

# Engage!®

February 16-17, 2010

New York City

PROGRAM & EXPO GUIDE

## Silver Sponsors



**boku** PAY BY MOBILE™

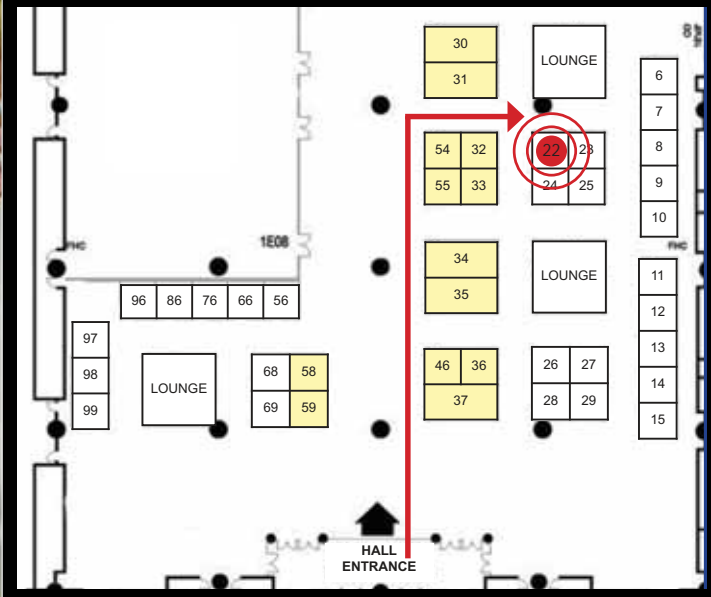
**Engage** Digital  
MEDIA

Monetize your userbase

Empower your website with 3D

Enable social viewing and interaction

PLEASE VISIT US AT BOOTH #22



**sMeeet**  
THE TOGETHER PLACE

# Engage!®

## CONFERENCE AND EXPO

### 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

[www.EngageDigital.com](http://www.EngageDigital.com)

**Engage** Digital  
MEDIA

### Contents

Sponsors	4
Tuesday Schedule at a Glance	6
Wednesday Schedule at a Glance	7
Media Partners	8
Keynotes	9
Expanded Schedule	
Toys and Online	10
Online Games & Virtual Worlds	12
Virtual Goods Conference	13
Technology Platforms	14
Speaker Biographies	16
Exhibitor and Sponsor Profiles	29
Exhibitor Directory	33
Show Map and Expo Floorplan	34

### Welcome

Welcome and thank you for coming to the 4th annual Engage Conference and Expo. I would like to extend a special thank you to our fantastic group of keynoters, speakers, sponsors, and exhibitors for making this event possible.

We are excited to colocate with Toy Fair this year and bring together leaders from the technology, toy, game and entertainment industries. In addition to the dynamic keynotes, 32 sessions and 100 speakers, you have the opportunity to network with a high profile group of fellow attendees.

This year's conference program includes the following tracks:

**Toys and Online** - With the advent of online technology, toy companies now have a direct connection to their consumers. With this direct connection comes very important new business strategies.

**Online Games & Virtual Worlds** - Online games and virtual worlds provide the ultimate in user engagement. Users stick around longer and build a relationship with the toy or brand. The very best and brightest minds share their expertise.

**Virtual Goods and Gifts** - Virtual Goods have been described as the perfect business: charging real money for digital products that may not exist in the real world. Get the inside scoop how to capitalize on virtual goods.

**Technology Platforms** - From taking your brand to the iPhone, Facebook or building your own virtual world, this track will guide you on the latest technology strategies for powerful audience engagement.

Be sure to walk the Engage! exhibit hall during the breaks. In addition, your Engage badge also gets you into Toy Fair expo halls, so don't forget to walk their show floor too.

Sincerely,



Christopher Sherman  
CEO and Founder  
Engage Digital Media

## Silver Sponsors



## Bronze Sponsors



## Virtual Goods Sponsor



## Party Sponsor



# Sponsors and Exhibitors

PARATURE

Offerpal MEDIA

METAVVERSE MOD SQUAD

inComm

MOBILEFIRST  
Payment without Borders

sMeest

playspan  
your digital marketplace

comufy

EBILL.com

CPMStar



The Electric Sheep Company

rixy  
Pay with cash & coins

Shidonni

DAO PAY

crisp

PROMT

vindicia  
Build online revenue

FOOTBALL VILLAGE  
FANWORLDS.COM

PEANUT LABS MEDIA

electrotank.

Two Animators  
Traditional & Flash Animation Studio

blockdot  
games

CyberExtruder  
3D IMAGE PROCESSING SOLUTIONS

The New York Times

SOCIAL  
GOLD

ZONG  
mobile payments

club  
Coe

indusgeeks  
IT Innovative Solutions & Services

SAMET  
PRIVACY, LLC

# Schedule At A Glance

## Tuesday, February 16, 2010


8:00 am 9:00 am	<b>Registration and Badge Pick-Up</b>			
9:00 am 10:00 am	<b>Welcome</b> - Christopher V. Sherman, CEO and Founder, Engage Digital Media <b>Keynote</b> - Will Wright, Founder and Chief Executive, Stupid Fun Club, Creator of Spore and The Sims <span style="float: right;">Room 1E13</span>			
10:00 am 10:15 am	<b>Break and Demos in the Expo Hall</b>			
	<b>Toys and Online</b>	<b>Online Games &amp; Virtual Worlds</b>	<b>Virtual Goods Conference</b>	<b>Technology Platforms</b>
	<b>Room 1E10</b>	<b>Room 1E13</b>	<b>Room 1E11</b>	<b>Room 1E09</b>
10:15 am 11:15 am	Predictions for the Future of Play	Virtual Worlds and Games by the Numbers: A Look at Market Research	Trends in Virtual Goods and Payment Solutions	Adding A Powerful Online Presence To An Existing Offline Brand
11:15 am 12:00 pm	Closing the Loop: Game Changing Toys and the Secret of their Success	Monetization Strategies: What's Working Today	Digital Kids and the Rise of Retail Game Cards	The Tactical Perspective: A Best Practices Checklist
12:00 pm 1:00 pm	<b>Lunch in the Food Court and Demos in the Expo Hall</b>			
1:00 pm 2:00 pm	<b>Keynote:</b> Lane Merrifield, Executive Vice President, Disney Online Studios Co-Founder and General Manager, Club Penguin <span style="float: right;">Room 1E13</span>			
2:00 pm 2:30 pm	<b>Break and Demos in the Expo Hall</b>			
2:30 pm 3:30 pm	Leveraging the Web: Connecting Kids' Online Worlds to Offline Toys	Tapping into the Emotional Triggers of Consumers	Case Studies from the Digital Frontier	User Generated Online Content for Kids: Freedom vs. Safety
3:30 pm 4:30 pm	A Focus Group with the Kids: What Are They Playing, Where are They Spending?	Adapting to Customers' Preferences: Best Practices for Keeping Your Online World Running	Taking Your Brand to iPhone, Facebook and Other Online Platforms	Developing A Dynamic and Engaging Online Play Strategy On a Budget
4:30 pm 6:00 pm	<b>Conference Reception - sponsored by PayPal</b>			

Party Sponsor



Conference Attendees: Join us for free beer and munchies at the exhibit hall.  
**\*\* Tuesday evening 4:30pm to 6pm \*\***

Virtual Goods Track sponsor



## Wednesday, February 17, 2010

8:00 am 9:00 am	<b>Registration and Badge Pick-Up</b>		
9:00 am 10:00 am	<b>Welcome</b> - Christopher V. Sherman, CEO and Founder, Engage Digital Media <b>Keynote</b> - Natalie Hornsby, VP of Marketing, Cepia LLC, Creators of Zhu Zhu Pets		
10:00 am 10:15 am	<b>Break and Demos in the Expo Hall</b>		
	<b>Toys and Online</b>	<b>Online Games &amp; Virtual Worlds</b>	<b>Virtual Goods Conference</b>
	<b>Room 1E10</b>	<b>Room 1E13</b>	<b>Room 1E11</b>
10:15 am 11:15 am	Investing in Online Worlds and Toys: Venture Capitalists Talk About Where They Are Investing and Why	Engaging Through Narration, Character Development, and Story	Digital Goods: How to Generate Revenue from Virtual Items and Microtransactions
11:15 am 12:00 pm	It's the Activity Stupid: Keeping Kids and Tweens Engaged	Television and Online: Giving a Successful TV Brand its Virtual World Legs	Prepaid Cards and Mobile Payment Solutions
12:00 pm 1:00 pm	<b>Lunch in the Food Court and Demos in the Expo Hall</b>		
1:00 pm 2:00 pm	<b>Keynote:</b> Tor Sirset, Vice President of Marketing Girls/Preschool, Bandai America Incorporated		
2:00 pm 2:30 pm	<b>Break and Demos in the Expo Hall</b>		
2:30 pm 3:30 pm	Marketing in the Digital Age: Mommy Bloggers, Twitterers and Kids	Success Case Studies: - Lego/NetDevil - Lego Universe EA/Hasbro - Littlest Pet Shop Online	Getting Paid: Payment Systems That Power Virtual Goods
3:30 pm 4:30 pm	Innovations in Toys, Games and Beyond	Safety in Online Worlds: How the Federal Trade Commission Sees It	Apps, Games and Goods: What Has Worked, What Hasn't?

Show Map on page 34



Don't forget to visit



Virtual Goods Track sponsor



## Media Partners



## Special Thanks



Our very special thanks to Carter Keithley, Marian Bossard, Stacy Leistner, Kimberly Carcone, Reyne Rice, Joan Wyche and the entire team at Toy Industry Association, Inc. for their support.

# Keynote Speakers

**Keynote: 9 am to 10 am - Tuesday, February 16th**



**Will Wright**  
**Founder and Chief Executive**  
**Stupid Fun Club**  
**Creator of Spore and The Sims**

Will Wright is the founder and chief executive of Stupid Fun Club, a design studio Will maintained throughout his career as chief designer at Maxis Studios and Electronic Arts. Over his 22 year career

in interactive entertainment, Will has won numerous awards and been included in a number of noteworthy lists. In March 2009, Rolling Stone named Will Wright one of the "100 People Who Are Changing America." In 2008, Will received the first ever Gamer God Award at the Spike Video Game Awards. In 2007, the British Academy of Film and Television Arts recognized the videogame industry for the first time when it named Wright a fellow; he received the Producers Guild of America Vanguard Award that same year. Will has been included in Entertainment Weekly's "It List" of the 100 most creative people in entertainment as well as Time magazine's Digital 50, a listing of "the most important people shaping technology today." In 2002, he was #35 on Entertainment Weekly's Power List, and was inducted that year into the Academy of Interactive Arts and Sciences Hall of Fame.

**Keynote: 1 pm to 2 pm - Tuesday, February 16th**



**Lane Merrifield**  
**Executive Vice President, Disney**  
**Online Studios**  
**Co-Founder and General Manager, Club Penguin**

Lane Merrifield is Executive Vice President of Disney Online Studios and co-founder of Club Penguin, one of the largest and fastest-growing virtual worlds for

children. Since Club Penguin's inception, Lane has led the management, operations and business strategy for Club Penguin out of the studio's headquarters in Kelowna, British Columbia, Canada. In addition to Club Penguin, Lane also oversees the development for all of The Walt Disney Company's virtual worlds including Disney's Toontown Online, Disney Fairies Pixie Hollow, Pirates of the Caribbean Online and the upcoming Disney/Pixar The World of Cars Online. Lane helped develop and launch Club Penguin in 2005 and played an integral role in its phenomenal growth and success. The company's commitment to creating a safe and ad-free online playground helped propel Club Penguin to international acclaim and a partnership with The Walt Disney Company, which acquired Club Penguin in August 2007.

Prior to his work with Club Penguin and Disney, Lane held various technical and marketing roles with a range of companies in Canada and the United States, but his most memorable employment experience will always be his first job at Disneyland. Lane has always nurtured a passion for using technology to connect people in new ways. He loves the fact that Disney's virtual worlds have the potential to bring kids from around the world together in a fun, creative and safety-focused environment.

**Keynote: 9 am to 10 am - Wednesday, February 17th**



**Natalie Hornsby**  
**VP of Marketing**  
**Cepia LLC**  
**Creators of Zhu Zhu Pets**

How does a brand new toy go from obscurity to phenomenon in half a year? As the Vice President of Marketing at Cepia, the company that makes the toy, 24-year-old Natalie Hornsby has been the driving

force behind the marketing and branding of Zhu Zhu Pets. While she, too, is simply stunned by the meteoric rise of the toy, she has worked very hard over the last seven months to raise the visibility of the brand. While she led the campaign to market the toy by using traditional methods, she has also utilized more contemporary methods, like zeroing in on the "mommy-bloggers" online to promote the brand.

While her youth is an asset in coming up with modern methods of branding, such as using the Internet, Natalie Hornsby is no newcomer to the world of toys. Her father, Russell Hornsby, is the CEO of Cepia now but, for most of the years that Natalie was growing up, he ran a toy company called Trendmasters, which generated its own hit toys. Always intrigued by the toy industry she grew up in, Natalie sought to make it her life's work, too. Soon after graduating Magna Cum Laude from Boston College with a Bachelor's Degree in International Relations, she headed to China for several months to learn the toy business from the manufacturing end.

**Keynote: 1 pm to 2 pm - Wednesday, February 17th**



**Tor Sirset**  
**Vice President of Marketing, Girls/Preschool**  
**Bandai America Incorporated**

Bandai America Incorporated, a leader in introducing Japanese toys to the U.S., is expanding its dominance in the boys market to the girls category. Core to that effort is the integration of online elements

into the majority of these toys, including Tamagotchi and Harumika. In an engaging onstage interview, Tor Sirset, Vice President of Marketing, Girls/Preschool at Bandai, will discuss the strategy behind this rollout and how the Internet plays an increasingly important role in the crafting and marketing of toys.

An expert in entertainment licensed characters and girls brands, Sirset previously served as Vice President of Marketing and Design for the Girls and Youth Electronics Division of Playmates Toys where he gained industry recognition for successfully launching and sustaining top girls, kids, entertainment and infant brands for Mattel, LeapFrog and Playmates.

