-edge special effects house in New York City. Grayson is a 15 year veteran of the New York digital advertising scene, working with many of the city's larg-

est agencies— 3 years with Ogilvy, 4 years with Euro RSCG, among others; servicing the accounts of some of the world's most recognized brands. Chris is also a contributing writer for H+ Magazine, covering Art at the intersection of Technology. His website GigantiCo.Tv, extensively covers augmented reality and emerging technologies, with readership from both the advertising industry and the tech community. He is associate-organizer of ARNY – Augmented Reality New York, and has been sourced as an expert in AR by many trade publications and the mass media.

Jinny Gudmundsen, Kid Tech Columnist, USA Today.com and Gannett News, Executive Editor Phone Apps & Video Games, Common Sense Media

Jinny is Executive Editor of Apps & Video Games for Common Sense Media, the nation's leading non-partisan, not-for-profit reviewing site of children's media. For the Apps and Video Games channels, she determines what products will be reviewed, manages a core of freelance reviewers, and edits thousands of reviews a year. Jinny is also the Kid-Tech Columnist for Gannett News Service and USA Today. For the past 10 years, she has written her weekly syndicated column that appears in over 80 newspapers. That column covers video games, mobile apps, tech toys, and websites and virtual worlds. Jinny started her career as a professional children's technology reviewer over 15 years ago. She was the founding editor of Choosing Children's Software magazine, which is now online as Computing With Kids. Jinny resides in the Washington D.C. area with her husband, and they have two children who are currently attending college and graduate school.

Eric Hardman, Director, Hasbro Online Media, Adult/Family/Preschool Content, Hasbro

Eric Hardman, Director, Adult, Family and Preschool Content, Hasbro, "Building on more than 20 years of entertainment and interactive adventures with amazing companies like Disney, Hasbro, and Scholastic, as well as many you've never heard of, Eric will always affirm that he's working on the most interesting project ever, right now. With particular passion for creative direction, game design, and building great teams, fun & creativity have proven time and time again to be core values that never disappoint."

Joe Hyrkin, Board Of Directors, Viximo, Inc.

Joe Hyrkin has more than 18 years of experience in general management, and senior sales and business development management both domestically and internationally. Joe is currently serving as interim CEO of Singlefeed, a profitable leading e-commerce feed optimization service with over 400 paying e-tailers as clients. Joe recently completed a role as an Entrepreneur in Residence with Trinity Ventures. While at Trinity, Joe spent six months focused on next generation social commerce, com-

munity, crowdsourcing and social media and evaluated over 150 companies in the space, ultimately acting as an advisor to a number of them. Prior to joining Trinity, Joe was the Senior Vice President of Sales and Business Development at Gaia Interactive. Prior to Gaia Online, Joe headed up the business side of Multimedia Search at Yahoo!. Joe serves on the Board Of Directors of Viximo, Inc., and on the advisory boards of Bunndle, Inc., FaniQ, Inc., gWallet, Inc., Red Aril, Inc., Turiya Media and Zoodles Inc.

Albert Heekwan Kim, CEO, Zenitum

Born and raised in Seoul, Korea, Albert Heekwan Kim earned his B.S. at The Ohio State University and his M.Sc. at Northwestern in Computer Engineering. Since 1993, Albert has specialized in designing complex software architecture for platforms ranging from legacy mainframe such as S/360 to down to the hardware core like FPGA for more than 16 years. His current venture, Zenitum, focuses on computer vision tracking technology for Mobile Augmented Reality. Zenitum is providing vision based mobile AR SDK for iPhone, Android, Windows Mobile and Symbian. The ultimate goal for his venture is to merge the augmented world on top of the physical & real world. Out of work, Albert is an avid student of "neo-Confucianism" largely based on "Zhu Xi," an influential Song Dynasty Confucian scholar. He enjoys reading replicas of 18th century publication on Confucianism then blogs about it.

Kathy Hirsh-Pasek, PhD

Website:
<http://astro.temple.edu/~khirshpa/flash.html>

Ori Inbar, CEO, Co-Founder, Ogmento

Ori Inbar has co-founded Ogmento in 2009 – a developer and publisher of mobile augmented reality experiences. As the author of Games Alfresco – the leading blog for augmented reality, and President of the Augmented Reality (AR) Consortium – an international group of pioneering AR companies – Ori has established himself as a thought leader in the emerging industry, and is a recognized speaker and a sought after advisor for augmented reality initiatives. Previously, as Senior Vice President of Solution Marketing for SAP's platform, Ori was responsible for the positioning and marketing of SAP NetWeaver. Prior to SAP, Ori joined TopTier Software, among the first employees of this start-up. During his career, Ori has lead the development and introduction to the market of more than 25 multimedia and business applications including the world's leading enterprise portal. Ori has a double major in Computer Science and Cinema from Tel Aviv University, and is a graduate of INSEAD University leadership program.

David Isaacs, Senior Advisor, Qlipso

David Isaacs serves as a senior advisor to Qlipso Inc. which develops revolutionary social technolo-

gies for media sharing and owns and operates global video site Veoh.com. Weaving game mechanics into content consumption, Qlipso incentivizes user engagement, sharing and transactions. Prior to working with Qlipso, Isaacs founded and served as CEO of Sutter Hill Ventures-backed Zilo Networks, a college-focused media company with on and offline properties including the nation's largest dorm room television network. In the early 1990s Isaacs was part of the original management team that created and launched the breakout hit *The Ultimate Fighting Championship*®. An honors graduate of Harvard College and Law school, Isaacs started his media career as a special assistant to Bertelsmann AG's CEO in Germany and then headed up business development for BMG Music's Ventures division.

James Jones, VP, Creative Production, Digital Media and Gaming, Hasbro

James Jones is a veteran games industry executive with over 15 years in digital media and online leadership. He has served integral roles in the design, production, operations, and executive management on nine MMOs/Virtual Worlds since 1999. In his current role as Vice President of Creative Production for Hasbro, Inc., James oversees digital media and game production on all Hasbro brands, including Transformers, Magic the Gathering, Dungeons & Dragons, GI Joe, Monopoly, Scrabble, Battleship, Risk, and Nerf. Before joining Hasbro, James was VP and Head of Studio at Cheyenne Mountain. Prior to CME, James was executive producer at Turbine, Inc., where he helped lead *Lord of the Rings Online* and the British Academy Award-winning *Dungeons & Dragons Online* through two of the most successful MMO launches in history. Previously, James was President, COO and an original founder of Artifact Entertainment best known for its original title *Horizons: Empire of Istar*, an early MMO published by Atari.

Dan Jansen, CEO of Virtual Greats

Dan Jansen is the CEO of Virtual Greats, a company that distributes and sells branded virtual goods in partnership with the leading social networks and virtual worlds. Prior to founding Virtual Greats Jansen was an active investor and entrepreneur in the new media space. He also led the Global Media & Entertainment practice for the Boston Consulting Group. Jansen holds a BA in Economics from UCLA and an MBA from the Wharton School and lives in Manhattan Beach with his wife and three children.

Jeanette Juetten, Girl Online Content Marketing Manager, American Girl / Mattel

Joshua Karpf, Senior Manager, Digital Media Communications, PepsiCo

Joshua Karpf is Senior Manager, Digital Media Communications at PepsiCo, a \$40 billion global

beverage and snacks company with a portfolio of iconic brands including Pepsi, Frito-Lay, Gatorade and Quaker Oats. In his role, he helps develops programs that leverage digital media to communicate with online and offline constituencies, build connections and deliver on company objectives. He also leads educational efforts in this area around the company. Prior to joining PepsiCo Josh spent six years at the General Electric Company in social media, marketing communications, employee communications and public relations.

Sean F. Kane, Counsel, Pillsbury Winthrop Shaw Pittman LLP

Mr. Kane is a member of the firm's Intellectual Property practice and a member of the Social Media, Entertainment & Technology team. Mr. Kane has represented clients on transactional matters involving various entertainment, communications and consumer products business segments, such as video games, virtual worlds, computer software, the Internet, music publishing, records, motion picture (feature and independent films) and television production and distribution. He also has considerable experience litigating complex business disputes in federal and state courts at trial, appellate levels and in ADR forums throughout the country. Mr. Kane has written and lectured extensively on legal topics relating primarily to intellectual property and entertainment issues. Prior to joining our firm, Mr. Kane was the founder of Kane & Associates LLC, where he served as Manager for the firm's Interactive Entertainment Practice Group.

Alpay Kasal, Owner, Lit Studios

Scott Kepron, Director of Market Development, OpenMarket

Scott is currently the Director of Market Development at OpenMarket™, a service that facilitates mobile messaging, mobile payments and content sales via the mobile channel. Prior to joining OpenMarket, Scott was Associate Director of Wireless Data at Bell Mobility, where he led the successful market launch of numerous consumer entertainment products into the Canadian consumer market. Scott was previously Director of Mobile Storefronts at m-Qube, where he introduced many brands into the mobile content space. Scott is an active member of the Mobile Marketing Association's Consumers Best Practices Committee and the CTIA Wireless Internet Caucus. Scott has a Bachelors degree in Communications from the Richard Ivey School of Business.

Elaine Kitagawa, COO, Gaia Interactive

A seasoned financial executive, Elaine Kitagawa became Gaia Online's CFO in 2008 and COO in 2010. She has led the company's increase in revenue and user-base as well as quality of financial control. In both roles, Elaine has helped Gaia Online emerge from a startup to a developed compa-

ny operating under financial standards on par with a publicly traded business. Prior to Gaia, Elaine held various management and executive roles at Arriba, Inc. At Arriba, Elaine was VP of Corporate Finance and Investor Relations and oversaw the company's investor relations strategy, managed its global maintenance business, and was a member of the executive business development team. Elaine also served as CFO of Arriba EMEA and sat on the board of Nihon Arriba (a joint venture with Softbank). Prior to Arriba, Elaine worked at various technology companies such as Clarify, Inc., The Dialog Corporation, and 3Com. She began her career in public accounting with KPMG and graduated Phi Beta Kappa with a Bachelor of Science degree from University of California, Berkeley, Haas School of Business. She is a certified public accountant in the state of California.

Mark Koerner, Vice President, Product, Six Degrees Games

Mark Koerner joined the company in November 2007 and currently serves as the Vice President of Product at Six Degrees Games, Inc. Prior to joining Six Degrees Games, Mr. Koerner served as Production Designer at Naughty Dog, Inc. (acquired by Sony Computer Entertainment in 2001), from 2000-2005, overseeing day-to-day design operations on the Jak and Daxter games franchise. From 1994-1999, Mr. Koerner was responsible for design layout at Walt Disney Feature Animation and is credited on such films as *The Hunchback of Notre Dame*, *Hercules*, *Tarzan*, *Fantasia 2000*, and *The Emperor's New Groove*. Koerner earned a B.A. in Industrial Design from Columbus College of Art and Design and an M.B.A. from the Anderson Graduate School of Management at UCLA.

Michael Lazerow, Chairman and CEO of Buddy Media, Inc

Michael is a serial entrepreneur who has co-founded four successful internet-based media companies. His first foray into entrepreneurship came with the founding of University Wire, a network of more than 700 student-run newspapers that is now owned by CBS Corp. Building on his growing experience in the online space, Michael next founded GOLF.com, which was purchased by Time Warner's Time Inc. division in January 2006. Michael is currently the chairman and CEO of Buddy Media, Inc., a New York-based company whose Facebook management system is used by global brands and agencies. Michael graduated from Northwestern University in Evanston, Ill. with a B.S. and M.S. in Journalism in 1996. He is a contributor to *Advertising Age*, *MediaPost*, *Fortune* and *iMedia Connection*, among other publications, and frequently is called upon to speak at industry events including the Monaco Media Forum, the Consumer Electronics Show, OMMA Global, Web 2.0 Expo and iMedia Brand Summit.

Nicole Lazzaro, Founder and President, XE-ODesign, Inc.

Nicole is the founder (in 1992) and President of XEODesign, Inc., has twenty years' expertise in Player Experience Design (PXD) for mass-market entertainment products. Widely recognized as one of the top women working in video games and a pioneering, leading figure in social games, Fast Company considers Nicole one of the 100 most influential women in high tech. Nicole has been cited by Wired, Fast Company, ABC News, CNN, CNET, The Hollywood Reporter, and Red Herring. She has worked with EA, Ubisoft, PlayFirst, The Cartoon Network, and Nickelodeon on such popular franchises as three of the Myst series, Diner Dash, GoPets, Mavis Beacon Teaches Typing, Jeopardy Online, as well as creativity coaching for the designers of The Sims. Nicole was the first person to use facial expressions to measure player experiences and has done ground breaking research on the relationship of emotion to games.

David Lord, President & CEO, Knowledge Adventure**Chris Mahl, Chief Brand Alchemist, SCVNGR**

Chris is SCVNGR's Chief Brand Alchemist. That means he's in charge of using SCVNGR's unique mobile gaming engine to turn brands into social media gold. More scientifically, that means that he deconstructs brands into their base matter, mixes them with fun mobile technology and powerful game dynamics, and reconstitutes all that into an awesome scriptable location-based social-media campaign. Chris has deployed SCVNGR for organizations as big as The New York Times and as quaint as your neighborhood coffee shop. Prior to joining the SCVNGR team, Chris led sales, marketing and business development teams at juggernauts like Rightmedia Yahoo!, Informatica and salesforce.com. As SVP of sales at Informatica, he saw the company through its NASDAQ initial public offering; later at salesforce.com he led the Eastern U.S. and Canadian sales teams through its NYSE IPO. During his tenure as VP of worldwide sales at RightMedia, the company was acquired by Yahoo! for \$860 million.

Peter Marx, Vice President, Business Development and Digital Studio, Qualcomm

Peter Marx is vice president of Business Development and Digital Studio at Qualcomm. In this role Marx handles the commercialization of augmented reality and other emerging technologies on behalf of Qualcomm's Corporate Research and Development Group. Before joining Qualcomm, Marx was vice president of the Technology and Digital Studio at Mattel, Inc., and also served as the chief technology officer for Vivendi-Universal Games and vice president of Emerging Technologies for Universal Studios from 2000 to 2005. Before entering the entertainment industry he was an engineer on

a variety of telemedicine, digital video, radiological imaging and biomedicine applications at UCLA, Apple Computer and 3M Company. He serves as an adjunct professor for the Peter Stark Producing Program at the USC School of Cinematic Arts teaching digital media and entertainment to graduate film and TV students. Marx graduated with a Bachelor of Arts from UCLA.

Chas Mastin, CTO, Whistlebox

Chas has used his lifelong passion for multimedia as the technical lead on numerous award-winning interactive campaigns over the past fifteen years. Previously, Chas was the technical lead on Ivy.com which was sold to Sylvan Learning Systems. Before that, Chas was a technical lead with Princeton Reviews R&D and online departments. Chas has also had past lives as an actor, writer, and singer running the comedy performance group, No Time. Chas graduated with honors from The George Washington University. He lives in Brooklyn, NY with his wife and young son.

Ido Mazursky, CEO, Shidonni Ltd

Ido Mazursky is a co-founder of Shidonni and has driven Shidonni's development from an idea into a vibrant, award winning virtual world with half a million registered users and has created innovative one of a kind dolls made from children's pets on Shidonni's virtual world. He has twenty years experience running businesses in Israel in executive positions. Prior to the establishment of Shidonni, Ido was CEO of Toys'R'Us Israel where he was introduced to the world of children's games. His previous experience includes CEO of Best Buy Limited Israel and VP Sales and Marketing for Mitsubishi Motors Israel. Ido has an Executive Business Administration Degree from Tel Aviv University and a BA in Education and Educational Administration from Bar-Ilan University.

Sean McEvoy, Director of Content Production, FunGoPlay

Sean spent over 10 years creating and producing digital content for Nickelodeon before joining FunGoPlay (a connected offline sporting goods/online kids sports theme park) in October 2009. At Nickelodeon, Sean was a senior writer and editor during the first years of nick.com, then became Director of Game Production. In 2008, he helped extend Nick as a gaming brand with two massive, global multi-player launches: Avatar: Legends of the Arena, and the first ever "eco-First Person Shooter" game, The Big Green Help Global Challenge. At FunGoPlay, Sean supervises all aspects of content production for a new kids brand that seeks to combine the two leading kid passions (online entertainment and active play) by offering points, power ups and rewards in the virtual world for playing with connected sporting goods in the real world.

Sean McGowan, Senior Analyst, Leisure & Lifestyle, Needham & Company

Sean McGowan joined Needham & Company in 2007. Prior to that, Sean was at Wedbush Morgan, where he was managing director and associate director of research. In addition, he spent 20 years as an analyst covering toys and specialty retailers at Harris Nesbitt and its predecessors, including serving as director of research from 1998 to 2002. He holds an MBA from Harvard Business School and a BA from Hofstra University.

Steve Meretzky, VP Game Design, Playdom

It's hard to have a serious conversation about gaming without mention of Steve. It's also hard to have a humorous conversation about gaming without mention of him. Steve's contributions to the industry began in 1981 at the legendary adventure game company Infocom. Prior to joining Playdom, Steve co-founded Boffo Games and held senior creative posts at Blue Fang Games, Floodgate Entertainment and WorldWinner.com. Over his prolific career, Steve also consulted with teams at Activision, Blizzard, Disney, EA, Harmonix, Hasbro and Legend, to name a few. A former board member of IGDA, Steve is co-organizer of the Social and Online Games Summit at the GDC and the annual Game Designers Workshop. Steve holds a BS in construction project management from MIT, but otherwise assures us that he did not waste his four years there.

Seth A. Metsch, Sr. Director, Digital Business Development, Digital Media Counsel, Legal & Business Affairs, A&E Television Networks, LLC

Seth Metsch is Sr. Director Digital Business Development and Digital Media Counsel, Legal & Business Affairs at A&E Television Networks, LLC which operates A&E Network, Lifetime, and the History channel. AETN also operates the virtual world Roiworld.com and the gaming site DressUp-Challenge.com. Seth's focus includes casual and social games, including development and distribution of stand-alone games, Facebook games and mobile apps. Seth worked extensively with the development and implementation of virtual currency on AETN's game properties. Immediately prior to AETN, Seth was Associate General Counsel at Sirius Satellite Radio. Seth has also worked at Princeton Video Image, LuxuryFinder.com, and Parker Chapin LLP. Seth is a graduate of Tufts University and of the Fordham University School of Law.

Patrick Murck, Head of Business Dev and Legal, BigDoor

Patrick joined BigDoor in September 2009 and works with partners to explore new ways to monetize and engage their audience, access new markets through microtransactions and leverage BigDoor's network of partners. Prior to joining BigDoor Patrick worked at a DC-based law firm that

specialized in Telecom, Media & Technology law and focused his practice on intellectual property and business transactions. As a journalist Patrick was part of investigatory teams that documented the rise private military companies and helped track down the notorious arms dealer Victor Bout, helped to uncover the tobacco lobby's use of the USA Patriot Act to immunize the industry from RICO lawsuits, and cataloged the effects of water privatization on developing world countries. Patrick earned his JD with honors from The Catholic University of America, Columbus School of Law and undergraduate degree from American University.

Cynthia Neiman, Vice President, Marketing & Business Development, Mattel Digital Network

As Vice President of Marketing & Business Development for the Mattel Digital Network (MDN), Cynthia is responsible for setting marketing & content strategy. Prior to her current role, Cynthia managed the worldwide Mattel Games portfolio at Mattel including the UNO®, Scrabble®, Pictionary® and Apples to Apples® brands. Cynthia has also held senior marketing positions at IKEA (introducing the worldwide Swedish retailer to Southern California) and eteamz.com (the world's largest online amateur sports community). She holds a B.A. degree in Economics from UCLA and a Masters of Business Administration Degree from Vanderbilt University. When she is not protecting her mayorship of the Wailea Tennis Club on foursquare, Cynthia can be found on the tennis court competing in local USTA events.