## Toys and Online Tuesday, February 16, 2010 Room 1E10

**10:15 am - 11:15 am**

### **Predictions for the Future of Play**

Just when you finally figured out all there is to know about leveraging the web, here come a slew of new technologies and theories about play. This session will cover major trends in the making, the ones that thought leaders, entrepreneurs, and tech-forward creators are still perfecting. Hear about augmented reality's upcoming impact on play and toy marketing, episodic content and cross-media story-telling, and the evolution of viral adoption and viral spread. Be introduced to the full promise of trading cards, web-controlled toys (not just connected), the flourishing of user-generated content, and how pooled player data will lead to emergent behavior in virtual worlds and connected play.

- Richard Gottlieb, President, Richard Gottlieb's USA Toy Experts (moderator)
- Krista Marks, General Manager, Disney Online Kerpoof Studios
- Greg Davis, General Manager, Total Immersion
- Carlin West, Executive VP, Acquisitions & Development, 4Kids Entertainment, Inc.
- Cynthia Breazeal, Associate Professor of Media Arts and Sciences, MIT Media Lab

**11:15 am - 12:00 pm**

### **Closing the Loop:**

#### **Game Changing Toys and the Secret of their Success**

Last year, recognized industry analyst Sean McGowan presented at Engage! Expo and detailed what was working and what wasn't in the area of web-connected and online-reliant toys. This year, Sean will update attendees with a look at toys which "close the loop" and offer kids -- through the presence of an online experience that builds on offline play -- an opportunity for an imagination breakthrough. How are the industry's smartest players making the web and online experience more fun for kids, how are they enabling kids to engage in play in ways that personalize the experience and make it their own; how are building value for their shareholders, and turning profits they take to the bank quarter in and quarter out. Sean, who has covered the toy beat for 23 years, will present data, opinions, and predictions you can leverage to grow your business, focus your agenda, and contribute to future success, both offline and on.

- Sean McGowan, Managing Director, Needham & Company

**2:30 pm - 3:30 pm**

### **Leveraging the Web:**

#### **Connecting Kids' Online Worlds to Offline Toys**

This session will look at how the online experience factors into a toy's value chain, helping to establish visibility, develop an emotional connection with the customer, and drive revenue. Attendees will be introduced to case studies that show proof-of-concept successes with products that have either expanded on a physical connection via online play, seen an online play mechanic grown and reinforced by an offline product, and in the case of a fully integrated play experience, hear from a toy creator whose product relies heavily on both online and offline play sessions to maximize fun and a return on investment. Offline or online alone no longer is enough for today's tween and pre-tween consumers. Hear what strategies are working today that engage kids, both online and off.

- Cliff Annicelli, Editor In Chief, Playthings (moderator)
- Rich Cleveland, Sr. Director Marketing, Digital Media and Gaming, Hasbro
- Chris Bergstresser, CEO and Co-founder, Vector Entertainment
- Joe Lawandus, President, Smith & Tinker
- Dave Finnegan, Chief Supply Chain and InBearnation (Information) Officer, Build-A-Bear Workshop
- Cynthia Neiman, Vice President, Marketing & Business Development Mattel Digital Network

**3:30 pm - 4:30 pm**

#### **A Focus Group with the Kids: What Are They Playing, Where are They Spending?**

Labeled Mousers or Techneratti, most kids and tween knows more about using technology than the adults around them. Do you have things that sleep in your room that also live online in a virtual world? Can you find characters from your favorite book online? How many videos have you uploaded to YouTube? Have you made an in-world avatar based movie, mixed it with music and posted it online for your friends? Have you played online games to raise money for the UN World Food Program? If your answer to those questions is either "no" or "what does that mean", than you'll want to come to this session -- an opportunity to hear from "kid experts" about what they see as the future of toys and online play. Find out what they would do if they combined toys with an online experience. Hear what kids think are "fun toys, great games" and why. Learn what "user-generated content" means to them, and what types of toys they think need a virtual world experience in order to put it in the "goes on my wish list" category. We'll have a panel of kids tell us about these things and more. Take the time to find out now what you need to do for to make your brand a kid "must have" and a parent "I'll pay for that" brand.

- Jorian Clarke, CEO, Circle1Network

---

# Toys and Online

## Wednesday, February 17, 2010

Room 1E10

**10:15 am - 11:15 am**

### **Investing in Online Worlds and Toys: Venture Capitalists Talk About Where They Are Investing and Why**

Kids and teens are increasingly spending time online and in social networks. Their play experiences are also moving online. Technology-focused venture capital firms, sensing a major shift in play patterns, share of time, and share of wallet that is increasingly moving online, is closely following this migration and strategically backing business models that are positioned to create value. Enter companies like Gaia, Club Penguin, Stardoll, Zynga, Smith and Tinker and others, all changing the basic building blocks that go into creating games and toys. Those companies are also changing the rules behind revenue, which now comes not only from toy and games sales, but also from virtual goods, subscriptions, and advertising. Find out where this panel of venture capitalists thinks the disruptions -- and opportunities -- are occurring in our industries, what the next generation of breakout hits will look like, and where they are placing their million-dollar bets.

- [Jeremy Liew, Managing Director, Lightspeed Venture Partners](#)
- [Fred Wilson, Managing Partner, Union Square Ventures](#)
- [Ryan McIntyre, Managing Director, Foundry Group](#)
- [Woody Benson, Partner, Prism Ventures](#)
- [Julia Angwin, Technology Editor, The Wall Street Journal \(moderator\)](#)

**11:15 am - 12:00 pm**

### **It's the Activity Stupid: Keeping Kids and Tweens Engaged**

To the creators it's an online and offline experience, or a connected experience. To kids it's just a new game. There are no boundaries for this generation. Entertainment spans all platforms and mediums including toys, books, phones, computers, and more. So why do we keep thinking about the separate experience when they don't? In what new ways should we be innovating for a generation that has gone well beyond the digital divide? Come hear the latest insight on kids -- acquired from in-person focus groups and observed play sessions with kids. What lesson have we learned about social networking for kids, community, online and offline play, collectibles and top game trends? What game and play mechanics attract today's kid market? What is motivating parents as they steer their kids to suitable online playgrounds, and what do they see as threats? Remember: If you are reading about a trend in a mass market publication, you've already missed the boat.

- [Michael Pinkerton, COO, Metaverse Mod Squad \(moderator\)](#)
- [Jacques Panis, Founder and CEO, Webosaurs](#)
- [James M. Bower PhD, Chairman and CEO Numedeon Inc., Founders of Whyville.net](#)
- [Josh Fisher, Executive Producer, Brandissimo](#)

**2:30 pm - 3:30 pm**

### **Marketing in the Digital Age:**

#### **Mommy Bloggers, Twitterers and Kids**

Meet the new influencers: Mommy bloggers, DigiDads, Twitterers, forum posters, and kids themselves. They all contribute to your product's branding. And unlike TV, print, or direct in-store messaging, they fall outside your range of control. But there are ways to court the new influencers and turn them into brand sirens and evangelizers. This session will introduce you to the new landscape of peer-to-peer marketing that is actively taking place on blogs, micro-blogs and social networks: who are the new influencers, how do you reach them, and how do you control what they say about your product? Understand 360 degree marketing in the digital age and find out how to tame the new recommendation engines.

- [Maria Bailey, CEO, BSM Media \(moderator\)](#)
- [Greg Verdino, Vice President, Strategy & Solutions, Powered](#)
- [Katja Presnal, Community Manager, Collective Bias](#)
- [Natalie Hornsby, VP of Marketing, Cepia LLC](#)

**3:30 pm - 4:30 pm**

### **Innovations in Toys, Games and Beyond**

A round-up of trends and innovations affecting today's marketplace for toys, games, entertainment and the youth marketplace. An exciting and fast-paced overview of the over-arching trend stories, the most compelling innovations, and the products and manufacturers that are on the leading edge of this revolution. Presentation will include updates on technologies impacting the youth market and families, with examples and images to illustrate the news, including iPhone apps and eReaders that focus on applications for kids and families.

- [Reyne Rice, Trend Specialist, Media Spokesperson, Toy Industry Association](#)

---

# Online Games & Virtual Worlds

## Tuesday, February 16, 2010

Room 1E13

**10:15 am - 11:15 am**

### **Virtual Worlds and Games 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.

- Anita Frazier, Industry Analyst, Toys & Video Games, NPD Group
- Nic Mitham, CEO, KZero Worldwide
- Michael Cai, Vice President of Video Games, Interpret
- Barry Gilbert, VP & Research Director, Strategy Analytics

**11:15 am - 12:00 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 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.

- Teemu Huuhtanen, Executive VP, Sulake Corp., President, North America, Sulake Inc.
- Guy Bendov, Head of Business Development and Marketing, Shidonni LTD
- Michael Gold, CEO, Electrotank
- John Cahill, President & CEO, Meez
- Michael Cai, Vice President of Video Games, Interpret (moderator)

**2:30 pm - 3:30 pm**

### **Tapping into the Emotional Triggers of Consumers**

Kids and teens who grow up online -- playing in virtual worlds, texting, emailing, creating and uploading videos -- no longer see a difference between playing online or off. Today's continuous play patterns mean a seamless continuum between the room and the screen. And whether its plastic or pixels, so long as an emotional connection can be made between the consumer and the play mechanic, share of time and share of wallet will follow. This session will look at consumers from a psychographic perspective to discover how their plugged-in lifestyle, increasing need to customize and add personalization, and desire to connect with strong characters and story both influences and is influenced by their personalities, values, and attitudes -- and, ultimately, how those factors determine what we all want to get out of play.

- Nicole Lazzaro, Founder and President, XEODesign, Inc. (moderator)
- Nathan Pearce, Director of Skunkworks, Sony Online Entertainment
- Susan Wu, CEO & Co-Founder, ohai
- Mattias Miksche, CEO, Stardoll

**3:30 pm - 4:30 pm**

### **Adapting to Customers' Preferences and Business Needs: Best Practices for Keeping Your Online World Running, After You've Launched**

Going digital has its benefits, chief among them the ability to adapt to user preferences and changing business needs, even after your product has launched. But instrumenting a game -- implementing changes to the play mechanic, managing a game or virtual world's reward system and difficulty level, adding partners, and even changing a pricing strategy -- is a relatively unknown area of product management. In the traditional toy world, once the product has shipped, little change is possible. With your online product, going live is just the mid-point in a product's lifespan. Sony Online Entertainment will reveal the nuances of collecting player metrics, data mining, and other areas of online analytics as well as customer communication strategies, resulting in a step-by-step approach to maintaining and improving a live online game. Understand the second, third, and fourth chance you get with online and make the most of the web's ability to instrument your customer's online experience as well as your company's ongoing revenue streams.

- Laralyn McWilliams, Creative Director, Free Realms, Sony Online Entertainment

---

# Online Games & Virtual Worlds

## Wednesday, February 17, 2010

Room 1E13

**10:15 am - 11:15 am**

### **Engaging Through Narration, Character Development, and Story**

Understanding the art of storytelling is the first step toward developing a blockbuster hit among kids and tweens -- in any medium. But knowing what stories resonate, which character traits secure traction, and how the narrative arts can elevate a ho-hum property into a full-on hit is the province of only a select few. This session will present a panel of storytelling experts who understand the touch points that motivate kids and tweens to stay engaged, why kids develop loyalty and ongoing connections with in-game characters, what feature-set elements are essential to developing an online property with legs.

- Sherry Gunther, Founder, Masher Media, MyMiniPeeps
- Jordan Weisman, CEO and Founder, Smith and Tinker
- Sam Lewis, System Design, ZeniMax Online Studios
- Warren Buckleitner, Publisher, Children's Technology Review (moderator)

11:15 am - 12:00 pm

**Television and Online:**

**Giving a Successful TV Brand its Virtual World Legs**

Virtual worlds allow animators, production houses, and networks the opportunity to create interactive iterations of their franchises and more fully engage fans. This immersion in a narrative environment online extends and solidifies brands, and speaks to kids in what is fast becoming their new common language -- the language of interactivity and virtual worlds. This session will explore these new creative models, the business relationships that support those models, new revenue opportunities that surround online properties, and what elements are needed to create a successful brand extension into the digital realm.

- Amy Pritchard, CEO, Metaverse Mod Squad (moderator)
- Jeffrey Fleishman, Assistant VP, Business Development, Sesame Workshop
- Matt Cullen, Marketing Manager, National Football League
- Minard Hamilton, Chief Executive Officer, Six Degrees Games
- Daniel Buelhoff, Head of Business Development & Community Management, sMeet

2:30 pm - 3:30 pm

**Success Case Studies**

Special case studies analyze business partnerships between toy manufacturers and online game companies

**LEGO/NetDevil - LEGO Universe**

NetDevil and LEGO provide a look the collaboration required to create LEGO Universe.

- Mark Hansen, Director of Business Development, LEGO Group & Project Lead, LEGO Universe
- Ryan Seabury, Creative Director, LEGO Universe & Founder, NetDevil

3:30 pm - 4:30 pm

**Safety in Online Worlds:**

**How the Federal Trade Commission Sees It**

In March of 2009, Congress mandated that the Federal Trade Commission study the types of content available in online virtual worlds -- paying close attention to explicit sexual and violent content -- and the mechanisms those worlds use to manage access by minors. In this unique session, the Commission's senior most attorney assigned to the *2009 Virtual Worlds Report to Congress* will present results and discuss the agency's recommendations for strengthening access controls to virtual worlds while allowing free expression to flourish online. This first-ever analysis of virtual worlds by the FTC will be discussed by senior attorney Phyllis H. Marcus who heads the Commission's children's privacy program and is responsible for enforcing the Children's Online Privacy Protection Act (COPPA). Marcus expects this session to be the first detailed public reveal of her division's nine-month study of virtual world content. She will present data, offer recommendations, and participate in a lively one-on-one interview with virtual world child safety advocate and online community activist Izzy Neis.

- Phyllis H. Marcus, senior attorney, Div of Advertising Practices, FTC's COPPA lead
- Izzy Neis, Senior Community Safety Lead, Gazillion Entertainment

Conference Sponsor



## Virtual Goods Conference

**Tuesday, February 16, 2010**

Room 1E11

10:15 am - 11:15 am

**Trends in Virtual Goods and Payment Solutions**

What monetization strategies are working best today? What's the impact of secondary markets on the value of virtual goods? How are external regulations affecting business models? What are consumers buying? Are there remaining lessons to learn from Asia? This session will look at recent data, trends, and models that are maximizing ROI today -- and are likely to impact the virtual goods space in the year ahead.