Izzy Neis, Director of User Engagement, Gazillion Entertainment

Izzy Neis is the Director of User Engagement at Gazillion Entertainment in San Mateo, CA, where she aids in the creation of entertaining and safe new gaming experiences for youth and family brands online. She has been a strong voice in the industry through her blog, www.izzyneis.com, often speaking about safety, engagement, and practice in online media and virtual worlds for youth.

Rebecca Newton, Chief Community & Safety Officer, Mind Candy Ltd.

Rebecca is the Chief Community & Safety Officer at Mind Candy Inc., a London-based gaming studio that owns the fastest growing kids virtual world and educational entertainment property in the world, moshimonsters.com. Prior to joining Mind Candy, Rebecca was the Director of Community for Sulake.com, where she oversaw online safety, customer service and community management for the worldwide Habbo sites, the largest teen virtual worlds on the globe. After 16 years at RTI International, Ms. Newton began her online career with America Online in the early 90s, where she was the Program Manager for Recruitment, Orientation and Education within AOL's Community Leader Program. Rebecca also serves as the Safety Advisor to CrispThinking.com, a risk and user management

software company based in Leeds, UK. Rebecca is a member of the Safe Internet Alliance (US) and the UKCCIS (London, UK).

Kim Orlando, Founder, Travelingmom.com

Kim Orlando is the founder of TravelingMom.com, the nation's top web site and blog network for moms who travel with (and without) their kids. TravelingMom.com offers relevant, expert content written from a mom's perspective that provides useful information, tips and hints to anyone who travels for any reason – for a family vacation, to volunteer, reconnect with friends, rekindle romance, or simply recharge one's own battery. It was named one of the top 4 family travel websites by ShermansTravel.com in 2010. In addition to the magazine-style destination reviews, travel stories, product reviews, and other content, TravelingMom.com has a network of expert bloggers, each of whom writes from a specific perspective.

Amy Oztan, blogger, freelance writer, and mom

Amy, originally from Buffalo, settled in Clinton Hill Brooklyn in 2002 with her husband and two kids, Jake and Fiona. Having worked previously as a McDonald's grill cook, lifeguard, campus police dispatcher, receptionist, waitress, concierge, stage actress, movie and TV extra, mad scientist, and production assistant, she is thrilled to be a work-at-home mom blogger and consultant. When she's not napping Amy also writes at SelfishMom.com and Momtourage.com, and podcasts at BloggngAngels.com. Her writing has been syndicated online nationally and has also appeared in Redbook.com. Amy loves to speak on panels and make TV and internet appearances.

Rajat Paharia, Founder and CTO, Bunchball

Rajat Paharia is the founder and Chief Product Officer of Bunchball, pioneers in the field of gamification – using game mechanics in non-gaming contexts to drive engagement, loyalty and revenue for the world's leading brands and media, including Bravo, Warner Bros, Comcast, USA Network, Hasbro and MySpace. Before Bunchball, Rajat worked at IDEO, Philips Consumer Electronics and IBM Research.

Roger Pavane, SVP Sales, PaymentOne

Roger Pavane Senior Vice President of PaymentOne, a digital media, commerce and technology veteran with over 20 years experience in the new emerging media and interactive mobile/online/digital technology space with a long history of building globally recognized companies. Roger served as EVP of Myxer and SVP at Mamma.com. He was co-founder and Chief Revenue Officer of 1 Rage Mobile Media and also served as SVP at Index, Liberty Media and ORA Electronics. He was a Founding Executive at Telecom Products Group International where he served major financial services clients and led the JP Morgan practice. Preceding TPGI he held senior level sales and

marketing management positions at Reuters and Satellite Business Systems later acquired by MCI. Pavane holds a BSEE from CUNY, New York. He is a member of the CTIA, MMA, iMedia and other trade associations.

Nathan Pearce, Director of Skunkworks, Sony Online Entertainment

Nathan has more than 10 years of experience in the online marketing of video games, bringing trademark passion and creativity to industry innovators like EverQuest™, Unreal Tournament and Star Wars Galaxies™. Having previously directed web presence for GT Interactive and Infogrames/Atari, Nathan is currently the Director of the Skunkworks team at Sony Online Entertainment, breaking new ground in rapid prototyping and designing innovative integrated products that plug into SOE's massively multiplayer online games. Current examples of these unique fusions of online games with integrated interfaces include Station Voice, StationLauncher.com, StationExchange.com and StationPlayers.com.

Doug Penman, Co-CEO and Founder, Nuko Toys

As a Partner and Executive Creative Director of global ad agency Euro RSCG, Doug had creative oversight over some of the largest consumer and entertainment brands on the planet (including Intel, Microsoft, SanDisk, Orange, Volvo, Sega, and Coca-Cola). Doug also founded The Guild, a strategic marketing/product incubation company serving early-stage companies and venture capital/private equity portfolios. In addition, Penman founded Catapult Entertainment, a children's property finance company, which managed the sale of WETA's "The Wot Wots" to Hasbro.

Billy Pidgeon, Senior Analyst, M2 Research

As a senior analyst at M2 Research, Billy Pidgeon covers the games industry's diverse sectors, tracking and projecting changes and growth in traditional and emerging hardware, software, business models and revenue streams on dedicated and convergent platforms. Billy has authored extensive syndicated and custom research reports, as well as advised some of the industry's top executive management teams. Prior to joining M2 Research, Billy was the Research Manager for the Games at IDC. He also worked at Jupiter Media Metrix, covering interactive entertainment, digital audio and video, user interfaces, software tools networking and 3D technology. He has appeared on international and U.S. radio and television including NPR, CBS, ABC, CNNfn, MSNBC, and data from his reports has been quoted as reference in the media and in console vendor and publisher financial presentations.

Katja Presnal, Founder, Skimbaco Lifestyles

Joi Podgorny, Director of Community Engagement, Smart Bomb Interactive

As Director of Community Engagement, Joi Podgorny architects and oversees all aspects of community management for National Geographic Animal Jam, an exciting online virtual world for kids where they can become the animals they love and learn about the natural world, all while having a great time. Their mission is to create an online destination that is an industry leader in informal education, child safety, parental engagement, and pure fun. She is considered one of the industry's foremost experts in online community and children's marketing, specifically in the under-13-year-old demographics. Her management and production accomplishments range across six international children's entertainment properties.

Marty Poulin, CEO, ShadyLogic

Marty is CEO of ShadyLogic Studios, a cutting-edge creative and development studio specializing in 2D and 3D Virtual Worlds and Games. Recent projects include Spin Master's toy-inspired Liv World and Skateboarding World "Tech Deck Live" as well as Disney's "DGamer" social network for Kids. Marty was formerly the Director of Online for Disney Interactive where he developed Disney's global online game strategy and was a senior member of the online platform group at Sony, supporting over 40 games for the PS2, PSP and PS3. After founding a successful control systems company, in 1999 Marty co-founded and became CTO of Playnet to create the long-running MMOG World War II Online. Marty is also a founder of Social Sage, a Web Development and Marketing company specializing in community creation and management as well as social media and viral marketing.

Igor Pušenjak, president and founder, Lima Sky

Igor Pušenjak is the president and founder of Lima Sky, a leading independent game development studio and publisher of games and apps for the iOS platform. With background in interactive design, marketing, management, publishing, and programming, Igor, joined by his brother Marko, a veteran mobile applications developer, founded Lima Sky in July 2008. The two brothers went on to create a number of hits, including one of the top selling iOS apps of all time, the Apple Design Award-winning game Doodle Jump. Lima Sky is included in Entrepreneur Magazine's 2010 Annual 100 Brilliant Ideas, and Pušenjak is No.14 on Fast Company's 100 Most Creative People in Business in 2010. Business Insider has recently included Igor and Marko Pušenjak as #10 on their list of Top 100 New York's Coolest Tech People In 2010, and as #1 on the 35 Up-And-Coming Entrepreneurs You Need To Meet list.

Barbara Pritchard, Executive Producer, Smashing Ideas, Inc.

Barbara Pritchard has more than twelve years experience in the interactive space and has been focused on content for kids and family for the past nine of these years. Prior to her work at Smashing Ideas, Pritchard spent the dotcom heyday at AtomFilms.com (now an MTV Networks company) where she was responsible for oversight of the production team. Additionally, Pritchard worked on the first ever Xbox Live! titles for Microsoft. In addition to her experience in the interactive space, Pritchard spent more than ten years in marketing and public relations for the music and beverage industries.

Reyne Rice, Trend Specialist, Toy Industry Association

In her role as trend specialist for the Toy Industry Association, Reyne Rice works closely with manufacturers, retailers, licensors and other related industry partners to track and identify trends in the toy and youth industry. Prior to her involvement with TIA, she was director of communications for the international marketing information company the NPD Group, where she served as the official spokesperson for toys, games and entertainment properties; concurrently, she served as the organization's director of toy services division. Reyne also held licensing, product development and international marketing positions at Mattel Toys, Today's Kids and Arco Toys; while at Ogilvy & Mather Advertising, she worked on accounts for Mattel and Mattel International.

Bill Ritchie, Co-Founder and CEO, Thinkfun

Bill is a lifelong puzzle enthusiast whose passion drives the development of ThinkFun's innovative products and programs. In 1985, Bill's dream of sharing these puzzles with the world was realized when he and his wife Andrea started Binary Arts, which would later become ThinkFun. Bill believes fiercely in the power of a great game to strengthen thinking skills and prepare kids for the challenges of the 21st century. His pioneering efforts have led the development of innovative programs that truly stretch and sharpen the mind, and his partnerships with researchers and inspired educators all over the world are an important part of furthering this vision. He continues to push into new arenas, including leading the development of new mobile apps and an online gaming community. Bill earned a degree in American Studies from Wesleyan University and a Masters in City & Regional Planning from Harvard University.

Chris Romero, CTO, FunGoPlay

Christopher Romero (World Designer & CTO, World Wide Biggies) is a 17-year veteran of interactive development. A San Francisco native, he began his career animating home improvement techniques in Macromind Director for delivery on

floppy disks Books That Work in Palo Alto. CD-ROM work on educational and scientific topics at InfoUse in Berkeley, Ca. In 1995 he joined ICE (Interactive Communications and Entertainment), then Canada's largest and most well known multimedia agency, a Canadian '50 Best Managed Companies' Award winner. In 1999 he moved to New York City and took a position at Nickelodeon Online where he was quickly promoted to Vice President, Technical Production. In 2007 he joined Worldwide Biggies where he designed the Princess Bride Game, tuned a celebrity fantasy sports league for Star vs. Star, designed a virtual world for Mattel/American Girl, as well as overseeing development of an iPhone game.

Kenny Rosenblatt, Founder, Arkadium

He didn't realize it then, but Kenny Rosenblatt's childhood prepared him for his current role as CEO at Arkadium Games. His passion for gaming and the technology that made games work, quickly translated into the co-founding of Arkadium Games in 2000. Kenny's background and work at Arkadium has not only entertained gamers worldwide, but has also served the needs of international brands such as Harrah's, CBS SportsLine, Hearst, General Electric and Warner Brothers. As Co-Founder and CEO of Arkadium, Kenny looks beyond traditional gaming technology to ensure that his clients are always meeting their core objectives. Prior to joining Arkadium, Kenny was VP of Emerging Technologies at On2 Technologies where he developed several Video on Demand systems for iTV and Set Top Boxes.

Daniel Ruby, Research Director, Chitika

As Research Director at online advertising network Chitika, Daniel Ruby has his fingers firmly on the pulse of the Internet. He and his studies have been quoted in TechCrunch, Mashable, ReadWriteWeb, CNNMoney, and other publications. A huge proponent of Technographic Segmentation, his research tends to focus on what people's choices of how they consume the Internet say about them, and how marketers can target their messaging effectively in the anonymous online world. A big fan of Apple, any time one of their new devices enters the market, Daniel is immediately on it, trying to determine who is using it, what else they're using, and what they want out of their web browsing experience. Daniel holds an MBA from Brandeis University and a bachelor's degree in journalism from the University of Missouri, Columbia.

Scott Rusnak, Creative Director, Visimonde

Rusnak spent 15 years as Vice President of Management Information Group in Scottsdale Arizona and Edmonton Canada. Rusnak has extensive international experience in development and marketing of education and social media software applications, including work with Golfnow.com, Schoollogic and various international media groups.

Shai Samet, Founder and President, kidSAFE Seal Program, Samet Privacy

Shai Samet is an experienced and award-winning privacy consultant and entrepreneur. Samet is founder and president of the kidSAFE Seal Program™, a revolutionary safety certification service being developed exclusively for use on kid-friendly websites and applications, including online games and virtual worlds. The kidSAFE Seal Program™ will feature three certification levels, simple compliance rules, affordable and creative pricing, and several other never-before-seen characteristics for an independent third party seal program. The program is being developed by Samet Privacy and is expected to launch in early 2011. Samet has been recognized by Computerworld.com as a "Best Privacy Adviser" two consecutive years (2007 and 2008) and his consulting firm is listed among "Eight Privacy Firms to Watch." Samet is also the creator of the widely popular COPPA Training Workshop, the only fully-comprehensive COPPA compliance training of its kind.

Michael Saunders, President & Founder, Dotmenu

Michael Saunders is President & Founder of Dotmenu, the world's largest network of restaurant content and online ordering. Through its premier websites, Campusfood.com and Allmenus.com, Dotmenu features over 250,000 restaurant menus and powers online food ordering on over 392 campuses and in 200 markets nationwide. Allmenus is the single largest provider of restaurant content and information in the United States. Campusfood is the local ecommerce restaurant solution on 392 college campuses, making it the broadest-reaching college food network.

Mr. Saunders holds a BA in Economics from the University of Pennsylvania with a concentration in Computer Science, and is considered an industry expert in Local Commerce.

Leslye Schaefer, Senior VP of Marketing and Consumer Products, Scholastic Media

Leslye Schaefer is the senior vice president of marketing and consumer products for Scholastic Media (SM), the only full-scale production, branding and merchandising division within the children's publishing industry that successfully develops, produces and markets children's media for the global marketplace. Schaefer is responsible for strategizing and directing all marketing activities to support SM's television programming as well as its videos, films, websites, audio, interactive, consumer products, and promotions. Prior to joining SM in 1995, Schaefer was senior vice president of marketing and promotions for VH1 and worked for 15 years at VH1's parent company, MTV Networks/Viacom.

Aaron Scheuerman, Marketing Manager, ATLAS Interactive Deutschland GmbH

Aaron Scheuerman joined ATLAS Interactive Deutschland GmbH in 2009 and since his start he has helped increase ATLAS Interactive's stake in the payment industry. With strategic marketing projects and a revamp of their website which garners thousands of hits per day. As Marketing Manager he has been responsible for all marketing and communications duties. With a full plate of projects in the pipeline for 2011 he will continue to maintain ATLAS Interactive as the leader of mobile billing. Prior to working for ATLAS Interactive Deutschland GmbH, Aaron worked for some of the world's top ad agencies in New York City where he also earned his degree in Marketing from New York University. With several national and international awards under his belt he has shown his creativity and knowledge in the industry.

Mike Schneider, SVP, Digital Incubator, Allen & Gerritsen

Mike Schneider is Senior Vice President, Director Digital Incubator for Allen & Gerritsen, ranked by Advertising Age as one of the Top 50 Independent advertising agencies in the US. Mike has spent his career solving problems using technology with a focus on marketing and analytics. He began his career building enterprise class database driven applications and data warehouses. Opportunities to get his hands on world-class technology projects & management consulting opportunities brought him to organizations like Ernst & Young & Oracle. In 2004, he took his CRM and analytics expertise to Hill, Holliday where he built the database marketing practice and also ran the digital technology practice. Mike has crafted paid, owned and earned media strategies, built award-winning communities, designed and implemented B2B and consumer segmentation, content management and customer relationship management solutions. He also writes for several blogs including a technology and social media blog called Digital Before Digital.

Arjun Sethi, Chief Executive Officer, Lolapps

Arjun is responsible for setting the overall strategic vision for Lolapps and guiding the development of fresh, high quality social games. Prior to Lolapps, Arjun was the CEO and founder of ROFLplay, a social gaming startup which was acquired by Lolapps in July 2009. Arjun initially served as the Head of Business and Corporate Development for Lolapps and was named CEO in March 2010. Previously, Arjun has held various management roles with the Carlyle Group and Saset Healthcare. In 1999, he also co-founded Advanced Tuning Products, a manufacturing company within the automotive industry. Arjun also currently serves on the Board of Advisors at iSocket and holds a B.A., B.S in History, Economics from University of Maryland, College Park.

Mihir Shah, CEO, Tapjoy

Mihir Shah is President and Chief Executive officer of Tapjoy. He joined the company in December, 2009 as Chief Revenue Officer, bringing with him more than 17 years of online advertising and gaming industry experience as a top-level executive. Prior to joining Tapjoy, Shah was Vice President, Ad Network for RockYou, a leading provider of applications and widgets across the social media space, with application properties on major social networks including Facebook, MySpace, and Hi5. Mihir also founded CookEatShare.com, a vertical social network catering to home cooks and professional chefs. Prior to that, he was the Vice President and General Manager for Direct Selling Solutions at QuinStreet, the largest performance marketing firm in the country. Earlier, Mihir was the President and CEO of Liquid Software, a Sutter Hill Ventures backed enterprise application integrator.

Bill Shribman, Senior Executive Producer, WGBH Educational Foundation

Bill Shribman is the Senior Executive Producer responsible for all interactive media for kids within WGBH Educational Foundation including national PBS web sites for Arthur, Between the Lions, ZOOM, Postcards from Buster, Curious George, Design Squad, Martha Speaks and Fetch and these projects bring 15 million visits each month. He has worked on four iPhone apps for kids and has more in development. He is the creator of several original broadband projects including the Fin, Fur and Feather Bureau of Investigation, The Greens, and a photographic news service for PBS KIDS called Beeswax. He has written and produced content for web, audio podcast, CDROM, interactive television, kiosk, radio and television, interactive whiteboard, and Wii. He has been nominated separately for an EMMY for his TV and online work.

Paula Silver, Owner, Beyond the Box Productions

Paula has more than 25 years of experience in the development, production and marketing of motion pictures. Paula was the marketing strategist behind the surprise 2002 Indie hit, My Big Fat Greek Wedding, developing a marketing plan that relied heavily on grass roots and localized publicity strategy, and one that has continued to sustain its position as the longest running film in theatrical release. At the Walt Disney Company, Paula was renowned for creating an award-winning marketing campaign for Mr. Hollands' Opus. Paula served as President of Marketing and Publicity at Columbia Pictures Worldwide where she supervised a staff of over 100 people, managed a \$480 million annual advertising budget and oversaw the development and implementation of marketing campaigns for over 18 major motion pictures each year. Paula spent 15 years working in the advertising industry prior to becoming a Hollywood studio executive.

Brad Singer, EVP, PaymentOne

Brad Singer has over 20 years of business and senior management experience, with expertise in payments, digital media and ecommerce markets. Currently, as Executive Vice President at PaymentOne, he leads all commercial operations, including sales, marketing, client services, new product, and business development initiatives, including strategic relationships with network operators. Previously, Singer served as Vice President of Strategic Marketing, Product Management and Content Licensing at NewsEdge, an early pioneer in content syndication. While at NewsEdge (acquired by Thomson), Singer also served as General Manager of the NewsPage.com business, one of the first successful online premium services. Most recently, Singer was Vice President of Marketing and Business Development at TeleKnowledge. Singer has also held senior positions at General Electric and Citibank in Latin America. Singer holds a Bachelor of Science in Computer Science and Economics from Tufts University, and an MBA in Finance from the Wharton Business School.