- Renata Dionello, Director, Consumer Business Development, PayPal
- Melinda Byerley, General Manager, Marketplaces, Linden Lab
- Gene Hoffman, Jr., Chairman and CEO, Vindicia
- Ali Moiz, COO, Peanut Labs
- Margaret Mackenzie, COO, BOKU
- Ravi Mehta, VP of Products, Viximo (moderator)

11:15 am - 12:00 pm

**Digital Kids and the Rise of Retail Game Cards**

This 21st century marriage of online gaming & retail game cards was a booming market segment in 2009. This panel of industry experts covers the current trends and provides insight into what is coming next in social gaming and retail game cards.

- Kevin Dasch, Vice President of Finance and Business Development, IMVU Inc.
- Ron Williams, CEO, Zeevex
- Elliot Solomon, Director of Business Development, Disney Online Studios
- David J. Etling, Vice President, Incomm (moderator)

2:30 pm - 3:30 pm

**Case Studies from the Digital Frontier**

This session covers more ground in one hour than three normally aspirated sessions. Complex topics boiled down to deliver what you really need to know.

- Tim Williams, VP Sales and Marketing, Engage Digital Media (moderator)

**Chinese market at a glance**

Learn what is really going on and why you can't believe everything you read. - Jouni Keranen, Founder and President, iLemon

**Virtual Law**

Covers the latest legal developments effecting your avatars and virtual goods. - James Gatto, IP Practice Section Leader, Pillsbury Winthrop Shaw Pittman LLP

**Online/OffLine**

Learn more about the virtual components of an off-line product launch. - Jack Dearnbarger, Sr. Business Development / Digital Strategist, Blockdot

---

**3:30 pm - 4:30 pm**

**Taking Your Brand to iPhone, Facebook and Other Online Platforms**

Emerging platforms including the iPhone and Facebook are opening up new markets to intellectual property owners, but the opportunities are vastly different from the longstanding norms that guided earlier online strategies. It takes a new understanding of customer expectations as well as an appreciation of the limitations inherent in each of these new platforms. Understand concepts such as media-as-service, viral spread, and "Casual 2.0" -- not just as terms of art, but as substantive entry points your company can exploit to retain your existing customer base as well use to reach and engage new ones. Hear from stakeholders in these new platforms, tech-forward content owners willing to share current strategy and success stories, and industry analysts with an eye toward present and future markets.

- Kevin Barenblat, CEO, Context Optional (moderator)
- John Vechev, Co-Founder, PopCap Games
- Jason Oberfest, Vice President of Social Applications, Ngmoco
- Lauren Bigalow, COO, Wee World

**11:15 am - 12:00 pm**

**Prepaid Cards and Mobile Payment Solutions**

As virtual goods take off across a broad spectrum of buyers, business models and payment schemes are developing to facilitate monetization and ROI. One of the fastest-growing categories of the virtual goods ecosystem is prepaid cards and mobile pay. Hear what companies on the leading edge of payment solutions have to say about consumer buying habits and trends, and the solutions being developed to capture revenue an entire industry can share in.

- Ingo Lippert, CEO, MindMatics
- David Marcus, CEO and Founder, Zong
- Michael Müller, CEO, Paysafecard
- Brian Parlotto, Senior Vice President of Products and International, INCOMM
- Ted C. Sorom, CEO, Rixty, Inc.
- Kris Soumas, Head of Games, A&E Television Networks (moderator)

**2:30 pm - 3:30 pm**

**Getting Paid: Payment Systems That Power Virtual Goods**

Monetization strategies come in all shapes and sizes -- credit cards, virtual currencies, proprietary credits, universal game cards, Paypal, those that are tied to mobile carrier networks, and those that tap SMS are some of the ways consumers pay for online entertainment. This session will present the various payment schemes available to online brands as well as developing models and help attendees make the right choice among competing payment systems. From determining acceptable payment types to combating fraud, this panel will scrutinize critical issues in creating a monetization solution that's right for your online business today. Whether it's a virtual world, social media campaign, or virtual goods economy that supports your business, this session will help you take the first step required to build or implement a payment solution that supports your brand online.

- Karl Mehta, Co-Founder & CEO, PlaySpan
- Mike Haswell, VP, Business and Legal Affairs, Jambool, Inc.
- Sheetal Nehra, CEO, Surfpin
- Kurt Davis, VP Business Development BOKU
- Renata Dionello, Director, Consumer Business Development, PayPal (moderator)

**3:30 pm - 4:30 pm**

**Apps, Games and Goods - What Has Worked, What Hasn't?**

There's no one-size-fits-all solution to growing virtual goods revenues inside social gaming and casual game networks. From direct pay and offers to new strategies yet announced, this session brings together some of the industry's most successful players and asks: what's worked until now and how are you adapting to consumer demands and industry expectations for the near and long-term?

- Joe Hyrkin, Entrepreneur in Residence, Trinity Ventures (moderator)
- Mike Trigg, VP of Marketing, Hi5
- Mihir Shah, Chief Revenue Officer, Offerpal
- Brian Balfour, VP Production, Viximo

---

Conference Sponsor



**Virtual Goods Conference**  
**Wednesday, February 17, 2010**  
Room 1E11

**10:15 am - 11:15 am**

**Digital Goods: How to Generate Revenue from Virtual Items and Microtransactions**

Virtual goods are proving to be a booming and now widely accepted way to monetize online brands, but how do you take advantage of this new revenue model? How do you get a virtual goods solution up and running? How do you price goods? What items are best created by the brand owner and what items is the community best-suited to develop? How does distribution take place? How are items priced, how are fees collected, and how does one avoid fraud? Whether you are looking for a partnered platform solution or a do-it-yourself strategy, there are proven paths toward success as well as pitfalls to avoid. This session presents a nuts and bolts introduction behind the most common, most tested, and most reliable virtual goods strategies in play today.

- Margaret Wallace, CEO, Playmatics (moderator)
- Charles Edward Hudson, Vice President, Business Development, Serious Business
- Kevin Dasch, Vice President of Finance and Business Development, IMVU Inc.
- Wade Tinney, CEO, Large Animal Games

---

# Technology Platforms

## Tuesday, February 16, 2010

Room 1E09

**10:15 am - 11:15 am**

### **Adding A Powerful Online**

#### **Presence To An Existing Offline Brand**

In an industry threatened by the likes of videogames, iPods, the Internet, and other digital diversions, maintaining relevance with your consumer means going where your consumer is going -- and youths today are going online in droves. The long-term viability of your business, brand, and product line therefore depends on migrating at least some of the play experience to the Internet. For your move online to be a success, however, you will need a clear understanding of your goals, and an appreciation of how the experience online is going to enhance the toy experience offline. These subtleties can spell the difference between a measurable return on your investment or an online strategy that fizzles, piling on costs and robbing your employees and investors of profit. This session will get you up to speed on today's online play patterns, introduce options that will let kids engage with your brand even when they don't have a physical product in front of them, and introduce ways of analyzing and assessing costs of going online -- all without losing the brand equity you may have spent a lifetime building in the physical world.

- Peter D. Adkison, CEO, Hidden City Games, Bella Sara
- Jesse Soleil, Vice President, Emerging Media and Technology, eScholastic
- Peter Marx, Vice President of Production & Technology, Mattel
- Michael Bellavia, President, Animax Entertainment (moderator)

**11:15 am - 12:00 pm**

### **The Tactical Perspective: A Best Practices Checklist**

Committing to a presence online often means partnering with specialists with deep backgrounds in technology, creative, and online branding. This session will introduce you to the process of migrating your brand online, including a typical product development roadmap and timeline. A panel of experienced pros will present a going-online checklist -- from determining your online feature set, to assessing the options with virtual currency, communication alternatives, COPPA requirements, moderation, server and infrastructure needs -- and educate attendees to better understand and manage the relationship with your online agency. Get the results to want -- from engaging an audience, building a brand, or driving ROI -- by knowing ahead of time how your hired hands think.

- Scott Traylor, CEO and Founder, 360KID (moderator)
- Jason Robar, Vice President, The Amazing Society - Gazillion Entertainment Game Studio
- Jean-Francois (Jeff) Tremblay, VP Business Development, Frima Studio
- Marty Poulin, CEO, ShadyLogic Studios

**2:30 pm - 3:30 pm**

### **User Generated Online Content for Kids: Freedom vs. Safety**

The user-generated content phenomenon prevalent on social networks and web sites like MySpace, Second Life, and YouTube hasn't yet trickled down to kids, but that isn't because they aren't craving it. From designing clothes and objects, capturing game-play on video, to designing games inside of virtual worlds, kids and tweens yearn for self-expression and creation the web makes possible -- and in many cases are being handed the tools to create. But letting kids take control online is fraught with dangers. Primarily, it is concerns of security, safety and COPPA compliance that toy creators going online and virtual world creators must address. This session will look at how virtual world companies and brands can harness the power of user-generated content -- giving kids as much freedom as possible without putting them at risk.

- Joi Podgorny, Director of Community Engagement, Smart Bomb Interactive (moderator)
- George Zaloom, Founder & CEO, FaceChipz distributed by Hooga Loo Toys
- Pierre Le Lann, Co-CEO, TribalNova
- Tamara Littleton, CEO, eModeration

**3:30 pm - 4:30 pm**

### **Developing A Dynamic and Engaging Online Play Strategy On a Budget**

Not everyone has the deep pockets of a Mattel or the cross-media promotional options of a Disney or Nickelodeon. But that needn't stop you from moving your brand online and engaging kids where they are spending their time and money. This session will lay bare the options a toy manufacturer, or anyone with a strong offline brand, has when it comes to moving online. From the immersive experience of a virtual world to a more discrete online experience that may involve just a few minutes of interactivity, kids are responding to a range of digital experiences -- so long as it enhances the play experience. This session will introduce you to the economics of taking a brand and moving it online.

- Sean F. Kane, Esq., Attorney, Consultant, Kane & Associates (moderator)
- Steve Grimes, Chief Digital Officer, The Topps Company, Inc.
- Oliver Mitchell, Founder, Robotgalaxy
- David Lord, CEO, Knowledge Adventure
- James Jones, VP, Creative Production, Digital Media and Gaming, Hasbro

# Speakers

[Peter Adkison](#)  
CEO

[Hidden City Games](#)

Peter Adkison was the founder of Wizards of the Coast (WotC) in 1990 and its CEO until 2001. During this time WotC published Magic: The Gathering, acquired TSR and re-launched Dungeons & Dragons, and published Pokémon. Adkison sold WotC to Hasbro in 1999 and in 2002 acquired the Gen Con game fair from Hasbro, which he currently owns and manages. Adkison is now the CEO of Hidden City Games, publisher of the international girls entertainment property, Bella Sara. Adkison lives in Seattle and enjoys gaming, rock climbing, snowboarding, dancing, and travel.

[Julia Angwin](#)  
Technology Editor

[The Wall Street Journal](#)

After completing my MBA at Columbia in 2000, I joined The Wall Street Journal in New York and began covering technology and the dot-com boom from an East Coast perspective. The rise and fall of the AOL Time Warner merger was an important part of my beat. In 2003, I was on a team of reporters at The Wall Street Journal that was awarded the Pulitzer Prize in Explanatory Reporting for coverage of corporate corruption. Over time, my beat evolved into the convergence of technology and media, including battles over copyright issues and open access to cable companies' Internet pipes. I took a leave of absence in 2007 and 2008 to write this book about the swift rise and deep cultural impact of MySpace. I have now returned to The Wall Street Journal as a technology editor and columnist.

[Cliff Annicelli](#)  
Editor In Chief  
[Playthings](#)

Cliff Annicelli has watched, written about and worried over the successes and failures of the ever-changing, always unpredictable U.S. toy business for the better part of 15 years. Since late 2005, he has served as Editor in Chief of Playthings magazine, the 106-year-old toy business bible, and its growing family of ancillary electronic products that cover everything from children's toys, games and puzzles to the latest collectibles and hobby products firing up the imaginations of fans long past the legal drinking age.

[Maria Bailey](#)  
CEO  
[BSM Media](#)

Maria T. Bailey is an award-winning author, radio talk show host, nationally known speaker and the foremost marketing authority on marketing to moms. Her company, BSM Media is a full service marketing and media firm that specializes in marketing to mothers. The client lists includes Disney, Cartoon Network, Nestle, AOL, The Discovery Channel, Chuck E. Cheese, Disney Publishing-Family Fun Magazine, Oracle, Microsoft, Clarke American, Dolly, Inc., Tahitian Noni International, Stork Avenue, and Office Depot. She has been an invited presenter to Burger King, Coca Cola, Best Buy, Wal-Mart and many other major corporations. Her book, "Trillion Dollar Moms: Marketing to a New Generation of Mothers" (Dearborn, 2005) focuses on the emergence of Gen X and Gen Y moms and how they compare with the aging Boomer Mom segment.

[Brian Balfour](#)  
VP Production  
[Viximo](#)

Brian Balfour is the Founder and VP Product Marketing of Viximo which provides virtual good solutions to social networking, online dating, and casual gaming sites that enable and grow their virtual goods revenue. Prior to founding Viximo, Brian managed new product initiatives at ZoomInfo, and was founder of multiple online community startups, including the first college specific social network in early 2003. In addition,

as a founding member of Betahouse, a co-working space for technology entrepreneurs, and co-founder of PopSignal, one of Boston's largest professional networking organizations, Brian is actively contributing to the growth of Boston's technology startup scene.

[Kevin Barenblat](#)  
CEO

[Context Optional](#)

Kevin Barenblat is co-founder and CEO of Context Optional, a social marketing firm leading brands in marketing and consumer promotions across social networks. Over thirty Fortune 500 companies such as Absolut, Digitas, Hearst, Microsoft, Ogilvy, and OpenTable have partnered with Context Optional to connect with customers across Facebook, Twitter, YouTube, and the iPhone. After graduating from Stanford with an engineering degree Kevin worked at Boston Consulting Group, a leading strategy consulting firm. He then earned an MBA from Harvard Business School before taking on strategy and marketing roles for start-up companies in the San Francisco Bay area.

[Michael Bellavia](#)  
President

[Animax Entertainment](#)

Michael Bellavia is President of Animax Entertainment, [www.animaxent.com](#) an award-winning full-service creative agency specializing in producing character-driven and storyline-rich content for all screens. Since Animax was founded, Michael has helped shape the company into a leader in convergent media. An Emmy Award-winning producer, Michael has produced or executive produced all of Animax's TV shows, DVDs, websites, virtual worlds, games, mobile apps, and a range of other entertainment based social media. Michael played an instrumental role in launching the first social media campaign for Kodak called Ink is It.