Mark Smale, Senior Vice President, Creaa Digital

Creaa is one of the world's largest and most successful promotions companies with clients including McDonald's, Kellogg's, EA Sport, Coca Cola, Mars and Marriott Hotels. As the evangelist for the fastest growing part of Creaa's Global Business – the Digital part, Mark is responsible to work closely with clients, management and strategic partners to connect with consumers (especially kids) with brands in new and innovative ways. These occur at the intersection of the offline and digital worlds. During Mark's 25+ year global experience with organizations like Warner Bros Consumer Products, he achieved significant successes in marketing consumer products globally to kids, in brand marketing, entertainment production and distribution, and in media strategy.

John Smedley President, Sony Online Entertainment

As President of Sony Online Entertainment LLC, John Smedley oversees the company's overall vision and growth. He has more than a decade of experience in the interactive entertainment industry, including positions with ATG, Knight Technologies and five years with Sony Online Entertainment as Director of Development. He was instrumental in the creation and development of the original, groundbreaking EverQuest® (EQ), and was co-founder of Verant Interactive Inc., which became Sony Online Entertainment after it was purchased by Sony Pictures Entertainment in 2000. Under Smedley's visionary leadership, SOE has grown from a small developer with a single online PC game to an industry leader with millions of subscribers and multiple titles published on PC, PlayStation®, PSP, wireless and handheld platforms.

Jeffrey Smith, CEO and co-founder, SonicMule, Inc. aka Smule

Jeff is the CEO and co-Founder of SonicMule, Inc., aka Smule. Smule is a leading developer of applications for the iPhone, including I Am T-Pain, Leaf Trombone, and Ocarina. In addition to Smule, Jeff is currently pursuing a PhD in Computer Music at Stanford University. He previously received a BS in Computer Science at Stanford University. In between Stanford and Stanford, Jeff co-founded and ran an email security software company which he took public on the Nasdaq and grew to \$50M in sales before stepping down as CEO. Jeff is the co-author of sixteen patents in the field of email security.

Keith Smith, Co-founder and CEO BigDoor

Keith Smith is co-founder and CEO of BigDoor. Keith has been working on gamification well before the term was invented. An avid game fan, at the age of six he sold magazine subscriptions door to door in an effort to buy the original Atari Pong console. By his own admission, Keith wore out five Atari consoles and used his love of games to work his way through college as a game play counselor at Nintendo. Gamification again had a place later in Keith's career when he was founder and CEO of Zango. Keith served as the CEO for 10 years and grew Zango from a startup to a multi-national company. While at Zango, Keith discovered a true passion for gamification after spending two years building a game-based loyalty program. Wanting to focus on game mechanics and gamification, and feeling the need to again scratch the entrepreneurial itch, Keith co-founded BigDoor with long-time business partner and best friend, Jeff Malek in 2009.

Michael Acton Smith, CEO, Mind Candy

Michael has been fascinated by games and puzzles ever since receiving a copy of Masquerade for his seventh birthday. More recent distractions have included Poker, Go, Set, Sensible Soccer, Burnout Paradise, and Guitar Hero. In his early twenties he co-founded the online retailer, Firebox.com. Firebox recently featured in 13th place on the Sunday Times Fast Track list of fastest growing companies in Britain. Michael launched Mind Candy in 2003 and development on Perplex City began soon after. Michael's interest in Monsters probably stems from reading too much Dr Seuss and Maurice Sendak as a child.

Kris Soumas, Head of Games, AETN Digital Media, a division of A&E Television Networks

Carol Spieckerman, President & CEO, newmarketbuilders

Carol Spieckerman, president and ceo of newmarketbuilders, is a noted authority on directional developments in retail and direct-to-retail positioning. Her firm's category-agnostic, retailer-centric strate-

gies position clients for high volume opportunities with major retailers. newmarketbuilders' clients include global brands, licensors, agencies, and suppliers to Walmart, Target, Best Buy, and other retailers in multiple channels. In her presentations, Carol cuts through the clutter by bringing distilled and actionable insights that her audiences can immediately leverage in direct-to-retail marketing, positioning, presentations and talk track. Carol is the author of Ready, Set, Whoa! Are you Really Ready for Retailers? and a regular contributor to leading retail and business forums, websites and publications such as the Wall Street Journal, Fortune, DSN Retailing Today, Global Toy News, and other prominent media outlets.

Leor Stern, Head of New Business Development, Local, Google

Leor Stern is a member of Google's new business development team, where he focuses on incubating and launching new products and initiatives through strategic partnerships and technology deals. Leor joined Google in 2003 and prior to his current role, he helped launch Google's field operations in Israel. Leor also launched and managed Google's online sales and operations in the Middle East, South Africa, Croatia, and Israel. Leor holds a B.A. in psychology with honors from UC Davis.

Won Il Sue, VP of Business Development, Nexon

As VP of Business Development, Won Il is responsible for managing Nexon America's strategic partnerships as well as expanding the company's game development channels. Won Il comes to Nexon America with many years of business development and management experience with online gaming companies including serving as CEO of Nexon Corp. between 2004 and 2005. Won Il also founded the Internet startup called Smartplay and served as its CEO before joining Neowiz Games in South Korea. There, he held several executive posts including Senior Vice President of International Business. Won Il is a native of South Korea and speaks fluent English and Korean. Won Il attended Seoul National University where he earned a Degree in Business Administration.

Michelle Sullivan, Director, Nat Geo Kids Digital Media & Editorial Director, National Geographic Kids & Family

As part of her work to create interactive multimedia content to excite kids about the world and all the amazing people, places and animals in it, Michelle is helping seamlessly integrate the National Geographic Animal Jam™ virtual world game play and experience into National Geographic's existing kids digital properties. Prior to joining National Geographic, Michelle was director of editorial programming for AOL's teen service, RED, which she helped develop and launch in 2003. Additionally, she served as principal product manager for AOL's

premium educational products and StudyBuddy.com homework help site. In her pre-digital life, she was an editor at Teen and MoxieGirl magazines and published in several publications including Marie Claire, Teen People, TeenStyle, YM and Cosmogirl. She also authored a self-empowering help book for tween girls, "Check Him Out: Your Ultimate Guide to Guys."
Michelle is a graduate of Pepperdine University.

Dr. Davor Sutija, CEO, Thin Film Electronics

Dr. Sutija is a graduate of the Jerome Fisher Management and Technology program at the Wharton School, and has a PhD from UC Berkeley in Chemical Engineering. At Berkeley, Dr. Sutija developed novel microelectrode arrays in the UCB Microlab, and was a Hertz Fellow research associate at Lawrence Berkeley Labs. Dr. Sutija did postdoctoral work at the Center for Materials Technology, Univ. of Oslo, before becoming founding CEO at SiNOR AS (now REC-SiTech), a producer of electronic and pv-grade silicon ingots. Prior to joining ThinFilm in January, 2010, Dr. Sutija was SVP, Product Marketing, at FAST, a Microsoft subsidiary. He has also served on the boards of Norwegian technology firms SensoNor, Birdstep, and Owerla.

John Swords, Partner and Ringleader, Circ.us

Swords is Partner and Ringleader at Circ.us, an imaginative technology agency that helps brands and their agencies elevate and monetize social interaction through ground-breaking imaginative tech deployments. Circ.us' clients include Ben and Jerry's, Cisco Systems, A&E Television and Red Bull. Swords has been active in the augmented reality, location based services and life logging technology scene for many years. He is a founding contributor to the Metaverse Roadmap Project and a frequent presenter at the AR:NY Meetup. Prior to starting Circ.us, Swords was a repeat entrepreneur and most recently worked for Electric Sheep Company, an Emmy award-winning virtual worlds developer.

Matthew Szymczyk, CEO and founder, Zugara

Matthew Szymczyk is the CEO and founder of Zugara a firm that develops custom Augmented Reality solutions for Fortune 500 brands. Matthew's strategic direction for Zugara is one that is focused on AR's usability and effectiveness in achieving clients' goals. Zugara's proprietary technologies include: Webcam Social Shopper, Zugara Streaming AR which couples AR with video conferencing, and Zugara Motion Capture AR that allows user control through AR, without use of mouse or keyboard.

Wade Tinney, Founding Partner, Large Animal Games

Wade founded Large Animal Games with Josh Welber in January of 2001, but has been designing and developing games since 1996. He holds an MFA in Design and Technology from Parsons

School of Design. An active member of the International Game Developers Association, Wade was a charter steering committee member for the Casual Games Special Interest Group and the founding editor of the Casual Games Quarterly. He currently leads the New York City Chapter of the IGDA. Wade has also taught undergraduate and graduate courses in game design at Parsons School of Design and New York University, and is a frequent speaker at industry conferences around the world.

David Thacker, Associate Partner, Greylock Partners

David joined Greylock in 2008. His areas of focus include consumer Internet and enterprise software. He played a key role in Greylock's investments in Cloudera and Pandora and is closely working with several portfolio companies including Auditide, Oodle, Redfin and TellApart. David is currently on the board of directors at Gowalla, a location-based mobile social network. Prior to Greylock, David was a group product manager at Google. During his five years at Google, he oversaw the development of key components of the AdWords advertising system and led a product management team focused on new products for advertising agencies and strategic partners. Earlier in his career, David held product development, technical consulting and sales roles at pcOrder, an enterprise software company that provided e-commerce solutions to the computer industry. David holds a BA in Computer Science and Economics from Duke University and an MBA from Harvard Business School.

Scott Traylor, CEO & Chief KID of 360KID

Scott Traylor defines the vision behind the Boston-based digital development and consulting firm known as 360KID. He works with companies large and small, helping them discover how best to engage kids through a variety of digital media platforms. Scott is actively involved in research, writing, and speaking about user engagement through new technologies, social media, and various consumer-based delivery systems. When Scott started his business over 20 years ago, he also doubled as a computer science teacher during that time, working with graduate students to develop new digital experiences. He is involved with many consumer and education events related to kids and technology. Scott is a Board of Director and Trustee member to two youth-focused organizations and advises a small number of venture backed online startups and virtual worlds.

Jeff Tremblay, VP Business Development, Frima Studio

With more than 10 years of experience in the video game and virtual world industry, Jeff clearly understands the reality of each business partner. His capacity to identify forthcoming trends in the marketplace enables Frima and its clients to keep a competitive edge. Focused and goal oriented, he

knows how to innovate and maximize the exposure of the brand behind games. Jeff has greatly contributed in the deployment of 10 virtual worlds for kids, including the highly successful Build-a-Bearville, and has also been involved in the development of over 500 web flash games. Through his career, he has built and cultivated strong relationships with some of the largest entertainment companies such as Walt Disney, Warner Brothers Online, AOL, Nick Online, Ubisoft and Electronic Arts among others.

Brad Twohig, Senior Associate, Insight Venture Partners

Bradley Twohig joined Insight in 2006. Brad previously worked at Yahoo! Inc. in business development on the search and marketplace team. Prior to Yahoo! Inc., he consulted small startups and entrepreneurs at the Locus Consulting Group. Brad graduated with honors from the University of Pennsylvania's Wharton School with a B.S. in economics.

Joost Van Dreunen, President, SuperData Research

Joost has over a decade of commercial research experience on interactive entertainment and technology industries. Prior to founding SuperData he held senior analyst positions at Nielsen Online and DFC Intelligence. He specializes in emergent forms of game play, including social gaming, free-to-play gaming, micro-transactions, prepaid game cards, MMOs, mobile gaming, and digital distribution. Joost is an affiliate researcher at the Columbia Institute for Tele-Information, a member of the Center of Organizational Innovation, founder of the New York chapter of the Digital Game Research Association, and teaches at the NYU Game Center.

Chris Waldron, VP of Games, Cartoon Network

Margaret Wallace CEO Playmatics

Margaret is an American entrepreneur, gaming and media professional. She is the CEO of Playmatics, a company dedicated to bringing rich games, applications and designs on the Internet, in social media networks, and on a variety of connected gaming platforms. A recognized expert in the growing field of gamification, working with big brands and creating original gaming IP, she has been at the helm of several successful start-ups. Prior to forming Playmatics, Margaret was CEO of Rebel Monkey, a venture-backed company focused on creating a free-to-play game world and community platform utilizing virtual goods and microtransactions. Before Rebel Monkey, she was a founding member and CEO of Skunk Studios in San Francisco, CA, one of the first-ever casual game companies and portals.

Lisa Wascovich, Director of Digital Media, American Greetings Properties

Lisa has worked in Interactive and Licensing for more than ten years. Lisa leads a team of creative and technical talent responsible for the development of all things interactive, including websites, video games, and mobile apps, for AGP's portfolio of brands. Built upon the successful re-launches of Care Bears and Strawberry Shortcake, AGP is the intellectual property and outbound licensing division of American Greetings Corporation. AGP's inspired team dedicates itself to creating and developing character-based properties for entertainment and consumer products.

Rebecca Weeks Watson, Vice President of Business Development, gWallet Inc

With ten years of experience launching digital media startups and monetizing online content, Rebecca is one of the leading young visionaries in Silicon Valley. Currently, she leads business development and marketing for gWallet, a platform that provides advertising and virtual currency revenue to more than 250 publishers, social networks, and game developers. Previously, Rebecca was the director of business development at Real Girls Media where she launched and scaled DivineCaroline.com into a top 200 comScore property, and led all syndication, licensing, and content sourcing. Additionally, she founded the Real Girls Ad Network, a premium ad network connecting women's sites with Fortune 500 brand advertisers. Rebecca regularly speaks at conferences including CES, Ad-Tech, We Media, BlogWorldExpo, Mediabistro, and Digital Hollywood. She holds a U.S. Patent for scientific matchmaking.

Chris Williams, General Manager, Mobile, PlayFirst

Chris has spent more than 12 years dedicated to the interactive entertainment industry. Previously, Chris was with LucasArts Entertainment, where he rose through the ranks to eventually lead the development team on Star Wars: Republic Commando and be the Producer of Star Wars: Empire at War. As the Project Lead for Indiana Jones and the Staff of Kings, Chris was a member of the executive team and managed an internal development team of over 140 people. Since joining PlayFirst, Chris has grown the iPhone business by launching such hit titles as Cooking Dash, Diner Dash, Diner Dash: Grilling Green, and Wedding Dash to the top of the charts and establishing Dash as one of the most successful gaming franchises in the App Store.

Dr. Jo Webber, Chairman & Founder, Moggle

Dr. Webber has served as Chairman of Moggle, Inc. since 2008 and is an experienced software executive. She is the CEO of Energy Solutions, a provider of complex software solutions for major energy companies. Prior to joining Energy Solutions in 2006, she served as president and CEO of InnaPhase Corp., a supplier of laboratory information management systems to the pharmaceutical and biotechnology markets. She became a vice president and general manager of Thermo Informatics when the company was sold to Thermo Fisher Scientific, Inc. (NYSE: TMO) in 2006. Dr. Webber earned a Ph.D in quantum physics and a B.S. in applied chemistry from the University of Nottingham Trent.

Rich Weil, VP Client Services, Metaverse Mod Squad

Rich Weil is the Vice President of Client Services at Metaverse Mod Squad, where he is responsible for project startup and management, client services and business development. Prior to joining Metaverse, Rich held positions building and managing Community Relations and Customer Service teams at NCsoft, Kaneva and Cartoon Network. A long-time MMO enthusiast, Rich is a consistent advocate of new ways to engage online communities that blend Community Relations and Customer Support. He is a frequent speaker at major industry events, including the Game Developers Conference, SXSW, LOGIN Conference, and Engage! Prior to joining the game industry in 2004, Rich obtained a degree in Military History from the University of Texas and worked in Human Resources and Management, including as HR Director for a software development consultancy in Austin, TX.

Maura Welch, Director of Marketing, WeeWorld

A seasoned interactive media expert, Maura Welch offers best-practice insight into how to successfully create, launch and integrate effective virtual goods campaigns in the evolving social game environment. As Director of Marketing for WeeWorld, she currently manages a wide range of branded, interactive marketing campaigns, as well as the creative development and monetization strategies for WeeWorld's virtual goods and social gaming elements. Prior to WeeWorld, Maura led the creative development of interactive ads via mobile camera phones for ELLEgirl and Warner Music Group at Mobot (now part of NeoMedia). She also helped Lycos launch a social networking site and worked with SkyGo (now part of Enpocket) to create some of the first wireless marketing campaigns. Maura has also held management positions at Cyber-smith, Houghton Mifflin Company and ThingWorld.com. An industry veteran and former Boston Globe columnist, she has spoken at numerous conferences, including Engage, Digital Hollywood and SXSW.

Sally Wood, Co-Founder and VP of Marketing and Business Development, Kapitall

Sally is co-founder and VP of Marketing and Business Development of Kapitall, a new investing website revolutionizing the way we learn, trade and explore the market. She has over 20 years experience running and advising businesses in the media and information industries. Prior to Kapitall Sally was President and Chief Operating Officer of Pearson plc's Family Education Network (FEN), a collection of Internet sites for parents, teachers and kids. Prior to FEN she was President of Pearson's Prentice Hall Direct, a leading direct marketer and publisher of business and consumer titles. Sally has also held senior management positions at Simon & Schuster and Bertelsmann. Formerly a board member of Agatha Christie Ltd., Sally currently serves on the board of U.K.-based Brilliant Films LLC and Bideawee in New York. Sally received a B.A. from Bennington College and an M.B.A. from Harvard Business School.

Jia Wu, Senior Analyst, Strategy Analytics

Jia Wu, Analyst, focuses his research on industry trends, competitive and financial dynamics and consumer behavior in emerging digital media markets, including digital music, online video and TV, video games and online advertising for the Strategy Analytics Digital Media Strategies (DMS) service. Mr. Wu previously held marketing and planning positions at GroupM as well as Netease, the leading Chinese web portal. He has a BA in German Studies from Renmin University of China, and received his MBA from the Hult International Business School in Cambridge, Massachusetts.

Douglas Yellin, Director of Product, Large Animal Games

Douglas Yellin is Director of Product for Large Animal Games in New York. During his many years in the interactive industry, Doug has delivered solutions for Fortune 10 corporations, tiny startups and everything in-between. His hands-on experience with the key technologies reshaping the way business is done—both platforms (mobile, web, iTV, tablets, game consoles, etc.) and trends (touchscreens, social media, HD experiences, gestural controls, etc.) gives him unique innovation skills and a peerless understanding of the intersection of technology, business and people. Doug's products and expertise have profited many of the world's top corporate and entertainment brands including Disney, Universal Studios, American Express, Citigroup, Six Flags, The Simpsons, South Park, Batman, Mary-Kate & Ashley, WWE, the NHL, Starz and more.

Sponsors and Exhibitors

ATLAS

ATLAS Interactive Deutschland GmbH has been providing communication and payment services for over 15 years. Based in Hamburg, Germany, ATLAS Interactive works with leading companies all over the world. With office in the UK, Lebanon, Brazil, and the US. ATLAS provides payment solution for such companies as BigPoint, Gameforge, Gate2Shop, Travian, Upjers, aeria games, and many more.