[Guy Bendov](#)  
Head of Business Development and Marketing  
[Shidonni LTD](#)

Guy Bendov is in charge of business development at Shidonni, a fun virtual world where children play with pets they draw. Prior to Shidonni, Guy co-founded Double Fusion, a leader in the ingame advertising space, Journeys, a virtual world based on travel, Cellular Magic, a multi user mobile game platform provider and Click!, a casual games studio. Guy has more than 16 years experience leading hi-tech companies in the interactive entertainment market and helped numerous Israeli start ups to take off the ground.

[Woody Benson](#)  
Partner  
[Prism Ventures](#)

Woody joined Prism in 2004 and runs the firm's digital media practice. He also has extensive experience in mobile and transformational business. Woody is a director for LogMeIn (NASDAQ: LOGM), Kick-Apps, Worldwide Biggies and Everypoint. Formerly, he was on the board of Maven Networks, acquired by Yahoo! (NASDAQ: YHOO) and M:Metrics, acquired by comScore. (NASDAQ: SCOR). Prior to becoming a venture capitalist, Woody had an extensive operating career. Career highlights include serving as Chairman, President and CEO of MCK Communications (NASDAQ: MCKC). MCK Communications went public in 1999 and completed a secondary offering in 2000. Before MCK, Woody was a senior executive at Shiva Corporation (NASDAQ: SHVA) and Lotus Development (NASDAQ:LOTS).

Chris Bergstresser  
CEO and Co-founder  
Vector Entertainment, Inc.

Chris has 20 years experience in the video game and media industries. Driven by the explosion of opportunities in online gaming, Chris has built online strategies at some of the industry's leading game publishers including Atari, Konami, Climax and SEGA Channel. He also led Gamer.tv through the launch and rapid growth of online game communities and television.

James M. Bower PhD  
Chairman of the Board and CEO  
Numedeon Inc., Founders of Whyville.net

Dr. James M. Bower Ph.D. is the founder, Chairman, and CVO of Numedeon Inc. which in 1999 launched Whyville.net as a learning environment and one of the first virtual worlds for tweens. Whyville.net currently has 4.1 million registered users who spend, on average 34 minutes on the site per log in, and on average 3.2 hours per month. Dr. Bower is a computational neurobiologist on the faculty of the Research Imaging Center of the University of Texas Health Science Center San Antonio (bower-lab.org) and has served on education and technology advisory committees for the National Academy of Sciences, the National Science Foundation, and the National Institutes of Health.

Cynthia Breazeal  
Associate Professor of Media Arts and Sciences  
MIT Media Lab

Cynthia Breazeal, who directs the Media Lab's Personal Robots group, came to the Lab in 2001 from MIT's Artificial Intelligence (AI) Lab. As a doctoral student and then postdoctoral fellow at the AI Lab, Breazeal developed Kismet, an anthropomorphic robotic head that has been widely featured in international media and is the subject of her 2002 book *Designing Sociable Robots*. Breazeal's research explores expressive social exchange between humans and humanoid robots. She

is particularly interested in developing creature-like technologies that exhibit social common-sense and engage people in familiar, human terms. She continues to develop anthropomorphic robots as part of her ongoing work of building artificial systems that learn from and interact with people in an intelligent, life-like, and sociable manner.

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 an 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. Dr. Buckleitner has a rare blend of experiences -- as a technology expert who is also a parent, reviewer, former classroom teacher, teacher trainer, college instructor and Library Trustee.

Daniel Buelhoff  
Head of Business Development & Community Management  
sMeet

Daniel (nickname JIZA) co-founded sMeet in September 2006 and is Head of Business Development & Community Management. He earned an M.B.A. focusing on Management of Innovations and Strategic Marketing in 2004 while studying at the Technical University of Berlin, University of California, Berkeley, and Florida Atlantic University. Prior to sMeet, Daniel was a Senior Consultant at Prof. Homburg & Partner - a strategy consulting boutique specializing in Marketing, Sales, Pricing, and Market Research – servicing fortune500-companies globally. His complete career background is dominated by consulting positions at companies like Corporate Value Associates, BBDO Germany, et al.



## Worldwide Mobile Payment

- Global Reach (available to 3 billion customers)
- Excellent Payment Schedule
- Fast, Easy & Secure Integration
- 1 invoice, 1 contract partner
- Sophisticated Fraud Protection
- 10 Years of Experience in Microtransactions

Visit mopay today at booth #55 or [www.mopay.com](http://www.mopay.com)

---

[Melinda Byerley](#)  
[General Manager, Marketplaces](#)  
[Linden Lab](#)

Melinda Byerley (Pink Linden) is the General Manager, Marketplaces at Linden Lab. Melinda oversees Resident-to-Resident ecommerce, consisting of Virtual Goods, Search & Classifieds, and the Lindex Currency Exchange for the virtual world of Second Life. Previously she has held ecommerce general management and marketing roles at eBay, PayPal, iWin, and Check Point Software. Melinda has an MBA in Finance and Strategy from Cornell University and a BFA in Theatre from Illinois Wesleyan University.

[John Cahill](#)  
[President & CEO](#)  
[Meez](#)

John Cahill is President & CEO of Meez, a social virtual world that combines the best aspects of social networking and online games, allowing a US teen audience to connect, chat, play games and share media in teen-friendly environment.

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

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.

[Jorian Clarke](#)  
[Founder & CEO](#)  
[Circle 1 Network](#)

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. The company launched the first Web site for kids in 1995. Since that time our work has evolved from cyber-zine communities to virtual worlds and other platforms. Jori is responsible for the company's vision of creating and maintaining safe, fun community experiences. The company has worked with The NFL, National Cattlemen's Beef Association, Kellogg's, Kimberly-Clark, Roche Diagnostics and others.

[Rich Cleveland](#)  
[Sr. Director Marketing, Digital Media and Gaming](#)  
[Hasbro](#)

Richard oversees marketing for Hasbro's Digital Media & Gaming division where he is responsible for the global expansion of the company's toy and game brands across all digital entertainment platforms from console to PC, online, handheld, and mobile. In addition to his current post, which he was appointed to in March 2009, Richard previously spent a decade (1991-2000) with the company in senior marketing roles where he established strategic licensing alliances with film, video game and motor sports racing organizations and led associated marketing campaigns across multiple Hasbro business units.

[Matt Cullen](#)  
[Marketing Manager](#)  
[National Football League](#)

[Kevin Dasch](#)  
[Vice President of Finance and Business Development](#)  
[IMVU Inc.](#)

Kevin (avatar "bizdev") joined IMVU in April 2007 to build the business development team and was later charged with scaling the finance organization. Prior to IMVU, Kevin led Dell Inc.'s Corporate Strategy Group,

reporting to the Office of the CEO. Kevin also led marketing for Dell's \$4 billion Consumer and Small Business private label financing portfolio and was a consultant in Dell's Corporate Development Group. Before Dell, Kevin was a management consultant with I/S/O Health Care Group, now a division of Monitor.

[Greg Davis](#)  
[General Manager](#)  
[Total Immersion](#)

Greg Davis is responsible for leading the development of Total Immersion North America. Davis 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 ecommerce and leading many industry acclaimed digital initiatives for world class brands including Budweiser, Nestle, Target, Warner Bros, McDonald's, Mattel and many more. Davis holds an MBA from Pepperdine University and a B.S., Marketing from Florida State University.

[Kurt Davis](#)  
[VP Business Development](#)  
[BOKU](#)

With over ten years of experience in mobile and finance, Kurt is a seasoned expert in creating value through partnerships in the emerging, global consumer technology sector. Most recently, Kurt led business development for Funmobility, one of the leading mobile media and entertainment companies in North America. He also drove web and carrier partnerships across China and Asia for a small company he started in Shanghai in 2003 that made online and mobile sports games. In between operational experiences, he worked in strategic investments at Mitsui in Silicon Valley and GE Asia Pacific Capital in Hong Kong for two and three years respectively.

[Jack Dearnbarger](#)  
[Sr. Business Development / Digital Strategist](#)  
[Blockdot](#)

Jack leads business development initiatives for Blockdot (www.blockdot.com), an specialized agency focused in online, branded entertainment. As a digital strategist and video game enthusiast, he serves global brands and leading advertising agencies in the development of experiential solutions that successfully fulfill marketing communication objectives. Jack holds a BA in Journalism/Advertising from The University of Oklahoma and has over 20 years of practical marketing experience which encompasses traditional, digital and emerging

[Renata Dionello](#)  
[Director, Consumer Business Development](#)  
[PayPal](#)

Renata is currently the Chief of Staff to eBay's CEO. Prior to assuming this role, she led PayPal's efforts in business development and strategy for PayPal's initiative in the micropayments and digital goods space. Renata has over 10 years of experience in business development, strategy, product management and marketing. Prior to PayPal, she led marketing and product management at Pictage, the leading online services provider for professional photographers. Renata's experience also includes heading up strategy at Rent.com, corporate strategic planning at Disney, project management at Universal Music and strategy consulting at the Boston Consulting Group.

[David J. Etling](#)  
[Vice President](#)  
[Incomm](#)

David has spent the past seven years at InComm, holding various management positions including Sales Engineering, Merchant Services, and Business/Product Development. Over the past three years he has been instrumental to InComm's success in product partner acquisitions and subsequent successful retail launches; specifically as it relates to prepaid digital entertainment products, including game cash cards as well as digital music and software applications. Prior to his service at

InComm, Etling spent seven years at a startup consulting company and last served as VP of Engineering where he managed a team focusing on financial institution network design and implementation.

**Dave Finnegan**

Chief Supply Chain and InBearnation (Information) Officer  
Build-A-Bear Workshop

Dave Finnegan joined Build-A-Bear Workshop® in December 1999 as Director Inbearnation Technology and was named Chief Information Bear in January 2007, adding logistics responsibilities in March 2009 to become Chief Information and Logistics Bear. Prior to joining the company, Dave held information systems management positions at Novell, Inc. in Provo Utah and Interchange Technologies Inc. in St. Louis, Missouri. Dave is a member of the St. Louis Regional Chief Information Officer Forum and the NSB Executive Client Advisory Board. He was instrumental in the development of buildearville.com® - the company's virtual world stuffed with fun.

**Josh Fisher**

Executive Producer  
Brandissimo

The 2008 Emmy Award winning Josh Fisher has over 12 years experience in youth oriented content. In 2005 Josh created and launched the highly viral world of Urbaniacs.com. He has produced over 125 flash games in the past 3 years and continues to oversee online youth focused content for the NFL, Cabbage Patch Kids and more. Josh has guided creative material for successful properties on Nickelodeon, MTV, Fox Kids, ABC Family Channel, Cartoon Network, Discovery Kids, and many networks around the world.

**Jeffrey Fleishman**

Assistant VP, Business Development  
Sesame Workshop

Jeffrey Fleishman oversees business development for Sesame Workshop's Media Distribution Group with a focus on digital media. He is responsible for creating partnerships to distribute content from Sesame Street and other Workshop properties on websites, mobile phones, game consoles, consumer electronic devices, and other digital platforms. As a result, a variety of Sesame Street formats can now be seen on Verizon vCast, iTunes, YouTube, Hulu, and Amazon, amongst others. He received an MBA from the Kellogg School of Management at Northwestern University and a BA in Economics and Public Policy from Brown University.

**Anita Frazier**

Industry Analyst, Toys & Video Games  
NPD Group

Frazier's career has spanned the entertainment, entertainment software and consumer products industries, including tenures with Congra, Warner Brothers Studios, Sony Pictures Entertainment and just prior to joining NPD, Vivendi Universal Games. At Vivendi Universal, she managed the consumer software and games business as vice president, sales, responsible for such brands and titles as Crash Bandicoot, Spyro the Dragon, The Simpsons and Law & Order. Her experience with toys and video games at the retail, manufacturer, and licensing levels totals 14 years.

**James Gatto**

IP Practice Section Leader  
Pillsbury Winthrop Shaw Pittman LLP

Mr. Gatto serves as firmwide leader for Intellectual Property, is co-leader of the firm's Open Source practice and leads the Virtual Worlds & Video Games team. He advises clients worldwide on all aspects of IP strategy, including patent, trademark, copyright, trade secret, open source and Internet law, as well as on the full range of IP issues, from identifying and developing strategies for protecting IP, preparing and filing patent and trademark applications and handling IP intensive transactions, to licensing and selling patents, rendering infringement and validity opinions and serving as a first chair IP litigator. His areas of technical focus include video games, computer software, bioinfor-

[www.paysafecard.com](http://www.paysafecard.com)



## GAMERS GO WILD FOR IT.

### → No chargebacks

paysafecard is a prepaid voucher for online payments with zero risk of non-payment and no chargebacks.

### → Expertise you can count on – over nine years of experience in the prepaid market

paysafecard is available at more than 280,000 sales outlets across Europe and Latin America.

### → Reduce drop-out rates for online payments

Making life easier for your customers: quick, simple and secure online payments with paysafecard.

### → Giving you access to millions of potential customers

Attract new customers who do not have a credit/debit card or those who do not want to use their card to make payments on the internet.

Become a partner:

[sales@paysafecard.com](mailto:sales@paysafecard.com)



---

matics, personalized medicine, optics, semiconductors, telecommunications, financial services, business methods and Internet-related inventions, including virtual worlds, user generated content, and social networking technologies.

#### [Richard Gottlieb](#)

President

##### [Richard Gottlieb's 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. Richard is frequently interviewed by media worldwide, and has been called on by CNN, PBS, ABC and other media outlets. 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. Considered an expert on the toy industry, Richard is frequently asked to speak at toy industry conferences.

#### [Barry Gilbert](#)

VP & Research Director

##### [Strategy Analytics](#)

Barry Gilbert was among the original founding members of Strategy Analytics. He rejoined the firm to lead the development of new programs tracking emerging technologies and markets. While away, Barry served as COO of Current Analysis, Inc., a competitive intelligence firm based in Washington DC. Previously, Barry held executive level positions with Giga Information Group where he was Vice President of Quantitative Research and Vice President of the Market Strategies Division (formerly BIS Strategic Decisions). Barry's involvement with high technology research, publishing, and consulting spans over 25 years. He has served in leadership roles at IDC, Market Information Center, Computer Intelligence/InfoCorp and Bowne.

#### [Michael Gold](#)

CEO

##### [Electrotank](#)

Michael is a leading online multiplayer game and virtual world development studio and licensor of the EUP development platform. He joined Electrotank in 2009, after eight years as a client of the company. 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. Michael served as the COO of Animation Collective from 2004-2007, assembling licensing and production deals to drive the company's growth from 15 to 150 employees and from six to eight figure revenues with no outside capital. Prior to Animation Collective, he co-founded Learnimation LLC.

#### [Steve Grimes](#)

Chief Digital Officer

##### [The Topps Company, Inc.](#)

Steve Grimes joined Topps in August 2008 as the company's first Chief Digital Officer. In this capacity he has global responsibility for developing new digital offerings for the various brands within the Topps family. Since joining the company Grimes had lead the development of a number of pioneering initiatives including 3D Live, the first mass consumer use of augmented reality technology, Facebook and iPhone apps and the launch of Match Attax Live, a global soccer trading card game. Before joining Topps, Grimes spent more than 3 years at the NBA where he was VP of Interactive Services responsible for NBA.com.

#### [Sherry Gunther](#)

Founder, Masher Media

##### [MyMiniPeeps](#)

A two-time Emmy award winning producer and prominent entertainment industry executive, Sherry spent the first twenty years of her career producing some of television's biggest animated hits as well as several feature release classics. Her producer and Executive Producer credits include: The Simpsons, Family Guy, Duckman, Edith Ann, Rugrats, Dexter's Laboratory, Cow and Chicken, Johnny Bravo, The Pow-

eruff Girls and Looney Tunes. Presently, Sherry continues her entrepreneurial efforts. Through her new company, Masher Media Inc., she and her team are building an evolutionary new 3D multi-player game community for kids ages 6-13 called MyMiniPeeps.com.

#### [Minard Hamilton](#)

Chief Executive Officer

##### [Six Degrees Games, Inc.](#)

Minard Hamilton has served as Chief Executive Officer of Six Degrees Games, Inc., a leading sports video game and virtual world publisher based in Marina del Rey, CA, since co-founding the company in 2006 with company President, Ben Jones. From 2001-2006, Mr. Hamilton served as Executive Vice President, Distribution and Marketing at JAMDAT Mobile. From 1999 – 2001, Mr. Hamilton served as General Manager, International, ESPN.com (ESPN Internet Group) where he oversaw the expansion of ESPN.com outside of the United States. Hamilton earned an A.B. from Princeton University and an M.B.A. from the Anderson Graduate School of Management at UCLA.

#### [Mark Hansen](#)

Director of Business Development

##### [LEGO Group & Project Lead](#)

##### [LEGO Universe](#)

Mark has been with LEGO Group for more than 8 years, where he has created new business strategies and play concepts focused on consumer-generated products and content. Mark was the original architect of LEGO Factory, an experience that bridges virtual design with real world construction by allowing anyone to design custom LEGO models online which can then be ordered as a set for assembly "offline." He currently serves as the project lead in the development of LEGO Universe, a massively multiplayer online game. Previously, Mark spent 3 years researching mass customization and agile systems at Aalborg University and served twelve years in the United States Navy.

#### [Mike Haswell](#)

VP, Business and Legal Affairs

##### [Jambool, Inc.](#)

Mike leads business development, legal and sales for Social Gold. Mike brings a stellar experience leading business development and legal at both large companies and Silicon Valley startups. Prior to Social Gold, Mike led all business development and legal affairs at SearchMe, Inc. Mike spent 9 years at Yahoo!, most recently as Sr. Director of Global Strategic Partnerships, cultivating and leading business relationships with Fortune 100 companies.

#### [Gene Hoffman, Jr.](#)

Chairman and Chief Executive Officer

##### [Vindicia](#)

Prior to Vindicia, Mr. Hoffman co-founded eMusic in January 1998 and served as President, Chief Executive Officer, and a Director. As head of eMusic, Mr. Hoffman was featured on the cover of Forbes Magazine as a member of the July 1999 E-Gang, and named one of the 100 most influential entrepreneurs in technology in Upside Magazine's November 2000 Elite 100. Mr. Hoffman led the acquisition of eMusic by Vivendi/Universal in June 2001. Before founding eMusic Mr. Hoffman was Director of Business Development and Director of Interactive Marketing of Pretty Good Privacy.

#### [Charles Hudson](#)

VP of Business Development

##### [Serious Business](#)

Charles Hudson is VP of Business Development for Serious Business, a leading social games developer. He was formerly the Sr. Director for Business Development at Gaia Interactive, the fastest growing online hangout for teens. Prior to Gaia, Charles worked in New Business Development at Google and focused on new partnership opportunities for early-stage products in the advertising, mobile, and e-commerce markets. Prior to joining Google, he was a Product Manager for IronPort Systems. Charles spent several years working at In-Q-Tel, the strategic venture capital group for the Central Intelligence Agency.

Teemu Huuhtanen

Executive VP, Sulake Corporation

President, North America, Sulake Inc.

Mr. Huuhtanen was appointed VP, Sales of Sulake in January 2003. Prior to this, he worked for mobile entertainment & application company Small Planet as EVP. Prior to this, he was the CEO of Orchimedia, a mobile & internet entertainment company. Huuhtanen has over eight years' experience and a proven track record from senior posts in consumer and B2B sales & business development functions for several international digital entertainment start-up companies (Small Planet, Orchimedia and mm2 consultancy company). Huuhtanen has studied at Kuopio Polytechnic and University of Kuopio.

Joe Hyrkin

Entrepreneur in Residence

Trinity Ventures

Joe Hyrkin has more than 18 years of experience in general management, and senior sales and business development management both domestically and internationally. He has focused his career on creating and launching new businesses in the US and Asia, and has been instrumental in pioneering creative revenue opportunities in the community and social Web space. Prior to joining Trinity as an EIR, Joe was the Senior Vice President of Sales and Business Development at Gaia Interactive. While there, Joe oversaw all revenue including virtual goods, advertising/sponsorship and merchandize as well as all Business Development efforts including strategic partnerships, content acquisition and distribution.

James Jones

VP, Creative Production,

Digital Media and Gaming

Hasbro

James Jones is a veteran of game development and one of the world's most experienced Online Virtual World experts, having served significant roles on 6 MMO's/Virtual Worlds since 1999. Mr. Jones has a unique background in game production and design and the business

side of running and operating development studios and online services. Currently James is Vice President of Creative Production for Hasbro, Inc. where he is responsible for all Digital Games produced on Hasbro brands like Transformers through a strong partnership with Activision and the heralded partnership with EA for the EA/Hasbro label.

Sean Kane

Attorney

Kane & Associates LLC

Sean F. Kane is the founder of Kane & Associates LLC (f/k/a Drakeford & Kane LLC). He counsels clients in the interactive entertainment, video game, virtual world, social network, publishing, licensing, merchandising, sweepstakes and gaming industries. His clients are engaged in all sectors of these industries and he regularly advises them on various aspects of their enterprises, including negotiation of business agreements, management and protection of intellectual property rights, mergers and acquisitions. Additionally, he has substantial experience litigating complex business disputes in federal and state courts and in ADR forums throughout the country. These matters usually concerned either infringement issues or disputes over the contracts that licensed, assigned or otherwise dealt with intellectual property.

Jouni Keranen

Founder and President

iLemon

Founder of a virtual world company based in Shanghai, China, Jouni is a serial entrepreneur and social media expert who has been working with virtual worlds and software outsourcing for the past 10 years. Combining his experience on virtual worlds and offshore software delivery, Jouni is in charge of iLemon's global business development and company's overall strategy, leading iLemon's multicultural teams to create innovative virtual worlds across geographical and cultural borders. Previously Jouni was President and Regional Director of Habbo Hotel, world's largest virtual world with over 100 million users, in China.



[www.dubitplatform.com](http://www.dubitplatform.com)

## Dubit Virtual World Platform

Create your world in as little as one month, including:

Subscriptions, micro payments, customisable avatars, shops, adventures, inventory management, conversations, scripting engine & much more.

Come visit us on **stand 58**

BBC

CN

BEANO

BRIT CHICKS

Real Life

SNOWIE WORLD



[matthew.warneford@dubitplatform.com](mailto:matthew.warneford@dubitplatform.com)

+ 44 7525624694

+ 44 7831634575

---

**Joe Lawandus**  
President  
Smith & Tinker

In his thirteen years in management and marketing, Joe Lawandus has built and overseen the growth of brands for some of the best-known companies in the toy industry, including Disney, Cranium and Hasbro. Now he serves as the President at Smith and Tinker. He is a founding member of the company, overseeing all of Smith & Tinker's marketing, sales, and development initiatives for the company's upcoming interactive toys. Most recently, Joe was the senior vice president and general manager at Cranium, Inc., in Seattle, WA. Prior to Cranium, Joe spent five years at Disney Consumer Products as the vice president and general manager of Disney Toys & Sporting Goods.

**Nicole Lazzaro**  
Founder and President  
XEODesign, Inc.

Nicole Lazzaro is the Founder and President of XEODesign, Inc. She has eighteen years of expertise in Player Experience Design for mass-market entertainment products. Voted by Gamasutra as one of the Top 20 women working in video games, her clients including Sony, EA, Ubisoft, Sega, PlayFirst, The Cartoon Network, Disney, LeapFrog, Mattel, Monolith, Xfire, D.I.C.E, Leap Frog, Ugobe, The Learning Company, Broderbund, Roxio, Cisco, Go Pets, Sierra Online, and Maxis. She has a degree in Psychology from Stanford University where she also studied film making and computer programming. Since founding XEODesign in 1992 Nicole's design and research has improved over 40 million player experiences.

**Pierre Le Lann**  
Co-CEO  
TribalNova

Pierre Le Lann has developed over the years an impressive expertise building businesses in the children interactive and merchandising industries. In 1995, he built Periodica Multimedia, a division responsible for marketing and distributing edutainment PC games in Canada. He went on to create and run PTM Kids, a studio that develops entertainment and educational PC games for children with companies like Disney and Ubisoft among its clients. Then Pierre Le Lann joined the Canadian Broadcasting Corporation (CBC) as director of business development of the New Media division and then of the Merchandising division.

**Sam Lewis**  
System Design  
ZeniMax Online Studios

Sam's design credits start with paper games and include the DC Heroes, BattleTech, Renegade Legion, Earthdawn and Shadowrun lines. He was series editor for 3 novel lines, and produced CG segments for the BattleTech cartoon show. Starting in 1995, Sam ran Kesmai Corporation's live service, GameStorm. He also was a producer for EA.Com. At Sony Online Entertainment, Sam worked on Star Wars Galaxies both as a senior systems designer and content designer. Until April of 2009 Sam was the Lead Game Designer for Cartoon Network's upcoming MMO, FusionFall. Now Sam is with the design team at ZeniMax Online.

**Jeremy Liew**  
Managing Director  
Lightspeed Venture Partners

Jeremy Liew invests primarily in the Internet and mobile sectors, with a particular interest in social media, commerce, gaming and methods for increasing monetization. He joined Lightspeed in early 2006. Previously, Jeremy was with AOL, first as SVP of Corporate Development and Chief of Staff to the CEO and then as General Manager of Netscape. Jeremy joined AOL from InterActiveCorp (originally USA Networks), where he was VP of Strategic Planning. While there, he was responsible for acquisitions, divestitures and investments in TV Networks, consumer Internet companies and online travel companies. Jeremy is a contributor to the Lightspeed blog at <http://lsvp.wordpress.com>.

**Ingo Lippert**  
CEO  
MindMatics

Ingo Lippert founded MindMatics AG in March 2000 together with Christian Hinrichs. As CEO he is responsible for the overall business strategy and operations as well as product development, sales and marketing. Prior to founding MindMatics, Ingo worked as Project Manager for the management consulting company Roland Berger & Partner, gaining more than 5 years experience in planning and executing E- and M-Commerce strategies for leading players in the telecommunication and retail sectors. Ingo holds an MSc in Industrial Engineering from the University of Darmstadt and an MBA from the University of Florida, USA, and the Hong Kong University of Science & Technology.

**Tamara Littleton**  
CEO  
eModeration

Tamara Littleton founded eModeration ([www.emoderation.com](http://www.emoderation.com)) in 2002 and has nurtured its growth into one of the world's leading moderation agencies, whose direct clients include MTV, ITV, Lifetime Games, 02, and ESPN as well as working for leading agencies like Ogilvy, Saatchi & Saatchi, Euro RSCG, Wieden and Kennedy and Publicis. Tamara comes from an established background in editorial quality control, fault escalation and process management, experience gained from previous work as the Product Delivery Director for Chello Broadband and Online Operations Manager for BBC Online where she managed the world's first ISO 9000 accredited team for digital publishing management and monitored over 400 BBC websites.

**David Lord**  
President and CEO  
Knowledge Adventure

David Lord is president and CEO of Knowledge Adventure, the leader in adventure-based 3D virtual worlds for 3-to-10 year olds. As head of the company, Lord's extensive background and 10+ years in the toy industry makes him uniquely qualified to lead Knowledge Adventure in solidifying its position as a multi-faceted kid's entertainment company with both retail and online virtual world components. The company's long, rich history in creating fun learning products is sustained by Lord's expertise in producing quality educational toys for all ages, along with his talent for building a multi-faceted growth strategy for online businesses and brand development.

**Margaret Mackenzie**  
COO  
BOKU

Margaret brings over 20 years of venture and corporate finance and operational management to the BOKU team. Most recently, Margaret co-founded Paymo and as CFO/COO, she was responsible for financial management of the company's growth as well as for global operations. Prior to co-founding Paymo, Margaret was the CFO for mBlox, Inc, where she helped build the company into a leading mobile transaction network. Before her success in international mobile payments companies, Margaret was a Managing Director of SVB Securities, where she raised debt and equity capital, provided acquisition and divestiture advice, and underwrote structured financings for venture-backed clients. She began her career at Intel Corporation, a San Francisco-based equipment leasing company.

**David Marcus**  
CEO and Founder  
Zong

David Marcus is the founder and CEO of Zong, the leading mobile payment service used by online gaming and social networking web sites. Zong is featured in hundreds of top applications on popular social networks like Facebook and MySpace as well as leading virtual worlds and other online gaming sites, such as Gaia Online, IMVU and Outspark. An experienced entrepreneur, David has created a number of successful venture-backed businesses, including the first alternative telecom carrier in Switzerland, GTN telecom, which he launched

in 1996. In March 2008, David co-founded Twitterfone, the popular and free service that converts a voice message into Twitter updates from any mobile phone.