Badgeville

Badgeville is a white label social loyalty, rewards, and analytics platform. We make it easy for web publishers, media sites, communities, marketers and brands to increase user loyalty and engagement. The Badgeville Platform leverages techniques from game play to create highly engaging web experiences. Using Badgeville, web publishers reward users with real-time achievements and reputation, while at the same time driving user behavior, achieving specific business goals, and measuring and optimizing user engagement. Badgeville has offices in Silicon Valley, New York and Europe. For more information, visit [Badgeville at www.badgeville.com](http://www.badgeville.com)

BigDoor

BigDoor provides a platform that helps companies build game mechanics and loyalty programs into their site or app through points, badges, levels, leaderboards, virtual currency and virtual goods. The BigDoor platform is extensible in order to allow a wide variety of apps to be built on top of it and is enabling an ecosystem where publishers, developers, content providers and advertisers can all interact and realize benefits well beyond what can be gained by building these features in-house. For more information, visit www.bigdoor.com

Bunchball

Bunchball is the leading provider of online gamification solutions, used to drive high value participation, engagement, loyalty and revenue for some of the world's leading brands and media. Customers including Warner Bros, Comcast, USA Network, LiveOps, and Hasbro use Bunchball's Nitro gamification platform to create compelling, meaningful and enjoyable experiences for consumers, employees, and partners. Based in Silicon Valley and founded in February 2005, Bunchball's investors include Granite Ventures and Adobe Systems Incorporated. For more information, visit [Bunchball online at www.bunchball.com](http://Bunchball online)

Chase Paymentech

Paymentech, LLC ("Chase Paymentech"), a subsidiary of JPMorgan Chase (JPMC), is a global leader in payment processing and merchant acquiring, capable of authorizing transactions in

more than 130 currencies. The company's proprietary platforms provide access to a wide variety of payment methods, such as credit cards, debit cards, prepaid stored value cards and electronic check processing. The company also provides a full set of solutions aimed at accelerating cash flow and managing transaction data. On the Internet or at the point of sale, Chase Paymentech's unique combination of outstanding service, innovative solutions and financial strength offers solid benefits to companies both large and small. More information can be found at www.chasepaymentech.com.

Comufy

Kids don't use email, why do you?! Comufy is the leading Instant Messenger and Social Media Marketing System, helping online games, social games and youth games with user ACQUISITION, user ENGAGEMENT and user RETENTION.

- Acquire new users via instant messenger friend recommendations
- Increase free-to-premium conversions
- Prolong subscriptions
- COPPA compliant

Don't be shy, come say hi!

Crisp Thinking

Crisp is the global leader of community management and analytics technology for social media. Established in 2005, the Crisp Community Management Platform allows gaming and social network companies to profile, manage, and protect across both moderation and customer service functions from within one single system. Crisp's community management platform; NetModerator provides advanced moderation functions customized to the client's needs; such as child safety moderation or chat analysis to remove spammers and gold farmers. Proven to scale, with millions of messages and users per day, the platform is in use by some of the world's largest online media companies: www.crispthinking.com.

Dubit Platform

We're not just about building world-class games and virtual worlds: we help turn your toys and stories into fun online adventures for kids of all ages! At the heart of our Platform technology sits our adventure engine, which has enabled global customers - including the BBC, Monty Python, and Diesel Jeans - take their properties online and keep the content fresh and exciting. Dubit's experienced team of researchers, game designers, and testers can help design your business model, audience touchpoints, gameplay, and monetization routes, as well as produce the world for you. Visit us on A1/A2: we make things fun!

Egencie

Egencie brings together a highly qualified and talented team of people to deliver outstanding strategic consulting, planning, design and development of; mobile and social games/apps/websites, web-enabled toy solutions, virtual worlds and virtual good/economy driven solutions. Egencie's impressive client list is growing dramatically: Tiger/Aspect Entertainment/Mr. Bean (UK) EMI Records (UK), Mattel/American Girl, Sony Creative Software, Spectrum Brands/Remington, Fiskars USA, Fiskars Europe, Tunipop, Anamalz (Australia) and Myachi. Egencie has also completed successful online projects for Russ Berrie, Hasbro and RC2.

Electrotank

Electrotank is a leading provider of high-performance game technology. Our products include the Electrotank Universe Platform (EUP), an extensible end-to-end platform for the rapid development of unique virtual worlds, MMORPGs, and social games in Flash and Unity 3; and, ElectroServer, the most robust real-time multi-player game and app server for Flash, Unity 3, iPhone, Android, and HTML5. Visit us at www.electrotank.com.

Everloop

Everloop has created the world's first centralized online community platform for tweens with the largest open market for all tween-relevant content, services, applications and experiences.

Frima Studio

Frima Studio is among Canada's top game developers. Since 2003, the studio has provided clients around the world its multiscreen expertise by producing games on the web, smartphones, handheld consoles and next-gen consoles. Build-A-Bearville, LeapWorld, Littlest Pet Shop Online and Pocket God Facebook are a few of the casual MMOs and social games that Frima has successfully developed and launched over the last few years. Frima's focus to continuously be at the leading edge of technology has helped the studio build strong partnerships with major players like Adobe, and be one of the few companies eligible to participate in the pre-release program of Molehill, Adobe's upcoming 3D Flash technology. Thanks to its talented team of 265 artists and programmers, Frima has emerged as a leader in the gaming industry. This was made possible by the groundbreaking visuals and technological achievements showcased in every one of the 300+ games that Frima produced. Frima has earned the trust of an impressive list of clients, including Sony, Electronic Arts, Warner Bros., Build-A-Bear Workshop and Nickelodeon. frimastudio.com

GoCash Game Card

GoCash Game Card makes monetization simple. No third party applications. No memberships. No chargebacks. Get your players back in the game. Find a solution that is global, easily scalable and 100% Secure. With over 22,000 locations nationwide let GoCash Prepaid Game Cards help you monetize your community.

gWallet

gWallet, a subsidiary of RadiumOne, is the leading ad network of social games and social communities. Publishers leverage gWallet's various ad, video, and offer formats which reward users with virtual currency or virtual goods, thereby generating unprecedented revenue for their business. Brand advertisers use gWallet's network to reach highly engaged online audiences and achieve improved campaign performance. gWallet is the only social gaming monetization platform to undergo audits and review by TRUSTe. For more information visit www.gWallet.com.

Inversoft

Inversoft is a software solutions provider and creator of the Clean Speak platform, which addresses the growing needs of companies to manage their user-generated content. Inversoft recognizes that individual experience is vastly affected by the behavior of those around us, which is just as prevalent in online environments as it is in real life. Through intelligent filtering and moderation techniques, Clean Speak allows companies to provide their users with a positive experience that directly translates into increased brand image and user retention with lower moderation costs. Visit www.inversoft.com for more information and discover our free profanity filtering service!

KidSAFE Seal Program™ by Samet Privacy
The KidSAFE Seal Program is a new, revolutionary safety certification service being developed exclusively for kid-friendly websites and applications, including online games, virtual worlds, PC software, and mobile applications (e.g., iPhone/iPad apps). Unlike other programs, the KidSAFE Seal Program will feature three certification levels, simple compliance rules, affordable and creative pricing, and several other never-before-seen characteristics for an independent third party seal program. The program is being developed by Samet Privacy, an award winning privacy services company based in Los Angeles, and is expected to launch to the general business public in Spring 2011. The program is currently in beta with a limited number of large brands. Check www.kidsafeseal.com for updates.

KidZui

The KidZui K2 browser is stuffed with millions of kid-friendly websites, online games, and YouTube videos. These are pre-screened and approved by KidZui's editorial staff, teachers, and parents. So parents can trust that their kids are safe while they

explore the Internet with KidZui. KidZui's unique KidClicks™ advertising platform provides family-friendly brands an effective way to connect with kids and parents. Kids interact with your sponsored content and then parents receive targeted ads based on their child's interests. Stop by KidZui's booth to learn how you can engage kids and parents with your family-friendly brand. Learn more at www.kidzui.com.

Media Chaperone

Founded in 2009, Media Chaperone develops 'parent-friendly' applications to manage their children's Internet use. Piggyback™ is Media Chaperone's core application integrated within Facebook which delivers real-time reports, social controls, and rewards within popular online games, virtual worlds and social networks. Based in Chicago, IL, Media Chaperone is privately held and backed by angel investors. For more information, visit www.MediaChaperone.com.

Metaverse Mod Squad

Metaverse Mod Squad is the leader in professional services for social, gaming, and online communities. From community management to moderation and customer support, Metaverse works with marquee brands and operators to promote brands, engage users, and protect the safety of children. It maintains a team of professional staffers around the world in several languages. It also has a 24/7 operations center in Sacramento, California and an office in Brooklyn, New York. www.metaversemod-squad.com.

Moggle

Moggle, Inc is a technology company delivering online solutions for the interaction of children under the age of 18 on the Internet, with a focus on security, parental control and information exchange. Virtual Piggy™ is the first of our offerings. Others are planned in 2011 and 2012. Virtual Piggy was developed to provide a secure mechanism by which children can make purchases online in a manner that is approved, controlled and monitored by their parents while facilitating a merchant's ability to comply with COPPA regulations. Moggle, Inc. is located in Philadelphia, PA.

OpenMarket

OpenMarket, a division of Amdocs, is a leading global mobile transaction hub. OpenMarket provides a comprehensive set of payment, messaging and emerging services to meet mobile business needs. From the largest consumer brands to the smallest new digital content ventures, OpenMarket empowers businesses to expand their marketing initiatives and strengthen customer relationships by leveraging the mobile channel. OpenMarket provides the most direct mobile operator connections in the U.S. and UK markets today and has global expansion plans. For more information, visit www.openmarket.com.

PaymentOne

PaymentOne, the global leader in carrier billing for digital providers enables over 3 billion consumers in 70 countries to pay with their mobile, broadband or home phone account. The AnyPhone™ Network allows digital merchants to offer additional payment methods, thus significantly increasing revenue. PaymentOne has direct relationships with over 1200 carriers and generated \$4.5B in revenue for brand name clients.