**Phyllis Hurwitz Marcus**  
Senior Staff Attorney  
Division of Advertising Practices  
Federal Trade Commission

Phyllis Hurwitz Marcus is a senior staff attorney in the Federal Trade Commission's Division of Advertising Practices, where she focuses on children's advertising issues. She is primarily responsible for enforcing the Children's Online Privacy Protection Act (COPPA) and the FTC's implementing Rule. Ms. Marcus led the team responsible for the Commission's 2009 study of online virtual worlds, culminating in a report to Congress in December 2009. She also serves on the FTC's Alcohol Team, and has conducted several health and safety investigations involving toys and health care products intended for use by children. Prior to joining the FTC, Ms. Marcus was the Legal Director of The Appleseed Foundation, and was a litigation associate at Crowell & Moring LLP.

**Krista Marks**  
General Manager  
Disney Online Kerpoof Studios

Krista Marks is the General Manager of Disney Online Kerpoof Studios. Prior to the acquisition by the Disney Interactive Media Group in July 2008, Krista was the CEO and Co-Founder of Kerpoof. As a new member of the Disney Family, Kerpoof is continuing on the path it set out on in 2006, merging its startup culture with Disney's global reach, and seeking, as it always has, to fundamentally change how kids interact with computers.

**Peter Marx**  
Vice President of Production & Technology  
Mattel

Peter Marx is Vice President of Production & Technology for Mattel, where he handles digital and online experiences for the world's largest toy company. Previously he managed Analog Protocol, a small consultancy whose clients included Fox, Viacom, Paramount Pictures, MTV Networks, Nickelodeon, Qualcomm and others. He was the chief technology officer for Vivendi-Universal Games and vice president of Emerging Technologies for Universal Studios from 2000 to 2005. Prior to that he made video games for Electronic Arts.

**Sean McGowan**  
Senior Analyst, Leisure & Lifestyle  
Sean McGowan joined 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.

**Ryan McIntyre**  
Managing Director  
Foundry Group

Prior to co-founding Foundry Group, Ryan started his career in venture capital at Mobius Venture Capital in January 2000. He currently serves on the boards of EmSense, Cloud Engines, Memeo, Smith & Tinker and Topspin for Foundry Group. Prior to joining Mobius Venture Capital, Ryan co-founded Excite in 1993, which went public in 1996 and later became Excite@Home following the \$6.7 billion merger of Excite and @Home in 1999. Notable companies that Ryan has invested in and/or sat on the boards of include Postini (acq. GOOG), Sling Media (acq. DISH), and StubHub (acq. EBAY).

## Pillsbury. The Real Deal for Virtual Law.

Explosive growth in the number and use of virtual worlds and video games has created a more urgent need to understand and address the legal issues associated with this growing industry. Pillsbury has an internationally recognized, multidisciplinary team of attorneys at the forefront of these issues who assist clients across the entire spectrum of legal matters and business opportunities. 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. For more information, contact James Gatto at 703.770.7754 or visit [www.pillsburylaw.com](http://www.pillsburylaw.com)

**pillsbury**

Houston | London | Los Angeles | New York | Northern Virginia | Orange County | Sacramento | San Diego  
San Diego North County | San Francisco | Shanghai | Silicon Valley | Tokyo | Washington, DC

Pillsbury Winthrop Shaw Pittman LLP | [www.pillsburylaw.com](http://www.pillsburylaw.com)  
1540 Broadway | New York, NY 10036 | 877.323.4171

---

Laralyn McWilliams  
Creative Director, Free Realms  
Sony Online Entertainment

Laralyn McWilliams serves as the creative director for Free Realms, an upcoming free massively-multiplayer game (MMO) designed for the entire family, at Sony Online Entertainment LLC's headquarters in San Diego. McWilliams has experience with a broad spectrum of video game genres. Previous industry experience includes serving as lead designer on a variety of titles such as the critically-acclaimed Full Spectrum Warrior, as well as two film-licensed games for boys. McWilliams began her career in game design in the early 1990s, creating an adventure game which she sold to Microprose. She then transitioned her multimedia company to game development as its core focus.

Karl Mehta  
Co-Founder & CEO  
PlaySpan

Karl Mehta brings over 16 years of experience to PlaySpan in founding and building high-tech businesses in the US and international markets. Prior to co-founding PlaySpan Inc., Karl was part of the founding team at MobileAria Inc. (acquired by Wireless Matrix) and co-founder/ CEO of OmniLabs Inc.. Prior to that, he held executive positions at Hughes leading new business and technology development. Karl is Charter member of TIE-Silicon Valley and board member of Ecosystem Ventures.

Ravi Mehta  
VP of Products  
Viximo

Ravi manages the company's product development, content studio, and iPhone applications teams. He has over 15 years of experience managing innovative consumer applications for a variety of platforms including founding a successful video game studio, defining the initial version of Xbox Live, directly massively multiplayer gaming initiatives at Microsoft, and launching a lead generation service for the financial services industry that served clients such as Forbes and Morningstar. Ravi holds an MBA from the MIT Sloan School of Management and a BS in Computer Systems Engineering from Boston University.

Mattias Miksche  
CEO  
Stardoll

Mr. Miksche has been an entrepreneur in the online space since 1998. Prior to Stardoll.com, Miksche was the CEO and Founder of online DVD rental company Boxman.com and merged it with U.K-based Lovefilm to form Europe's largest DVD rental and movie download company in 2005. Prior to Boxman.com, Miksche was one of the original European founders of E\*TRADE Financial from 1998 to 2002, leaving as the CEO of E\*TRADE Bank in Germany. Before E\*TRADE, Miksche held several executive positions with media and broadcasting companies at the Kinnevik/Modern Times Group between 1995-1998.

Michael Müller  
CEO  
Paysafecard

Michael is the Group CEO and Co-founder of paysafecard.com Wertkarten AG. A nine year pioneer of prepaid in Europe, Michael launched Europe's first ever prepaid voucher for payments online in 2000. His vision and leadership skills enabled the group to launch paysafecard in 20 countries across Europe to-date, with more countries in Europe and South America scheduled to be operational by December 2009. Michael is driving forward to increase the awareness and benefits of prepaid and ensure that the industry maintains a positive reputation through the development of best practices. paysafecard have offices in London, Bern and Buenos Aires, Michael directs all aspects of the business from paysafecard headquarters in Vienna, Austria.

Oliver Mitchell  
Founder  
Robotgalaxy

As an entrepreneur and father of five, Oliver founded Robotgalaxy to fill a personal need: he wanted a wholesome activity for his son. Oliver has been involved in a number of successful ventures, including Intel-backed interactive video technologies, Americash (acquired by American Express), and Holmes Protection (acquired by Tyco International). Oliver started his career in advertising with Kirshenbaum Bond & Partners.

Nic Mitham  
Founder and CEO  
KZero Worldwide

Nic Mitham is Founder and CEO of KZero Worldwide, a market-leading consulting and analytics firm. KZero operates in the virtual worlds, goods and augmented reality sectors working with start-ups, existing brands and corporations moving into the Immersive Internet space. KZero is best known for creating the Universe chart - a visualisation of the growth in the virtual worlds market. Consulting clients include Ubisoft, BT, Nokia, L'Oreal Paris, Stardoll and Digital Dollhouse.

Sheetal Nehra  
CEO  
Surfpin

Sheetal established Surfpin in 2002 and is the Founder and CEO. He supervises the company's overall strategy to ensure Surfpin is at the cutting edge of phone and mobile payment methods for web monetization. Prior to Surfpin, Sheetal spent eight years at News Corporation both in London and Hong Kong. His early roles there involved the launch of a CRM management system to handle 10 million subscribers for Star TV Asia and BSKyB. Internally he then established a consulting division along with 3 other consultants which in turn advised and sold to the likes of Discovery Channel, Bloomberg, Disney and MTV.

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

Cynthia is responsible for setting marketing & content strategy on the recently launched MDN. Prior to her current role, Cynthia managed the worldwide Mattel Games portfolio at Mattel including the UNO®, Scrabble®, Pictionary® and 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 not competing in USTA tennis events, Cynthia spends way too much time on Facebook playing UNO® & Farmville®.

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.

Jason Oberfest  
Vice President of Social Applications  
Ngmoco

As VP, Social Applications Jason is charged with bringing ngmoco:) games to social networks while also developing and discovering social games that can be adapted to iPhone and mobile devices. Prior to ngmoco:) Jason served as SVP of Business Dev. at MySpace where he worked with Zynga, Playdom, Playfish, Twitter, Slide, RockYou and other strategic partners to launch the MySpace Open Platform and grow the platform to over 30 million monthly active users in nine months.

**Jacques Panis**  
Director  
Webosaurs

Webosaurs Director Jacques Panis purchased www.webosaurs.com for only \$7.99. In early 2007, the father of twin eight-year-old boys had noticed that the popular virtual world space was in need of a destination where his sons could interact with each other in safe, fun, educational atmosphere. Jacques joined top animation and VFX studio - Reel FX Creative Studios - who saw the potential to create a world unique in look and functionality.

**Brian Parlotto**  
Senior Vice President of Products and International  
INCOMM

Mr. Parlotto joined InComm in May of 2004. He has served in multiple capacities over the past six years; leading the international business development and sales efforts as well as multiple product roles before becoming the Senior Vice President of Products and International at InComm. Mr. Parlotto has a long history of working in the telecommunication, retail, and technology industries for large public companies and early stage startups.

**Nathan Pearce**  
Director of Skunkworks  
Sony Online Entertainment

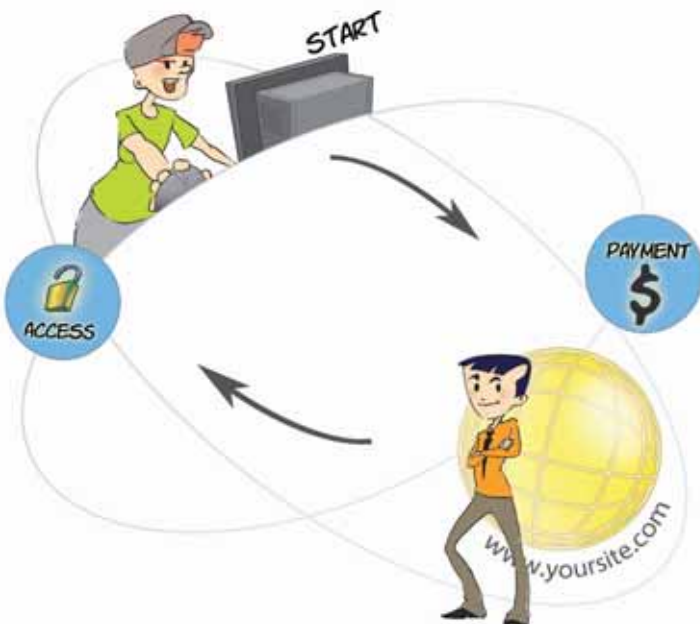
Nathan has nearly ten years of experience in the online marketing of video games, bringing trademark passion and creativity to industry innovators like EverQuest, Unreal Tournament and Star Wars Galaxies. Having previously directed web presence for GT Interactive and Infogrames/Atari, Nathan is now the Director of the Skunkworks team in Sony Online Entertainment, breaking new ground in rapid prototyping and designing innovative new 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.

**Mike Pinkerton**  
COO  
Metaverse Mod Squad

Mike Pinkerton is an attorney and the COO of Metaverse Mod Squad, which works with brands and operators to staff their online experiences with outsourced community managers, moderators, and customer support teams. He also consults on child safety, design, and community engagement strategies. He founded the Association of Online Community Moderators and is a member of e-Mint, an international group of online community professionals. His experience includes over a decade of practicing law in the areas of commercial litigation and intellectual property. He lives in New Orleans with his wife and his personal focus group of four young children.

**Joi Podgorny**  
Director of Community Engagement  
Smart Bomb Interactive

As Director of Community Engagement, Joi Podgorny will architect and oversee all aspects of community management for National Geographic's Animal Jam, an online virtual world for kids 5-9 launching in the summer of 2010. Her mission will be to create an online destination that is an industry leader in 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.



**ABSOLU PAYMENT**  
INTERNET & MOBILE MICROPAYMENT SOLUTIONS

**One call. One Payment. One Access.**

**Come meet us  
STAND 35**

 Absolu Telecom  
13, avenue du bois L 1251 Luxembourg - Phone: 00 352 263 009 42  
[www.absolu-telecom.lu](http://www.absolu-telecom.lu) - [contact.sales@absolu-telecom.lu](mailto:contact.sales@absolu-telecom.lu)

Contact :  
Jean François FRANCISCO  
US Sales Manager  
Mobile : 00 33 673 884 471  
Mail : [jeanfrancois.f@absolu-telecom.lu](mailto:jeanfrancois.f@absolu-telecom.lu)

---

[Marty Poulin](#)  
CEO

[ShadyLogic Studios](#)

Marty is CEO of ShadyLogic Studios, a cutting-edge creative and development studio specializing in 2D and 3D Virtual Worlds and games. We start with creativity and fun, then execute with a world-class team to deliver worlds and games that bring Kid's brands to life. Marty has architected online social game platforms for market leaders such as Spin Master (as VP Technology and Operations), Disney Interactive (as Director of Online), Sony (as a member SCEA's Online Platform Group) and as CTO of the MMOG World War II Online.

[Katja Presnal](#)  
Community Manager  
[Collective Bias](#)

Katja Presnal Katja Presnal is a Lifestyle Blogger and owner of Skimbaco Lifestyle and Skimbaco Home, and Community Manager for Collective Bias. Katja Presnal built her reputation by offering an All-In-One Marketing Solution in the children's product industry including Online Store, Lifestyle Blog and PR Service. Her unique position as a marketer and a blogger gave her the ability to learn social media from both sides of the table and to build social media strategies that benefit the consumer, the companies and the social media communities/bloggers.

[Amy Pritchard](#)  
Founder and CEO  
[Metaverse Mod Squad](#)

As an industry leader in worldwide staffing services for virtual, social, and gaming communities. A successful lawyer, Amy founded the company after recognizing a pressing need for moderation, customer support, safety, and management of the online efforts of media companies and kid focused properties. MMS' many projects include Warner Bros., The NFL, The CW Network, Harry Potter, U.S. Dept. of State, Cartoon Network, Electronic Arts/Hasbro, Reel FX Entertainment, and HarperCollins. Amy has a BA in Sociology from University of California at Santa Barbara and a JD from PCU School of Law. She resides in Northern California with her husband, daughter, and Newman the Labrador.

[Reyne Rice](#)  
Trend Specialist, Media Spokesperson  
[Toy Industry Association](#)

Reyne Rice, Trends Specialist, Consultant, and Media Spokesperson for the TIA. For over 10 years, Reyne Rice has been regarded as the objective voice and highly sought-after Toy Trend Specialist and Media Spokesperson, advising the media on youth trends within toys, games and entertainment. She is a seasoned toy industry professional with nearly 30 years experience in marketing, researching and analyzing the toy industry and youth market. She is frequently consulted and quoted in business and consumer publications, including USA Today, The New York Times, The Wall Street Journal, Reuters and has been featured on Good Morning America and Good Morning Arizona. Ms Rice is currently based in the New York metropolitan area and is the mother of two thriving teenagers.

[Jason Robar](#)  
Vice President  
[The Amazing Society - A Gazillion Entertainment Game Studio](#)

Jason Robar joined Microsoft in 1994 to make Windows a better gaming platform. In the Developer Relations Group, he was responsible for establishing relationships for Microsoft with almost all game publishers and developers worldwide. In 2005, he founded Secret Lair Studios/Studio Ch'in, an independent development group with teams in Seattle, Washington, USA, and Shanghai, China. In 2006, Sierra Online (a Vivendi Games Studio) acquired the group to form their internal development team. In 2008, Jason formed The Amazing Society, now a studio of Gazillion Entertainment. The Amazing Society is focused on making online games for kids and families with Marvel Super Hero Squad Online as their first project.

[Mihir Shah](#)  
Chief Revenue Officer  
[Offerpal](#)

Mihir Shah is Chief Revenue Officer of Offerpal Media. Bringing more than seventeen years of experience growing Internet and technology companies from the ground up, Shah oversees all of Offerpal's commercial activities, including revenue growth and user acquisition. Shah is also charged with managing the company's relationships with leading advertisers, developers and publishers. Prior to joining Offerpal Media, Shah was Vice President, Ad Network for RockYou. In a short time, Shah grew the company's revenues by more than 500% and more than quadrupled gross margin. He was responsible for 15 billion monthly ad impressions, as well as sales, account management, performance marketing, analytics, and publisher management.

[Ryan Seabury](#)  
Creative Director, LEGO Universe & Founder  
[NetDevil](#)

Ryan's involvement with online software began in 1995 in distance learning and web application development. Ryan created numerous award-winning products for such diverse clients as USAA, O'Reilly and Associates, Frontier Airlines, KRMA, TeleTech, and Applied Graphics Technologies, Inc. Ryan joined NetDevil in 2000 to pursue his life-long dream of creating virtual worlds. He currently serves as the Creative Director of the highly anticipated LEGO Universe MMOG at NetDevil, adding a blend of humor and creativity into every aspect of his work.

[Jesse Soleil](#)  
Vice President, Emerging Media and Technology  
[eScholastic](#)

Jesse Soleil, is Vice President, Emerging Media and Technology for Scholastic overseeing eScholastic, the online division of Scholastic, the global children's publishing, education and media company at www.scholastic.com. Mr. Soleil, a veteran product development and software executive joined Scholastic in 2003 and led Scholastic's Lab for Informal Learning/Digital Innovation group where he and his team provided research and development for new and innovative technology-based products, including The 39 Clues, a groundbreaking multi-media book series for kids ages 8-12 that consists of 10-books, online gaming, trading cards and prizes. In his new role, Mr. Soleil is responsible for overseeing Scholastic.com and its Content, Solutions, Development and Business Intelligence teams.

[Elliot Solomon](#)  
Director of Business Development  
[Disney Online Studios](#)

Elliot Solomon is the Director of Business Development for Disney Online Studios, a unit of the Disney Interactive Media Group responsible for Disney's virtual worlds, online browser games and downloadable casual games sites. Prior to joining Disney, Elliot was the General Manager of Business Development for RealArcade. His responsibilities included syndication and wholesale business development for RealNetworks' casual games business.

[Ted C. Sorom](#)  
CEO  
[Rixty, Inc.](#)

Ted Ted is CEO of Rixty, a cash-based payment system that enables youth and adults who lack credit cards to pay for online entertainment using cash and coins. Today Rixty users can fund their online spending accounts at more than 10,000 Coinstar kiosks in grocery stores and 10,000 Rixty prepaid card locations in convenience stores nationwide. Rixty supports more than 100 major MMO (massively multiplayer online) games and 1000's of flash, casual and social games. In creating Rixty, Ted leveraged his years of executive experience in high-tech product development and his experience developing cutting edge toys and consumer products at Wild Planet Entertainment for clients Target, Gap Kids and Dreamworks.

---

[Kris Soumas](#)  
[Head of Games](#)  
[A&E Television Networks](#)

Kris Soumas is Head of Games, for AETN Digital Media, a division of A&E Television Networks. Based in New York, Soumas oversees AETN's gaming initiative, which includes the Games channel on myLifetime.com, the social gaming site DressUpChallenge, and the Facebook game, Parking Wars. Soumas was responsible for Lifetime Networks' acquisition of Roiworld.com, which brings more than 1,000 fashion and style games to the Lifetime Games portfolio. Soumas also manages Lifetime Game Studios Korea, which is headquartered in Seoul, and Roiworld.com's U.S. operations, based in San Francisco, that focuses on business development, technology and sales. Before joining AETN, she was an original member of the team that developed ABC.com and ABCNews.com. She produced Oscar.com® from 1996 to 1998, and prior to that worked in CD-ROM game development for Creative Wonders, ABC's joint venture with Electronic Arts.

[Scott Traylor](#)  
[CEO and Founder](#)  
[360KID](#)

As the CEO and Founder, Scott Traylor defines the vision behind the Boston-based digital consulting firm known as 360KID. This forward thinking company specializes in product ideation, market testing, and product development as a service to companies interested in engaging kids through interactive media. Now in its 19th year of business, 360KID has won and has been nominated for over 38 different education and entertainment awards, including three Emmy nominations for interactive learning games. Its clients include Crayola, Disney, Leap-Frog, Hasbro, Girl Scouts, Discovery, Scholastic, Sesame Workshop, and Nickelodeon, to name just a few.

[Mike Trigg](#)  
[VP of Marketing](#)  
[Hi5](#)

Mike heads up global marketing and business development for hi5, the world's largest social entertainment web site with over 60 million monthly visitors worldwide. Prior to hi5, Mike was co-founder and vice president of marketing at Truviso, a real-time data processing company specializing in web analytics. Previously, he was vice president

of marketing of Spoke, a professional social networking site. Mike was also vice president of corporate and product marketing at Epiphany, a leading provider of marketing analytics and web personalization (now Infor), and has held marketing and products positions at 3Com and MCI. Mike has his B.A. from Northwestern University and M.B.A from the University of California at Berkeley.

[Wade Tinney](#)  
[CEO](#)  
[Large Animal Games](#)

Wade has been designing and developing games since 1996. He founded Large Animal Games with Josh Welber in January of 2001. He was the founding editor of the Casual Games Quarterly and has led the New York City Chapter of the International Game Developers Association since 2006. After spending five years in the casual downloadable games market, Large Animal is now focused entirely on publishing games that connect friends, on networks like Facebook, MySpace, Bebo, and Twitter, as well as on mobile devices such as the iPhone. Their Toga platform enables the deployment of games and the management of a virtual goods economy across all of these distribution channels. Recent titles include Bumper Stars, Bananagrams, Lucky Strike Lanes, and What to Wear.

[Jean-Francois \(Jeff\) Tremblay](#)  
[VP Business Development](#)  
[Frima Studio](#)

Frima Studio a leading virtual world developer based in Quebec City, Canada. Jeff's knowledge of the industry helped the company to grow of 4 870 % from 2003 to 2008 taking the company from 42 employees to more than 250. With 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.

# Mobile & Home Phone Payments



[www.surfpin.com](http://www.surfpin.com)

---

**John Vechey**  
Co-Founder  
PopCap Games

John Vechey co-founded PopCap Games with Brian Fiets and Jason Kapalka in 2000, and served as the company's interim CEO until 2003, heading up business development and securing some of PopCap's largest partnerships with major Web portals and game publishers. John now manages PopCap's direct-to-consumer experience as director of PopCap.com, overseeing all aspects of the company's Web site and online presence and directing PopCap's e-commerce, privacy/security and online games services. Previously, John helped design and develop online games for WON.net, the Internet games division of Sierra Online. Before that, John worked in partnership with Brian Fete, while both were Purdue University students, to create, sell and help oversee future development of an online action game called ARC.

**Greg Verdino**  
Vice President, Strategy & Solutions  
Powered, Inc.

Greg Verdino is a recognized expert on marketing innovation, emerging media and Web 2.0. He works as VP, Strategy & Solutions at Powered, Inc., a full service social media agency that helps brands and their agencies establish meaningful presences across the social media spectrum. He writes one of the web's most influential marketing blogs -- <http://www.gregverdino.com> -- and his first book, *microMARKETING*, is due from McGraw-Hill in August 2010. Greg is a frequent conference speaker whose recent appearances have included Blog World & New Media Expo, MarketingProfs B2B Summit, MPlanet and many more.

**Margaret Wallace**  
CEO  
Playmatics

Named by Next Generation as one of the Game Industry's 100 Most Influential Women in 2006, Margaret Wallace is an entrepreneur and video game professional from the United States. She is most recently a founder of Playmatics in New York City, New York. Prior to co-founding Playmatics, Margaret was CEO of Rebel Monkey, a company focused on creating a massive free-to-play online game and platform. She was CEO of Skunk Studios for 5 years prior to Rebel Monkey, one of the first-ever casual game companies, based in San Francisco, California. Margaret has also designed and contributed to scores of online games and "creativity" applications while at Shockwave.com and at several other prominent companies during her 12-year career.

**Jordan Weisman**  
CEO and Founder  
Smith and Tinker

Jordan has been the creative and motivating force behind the founding and success of a number of entertainment companies, including: FASA Corporation (roleplaying games), Virtual World Entertainment (the world's first public networked virtual reality entertainment centers) acquired by the Disney Family in 1992, FASA Interactive (PC games, including the MechWarrior franchise) acquired by Microsoft in 1999, WizKids (collectible games, including HeroClix) acquired by Topps Inc. in 2003, and 42 Entertainment (alternate reality gaming). At Microsoft, Jordan was the Creative Director for the entire entertainment business unit which included all PC and Xbox titles.

**Carlin West**  
Executive VP, Acquisitions & Development  
4Kids Entertainment, Inc.

Carlin C. West serves as Executive Vice President, Acquisitions and Development, for leading children's entertainment company 4Kids Entertainment Inc. West is responsible for the acquisition and implementation of licensing, advertising, public relations and marketing programs. Her tenure at 4Kids has included the launch and execution of Pokémon, World Championship Wrestling and Yu-Gi-Oh! as well as the highly successful return of the one-of-a-kind Cabbage Patch Kids, Monster Jam, Artist Collection The Dog (LIMA 2004 Best Art License) and The Cat (The Dog and The Cat/ McDonald's promotion was named License! Magazine's Best Quick Service Restaurant Premium of 2005) and The American Kennel Club to highlight some of the high profile brands she has been involved in.

**Ron Williams**  
CEO  
Zeevex

Programming his first personal computer video game in at age 11, Ron brings more than 14 years of consumer Internet services operations management and more than 26 years of software development experience to Zeevex. Ron was previously General Manager & COO of CDC Games USA where he led the launch of China headquartered CDC Games, a subsidiary of publicly traded CDC Corporation, first North American massive multi-player game Lunia and CDC Games North American game portal 12FootTall.com. Ron's online game and Internet services management expertise has been featured in several major print and online publications.

**Fred Wilson**  
Managing Partner  
Union Square Ventures

Fred Wilson has been a venture capitalist since 1987. He currently is a managing partner at Union Square Ventures and also founded Flatiron Partners. Fred has a Bachelors degree in Mechanical Engineering from MIT and an MBA from The Wharton School of Business at the University of Pennsylvania. Fred is married with three kids and lives in New York City.

**Susan Wu**  
CEO & Co-Founder  
ohai

Susan Wu is the co-founder and CEO of ohai, a games company dedicated to creating the world's first true flash-based MMOs for the social web. Susan is also currently an advisor to highly anticipated startups Square and Mixer Labs. Susan was formerly principal and venture advisor at Charles River Ventures, where she was involved with investments in leading tech companies Twitter, Live Gamer and Metaplace. Susan was formerly CMO of Apache Software Foundation, one of the world's leading open source software organizations.

**George Zaloom**  
Founder & CEO  
FaceChipz distributed by Hooga Loo Toys

George Zaloom is an established family entertainment executive. Prior to starting FaceChipz he ran ZM Productions, a major independent production company which produced the motion picture Encino Man, numerous movies of the week for ABC's Wonderful World of Disney, the Back to the Future Animated Series and the Emmy Award winning Images of Life. George also co-created Martha Stewart Living and the Emmy winning documentary Hearts of Darkness. He has also held senior management positions with Walden Media and DreamWorks Animation. He credits his wife, Dana and four daughters, for inspiring him to create FaceChipz.

# Sponsors and Exhibitors

## Absolu Telecom

Absolu Telecom, a surcharged phone call operator from Luxemburg will present at the Engage! Expo its unique and patented micropayment solution called "Absolu Payment" which operates only by premium rate phone calls allowing access to contents: the user only needs to dial a single phone number directly charged on his phone bill. Access is thus automatically granted to the contents, without any registration nor code/PIN to enter (unlike similar solutions). This solution - tested in France for two years and awarded at the E-Commerce 2009 Convention in Paris - is now available in Europe and US. [www.absolu-telecom.lu](http://www.absolu-telecom.lu)

## Blockdot

Blockdot is a specialized studio that provides clients with a single resource for the development of online, branded-entertainment, immersive web experiences and applications for social-media and iPhone deployment. Since 2001, Blockdot has released over 800 titles for the leading global brands including; AT&T, Burger King, Frito Lay, GM, Kraft, LEGO, Microsoft, M&M's, Nickelodeon, Post Cereals, Unilever and Visa Financial. The volume and quality of our portfolio is unmatched by our competitors in the branded-entertainment space. Blockdot owns and operates two game portals that are both used for promotion purposes and research to better understand how people interact with games and branded-entertainment applications.