Pillsbury's Social Media, Entertainment & Technology Team

A confluence of factors is radically transforming the way that people interact socially, the way businesses develop and maintain relationships, the power that individuals have to impact consumer and business decisions, and the value users add to the content of websites and other online services. A number of social media technologies and platforms are maturing simultaneously, creating a seismic shift in online social and commercial activity. Our team includes more than 30 attorneys in offices around the world advising clients on the interplay between business, legal and technological issues associated with social media. Pillsbury's clients are using applications and technologies in innovative ways, often creating new or leveraging existing business models using social media applications and virtual worlds.

Qlipso

Qlipso Inc. develops revolutionary social technologies for media sharing and owns and operates global video site Veoh.com. Weaving game mechanics into content consumption, Qlipso incentivizes user engagement, sharing and transactions.

Robertson Marketing

Robertson Marketing makes your brand come to life. Monetize your online games or mobile apps with our rewards platform and turnkey ecommerce solutions. We offer product and prize development with a robust points program. Technology integration services or stock solutions offer the fastest way to monetize your brand. Digital and physical merchandise including logo merchandise, gift cards and consumer products will motivate fans to shop by points or dollars. Robertson Marketing offers complete in-house fulfillment, payment processing and customer support. Learn more at www.robertsonmarketing.com

Shidonni

Shidonni is an award winning, web-based edutainment virtual world for children aged 5-10 years. Shidonni is based on a unique concept whereby children are able to draw imaginary animals and then watch and play with them as they magically "come to life". Shidonni goes beyond the typical interactive pet game environment in that it empowers children to draw their own creations, fostering creativity and innovation. Children become emo-

tionally tied to their creations and Shidonni's "One-Of-A-Kind" application allows them to transform their drawings into a real plush toys, hand made to order and delivered worldwide.

SmartBuilder for BlackBerry

Starting a new business? Looking to grow your existing business? Identify your specific business needs and SmartBuilder for BlackBerry® will recommend an ideal mobile solution to help your business thrive on the go! Come visit us at Booth D1 to learn more about how BlackBerry can help build your business, plus enter for your chance to win great BlackBerry prizes!
www.smartbizbuilder.com

Thin Film Electronics

Thin Film Electronics ASA ("ThinFilm") is a publicly-listed Norwegian technology company with its head office in Oslo and product development in Linköping, Sweden. ThinFilm is a pioneer in the field of Printed Electronics, and provides fully-printed non-volatile, rewritable memory for applications in toys & games, logistics, sensor, and ID systems.

ThinFilm's offering for advanced interactive toys and games:

- ThinFilm Memory™ printed in a high-volume roll-to-roll process and the ThinFilm Memory Controller™, an application-specific integrated circuit (ASIC).

- ThinFilm Toy Development Kit which includes the tools needed to efficiently design smart toys and games

- OBA reference game that demonstrates ThinFilm's memory technology

For more information, visit: www.thinfilm.no

Virtual Greats

Virtual goods represent a \$3 billion global market. Virtual Greats is the first company to create a platform to bring high-value, copyrighted material into social networks, casual games, MMOG's and virtual worlds. We are the world's leading virtual goods sales and distribution system, connecting celebrities, artists, intellectual property holders and brands with a new generation of fans through the online trade of likenesses, fashion, catchphrases, and other virtual representations of real-world talent.

WildTangent

WildTangent is an interactive entertainment and media company with two business segments: WildTangent Games and WildTangent Media. WildTangent Games offers a diverse portfolio of premium gaming content to millions of casual, family and hardcore gamers around the world. WildTangent Media connects brand advertisers with targeted gaming audiences across WildTangent Games, Facebook, and many other popular online game destinations. BrandBoost™ is

WildTangent's patented advertising platform that enables consumers to unlock premium game sessions and virtual goods by engaging with brand advertising. BrandBoost works across all types of online games including social games, subscription based and free-to-play MMO's, virtual worlds and downloadable games. By choosing to engage with a brand, consumers get access to game sessions or virtual goods for which they would otherwise have to pay.

Badgeville™

The Social Rewards
& Analytics Platform

Grow Engagement.
Drive Behavior.
Gain Insight.



Download our FREE Report:

Turn Your Visitors into Loyal Fans

@ www.badgeville.com

Reception Sponsor



Conference Attendees: Join us for beer and munchies at the exhibit hall.
 ** Tuesday evening 4:45pm to 6pm **

Engage Exhibit Hours

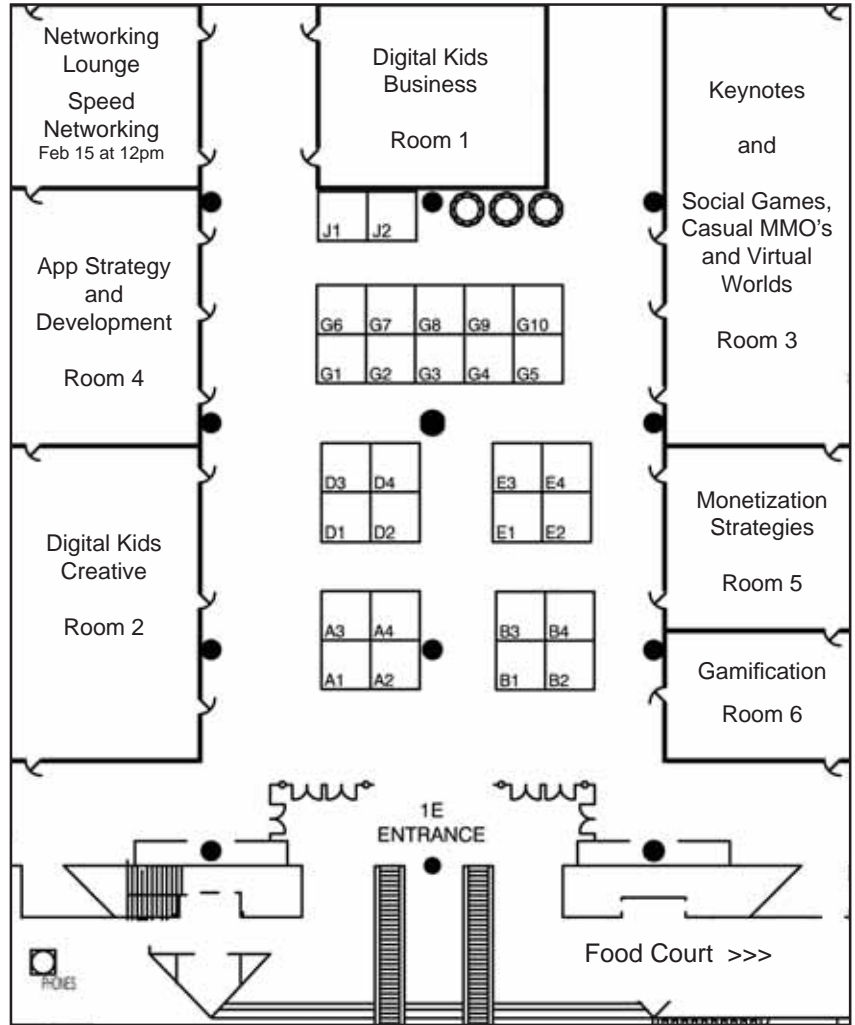
February 15 – 9:00 am – 6:00 pm
 February 16 – 9:00 am – 4:00 pm

Booth Exhibitor

- G3 Atlas Interactive
- D4 Badgeville
- G6 BigDoor
- E2 Bunchball
- A4 Chase Paymentech
- J2 Childrens Technology Review
- G5 Comufy
- G4 Crisp Thinking
- A1-A2 Dubit Platform
- G7 EGENCIE
- A3 Electrotank
- G8 Everloop
- B1-B2 Frima Studio
- J1 GoCash Game Card
- D3 Inversoft
- G2 kidSafe Seal Program
- G1 Kidzui
- E3 Metaverse Mod Squad
- E4 Moggle
- B3 PaymentOne
- B4 Pillsbury
- G9 Robertson Marketing
- G10 Shidonni
- D1-D2 SmartBuilder for Blackberry
- E1 Thin Film Electronics

Engage!

CONFERENCE AND EXPO



Registration

Toy Fair >>>

Engage Digital Media

Tonda Bunge Sellers
 Vice President, Conferences
 512-484-5574
 tonda@engagedigital.com

Tim Williams
 Vice President, Sales and Marketing
 512-289-8687
 tim@engagedigital.com

Christopher Sherman
 CEO and Founder
 512-633-4132
 chris@engagedigital.com

App Developers

CONFERENCE



October
26-27, 2011
Santa Clara, CA

PaymentOne®

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want to monetize
more consumers?



75% want easier and
safer pay options

Bill to home phone,
mobile, or broadband

learn how:

Brad Singer, EVP PaymentOne

From Free to Play to Paid Long Term Customer

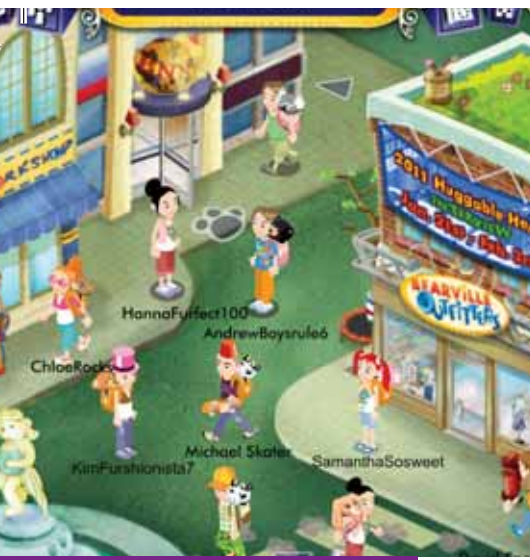
February 15, 2011, 2:30 – 3:30 pm – Room 3

Roger Pavane, SVP PaymentOne

Monetization Strategies: What's Working Today

February 15, 2011, 3:45 – 4:45 pm – Room 5

www.paymentone.com



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