## BOKU

BOKU is creating the standard for online payments using your mobile phone, making it easy to pay for digital goods and social experiences across the web. With a strong focus on reliability and security, BOKU's goal is to bring bank-grade payments technology and mobile users together on the web, creating a trusted, viable and accessible market for consumers, publishers and carriers alike. Based in San Francisco with offices in Europe, Asia and Latin America, BOKU reaches over 1.8 billion consumers worldwide, and is funded by leading Silicon Valley entrepreneurs and venture capitalists Benchmark Capital, Index Ventures and Khosla Ventures. For more information, please visit [boku.com](http://boku.com).

## CCBill

CCBill offers global payment solutions for virtual goods, social media and games. Featuring state-of-the-art online credit card, ACH, European and Latin American debit processing, subscription, affiliate and membership services, CCBill has solutions to drive results, and the consumer reputation to improve conversions and retention. CCBill now offers:

- Geo-Targeted, Multilingual Payment Forms
- International Currencies
- Global Regional Pricing
- Cascade to URL or Processor
- One Click Upgrades
- LIVE 24/7 Chat Support
- NEW Web Marketing System (WMS) for Sponsors & Affiliates

Visit us in Booth #15 at Engage! Expo, or contact us at [sales@ccbill.com](mailto:sales@ccbill.com), 888.736.6474, or [www.ccbill.com](http://www.ccbill.com).

## Club Cooe

Club Cooe is the only 3D Messenger you'll ever need! Multiprotocol messenger meets 3D virtual world. Club Cooe enriches text based messaging with a live community and a casual 3D world, which is embedded in the windows desktop without any surrounding program windows. Users easily create their individual 3D environment, where they can chat, meet new friends, play games and enjoy all kind of social media simultaneously and together. The application of 3 MB is installed within seconds and runs all day long. So users are always connected with their friends and stay informed in realtime, what is happening in their network and the 3D world.

## Comufy

Kids and teenagers don't use email.

Kids and teenagers spend more time using instant messengers and social networks, than they do on email.

Question: So why does your business rely on email marketing to reach this audience?

Answer: Before Comufy, it was not possible for companies to send direct messages to these channels.

Comufy lets you send messages directly to your customer's instant messenger account and social network inbox, as well as to Twitter and SMS.

- Engage your audience
- Improve response rates
- Drive traffic
- Increase revenue
- Use Comufy

[www.comufy.com](http://www.comufy.com), [info@comufy.com](mailto:info@comufy.com)

## CPMStar

CPMStar is the world's largest video game centric ad network, representing over 500 video games sites, reaching over 40 million gamers/consumers and serving over five billion ad impressions monthly. The company provides highly cost-effective online advertising for console game publishers, online games, retail games, the entertainment sector and hip brands.

## Crisp

Crisp is the world's leading expert on behavioural analysis technology, internet safety, management and control. Its unique automated moderation technology - NetModerator™ - can help you to:

- protect your environment and brand
- provide chat in compliance with the Children's Online Privacy Protection Act 1998
- act on tickets and track sentiment in real time
- profile and auto-manage users
- stop anti-social behaviour
- tackle threats to your economy e.g. gold farming
- reduce moderating costs through improved efficiency

NetModerator™ is used by international media organisations worldwide including Sony Online Entertainment and Turner Broadcasting's Cartoon Network, along with major social networks, MMOs and virtual worlds.

## CyberExtruder

Whether you're looking for a visualization or actor replacement technology, the next big thing in personalization for manufactured goods or a scalable 2D to 3D avatar generator for virtual worlds and video games, CyberExtruder has a solution for you. Using a reasonably good facial picture of the person you want to render, CyberExtruder's software will automatically generate a 3D model of the person--there are no points to move around and no need to locate the eyes--our software does it all! The speed with which our software generates a new head model is truly impressive and it's completely scalable and can even be run in a cloud. For more information please go to [www.cyberextruder.com](http://www.cyberextruder.com)

## DaoPay – Global Payments, Charged to the Phone Bill

Win new customers & enjoy higher conversion rates! With DaoPay, it is so easy: Almost everyone has a telephone. There are more than 5 billion worldwide, twice as many as credit cards, and even thirty times as many as other online payment possibilities. With DaoPay, customers charge your product to their phone bill. They just dial a service number, via land line, mobile, or SMS. They do not ever give away any personal or financial information. And that is why conversion rates are 6 to 10 times better than with credit cards! [www.daopay.com/business](http://www.daopay.com/business)

---

## Dubit

The Dubit Platform provides creatives, not just developers, with the tools for rapidly developing browser based virtual worlds. Building upon ten years of designing and developing online social games and worlds for Cartoon Network, BBC, and BSKyB, the Dubit Platform's full component suite includes customizable avatars, quest engine, subscriptions, shops, customizable rooms, mini game API's, and much more. Unique to the Dubit Platform is the powerful GAML scripting language, enabling even non-programmers to quickly create adventures, rooms, non-player characters, and narratives inside the virtual world. With the Dubit Platform you can rapidly develop your world, and easily change environments, manage your shops, introduce new rooms and characters, and add or remove storylines with ease. Visit us to find out more about our platform, licensing, and bespoke builds.

## Electrotank

Electrotank® is an award-winning developer of multiplayer games and innovator of the cutting-edge technologies currently powering today's most profitable virtual worlds. As creators of Electrotank Universe Platform™ (EUP™) and ElectroServer™ 4, Electrotank has reduced the production time and financial risk associated with making your virtual world a reality.

## Fanworlds

E-Calcio is a development company focused on the creation of gaming and entertainment multiple platform virtual worlds. Our first applications, as Footballvillage.net and 3Spots.net, offer the perfect combination of:

- compelling social and viral elements: chat, meeting places, community activities
- fun and entertainment: play single and multi-player games
- information and education: access to real-time video, news, scores

Fanworlds is the North American marketing partner focusing on US sports and entertainment. We build and engage fan communities, on-line, on social networks and on mobile. Fans can interact with each other in safe environments, play and compete with each other through the fantastic Fanworlds experience.

## Frima Studio

Based in Quebec City, Frima Studio is one of Canada's largest independent game developers. Since 2003, the company has provided its clients around the world with a multiplatform know-how demonstrated through games on the web, handheld consoles, next gen consoles and mobile markets.

Focused on building next-generation MMOG's for Kids and Tweens, Frima has successfully developed and launched 9 Virtual Worlds with prestigious brands such as Build-a-Bearville.

Thanks to the 200 artists and programmers, Frima has emerged as a leader in the gaming industry. This has been made possible by groundbreaking visuals and technological achievements demonstrated in over 200 games produced. Frima is trusted by an impressive list of clients that includes, Electronic Arts, Warner Bros, Disney and Nickelodeon. [frimastudio.com](http://frimastudio.com)

## InComm

InComm is the industry leading marketer, distributor and technology innovator of stored-value gift and prepaid products using its state-of-the-art point-of-sale transaction technology and payment solutions to revolutionize retail product sales and customer experiences. With almost \$8 billion in retail sales transactions processed at more than 150,000 retail locations, InComm's Fastcard® Technology enables retailers to offer popular music, online entertainment gaming, gift and other card-based products with the ability to activate quickly and easily at the point of purchase. InComm's patented and patent-pending stored-value technology solutions include innovative applications for product activation and redemption, packaging, in-store displays, data management and more.

## Indusgeeks Solutions Pvt. Ltd.

Indusgeeks Solutions Pvt. Ltd. is India's first and largest 3D immersive solutions company. Headquartered in Mumbai, Indusgeeks has a global delivery footprint through partners and has serviced clients such as the Government of Dubai, Idaho State University (USA), La Gazzetta dello Sport (Italy), Tata Indicom and Mahindra Satyam (India) amongst others. Indusgeeks creates custom virtual environments for its clients in the learning, training, collaboration and marketing verticals. Technologies used include Unity 3D, Flash, Shockwave, Second Life and Open Sim. Indusgeeks also offers its own suite of Metaverse™ products, which deliver 3D immersive, interactive solutions for educational and enterprise use, at affordable costs.

## kidSAFE Seal Program™ by Samet Privacy

The kidSAFE Seal Program is a new, revolutionary safety and privacy certification service being developed exclusively for use on children-friendly websites, including online virtual worlds and social games for kids and tweens. 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 firm based in Los Angeles, and is expected to launch in Spring 2010. Check [www.kidsafeseal.com](http://www.kidsafeseal.com) for updates.

## Metaverse MOD Squad

Metaverse Mod Squad avatars and the people behind them work in online virtual, social and gaming communities to promote brands, engage users, and protect the safety of children. From community managers to moderators to customer support teams, the company works with marquee clients to create exciting, safe, and profitable experiences in virtual worlds, MMOs, and message boards. For more information, please see [www.metaversemod squad.com](http://www.metaversemod squad.com).

## Mopay

Mopay is an international leader in mobile-billing solutions. mopay provides its platform to 3.1 billion people in 60 countries and allows users to settle payment transactions simply by typing in their mobile phone number on a web-interface. The solution serves as a payment interface between vendors of digital and virtual goods and their end customers. Ease of use and thus high conversion within the payment process are key characteristics of the mopay solution which has attracted leading online gaming companies, community and content portals into offering mopay as a means of payment. mopay is a trademark of Germany-based MindMatics AG. Link: <http://www.mopay.com/en/>

## Mobile First

Mobile First is a global leader in mobile billing and mobile payment solutions. Since 2003, we have been delivering full service transactional and subscription SMS payment processing to advertisers, game and application developers, and content providers all over the world. Having processed more than \$250 million through our mobile billing solutions, Mobile First has the scale and experience to offer you a feature rich mobile payment engine, the highest payout rates in the industry, and payment processing coverage in 40 countries, to 1.7 billion potential customers, to allow you to monetize your customers wherever they are located. Company website: <http://www.mobilefirst.com>

## Offerpal

Offerpal Media is the leading monetization solution for social applications, online games, virtual worlds, mobile apps and any other social publisher with a virtual economy. Our virtual currency payment platform allows consumers to earn points, credits, tokens or other types of virtual currencies by taking part in any of our 4,000+ targeted advertising offers. They can also purchase virtual currency through our integrated mix of global payment options, including credit cards, micro-transactions, mobile billing, stored value cards and more. We've processed virtual currency transactions for more than 100 million consumers since 2007. For more information, visit [www.offerpalmedia.com](http://www.offerpalmedia.com).

### Parature

Today's top names in gaming are turning to Parature for top-of-the-line service and support for their players. Parature Customer Service™ software is rapidly deployed and easy to use, integrating a customer portal, rich knowledgebase and full ticketing application in one dynamic, tightly unified system that manages all your support needs. [www.parature.com/gaming](http://www.parature.com/gaming)

### Paypal

PayPal is the faster, safer way to pay and get paid online. The service allows members to send money without sharing financial information, with the flexibility to pay using their account balances, bank accounts, credit cards or promotional financing. With more than 81 million active accounts in 190 markets and 24 currencies around the world, PayPal enables global ecommerce. PayPal is an eBay company and is made up of three leading online payment services: the PayPal global payments platform, the Payflow Gateway and Bill Me Later. More information about the company can be found at <https://www.paypal.com> and information about PayPal and digital goods at [www.paypal.com/digitalgoods](http://www.paypal.com/digitalgoods).

### Paysafecard group

[paysafecard.com](http://paysafecard.com) Wertkarten AG was established in 2000 and is headquartered in Vienna, Austria. Over the last nine years, the company has pioneered the online prepaid market and lead the way to become Europe's leading prepaid payments solution in the Online Games sector. The company provides cash-to-internet transactions by distributing its prepaid vouchers through a network of 280,000 physical retail outlets across Europe and Latin America. paysafecard is a prepaid card comparable to cards known in the mobile phone sector. paysafecard means payment without credit card or bank account – simply by using cash. Online Games is the key market where paysafecard is already successfully working together with various established brands such as NC Soft, Gameforge, Gamigo, Mindark, CCP, Gala, Bigpoint, Frogster, K2, Aeria Games, NHN, King.com and Miniclip and many more.

### Pillsbury

Pillsbury Winthrop Shaw Pittman LLP is a full-service law firm with market-leading strengths in the technology, energy, financial services and real estate sectors. Recognizing the explosive growth of video games and virtual worlds, Pillsbury has assembled a legal team of nationally recognized lawyers who are at the forefront of emerging issues in this industry. We have a multidisciplinary team of over 20 attorneys, across our many offices to address the myriad legal issues relating to virtual worlds and video games. We represent some of the largest players in the industry and some of the most promising emerging companies. URL for more information: <http://www.pillsburylaw.com/virtualworld-videogames>

### Playspan

PlaySpan™ is the global leader in monetization solutions for over 1,000 online games, virtual worlds, and social networks. PlaySpan's patent-pending in-game digital goods commerce and micropayment platform enables game publishers and developers to generate new revenue, acquire users, and extend the loyalty of existing users. PlaySpan's UltimatePay™ combines PayByCash's 11 years of payment services experience with Spare Change's social network payment platform expertise to deliver an optimized payment solution with over 85 international payment methods including credit cards, PayPal, and the Ultimate Game Card. UltimatePoints™, the world's leading universal currency enables in game, one-click payments. For more information, visit: <http://corp.playspan.com>



OMNI Audio

Sound Effects  
Music  
Speech  
Audio Integration

(425) 466-1594  
<http://www.omniaudio.com>

**Nanovor** (*web, handheld*)

**Guild Wars** (*MMO PC*)

**1 vs 100** (*XBLA gameshow*)

**Need for Speed** (*console racing*)

**Small Arms** (*XBLA fighter*)

---

**PROMT**

PROMT is a recognized leader in automated translation software and enterprise solutions development. The company develops translation software and dictionaries widely acknowledged by leading computer magazines worldwide. PROMT offers enterprise-scale automated translation solutions, as well as desktop applications for home and business use. PROMT translation solutions are being used by Cisco, AOL, Siemens, NASA, DaimlerChrysler, DHL, Metro Group, SAP, Adobe, PayPal and many other well-established companies and government institutions in Europe, North America and South America. PROMT provides automated translation for all major European languages: English, German, French, Spanish, Portuguese, Italian and Russian, and also for Simplified and Traditional Chinese.

**Rixty**

Rixty is an alternative payment platform that makes it easy for youth and others without credit cards to make online entertainment purchases by converting their cash into online credits at more than 20,000 Coinstar kiosks and retail locations nationwide. By making it easy for cash-based consumers to spend money on multiplayer and downloadable games, virtual worlds, social networks, mobile games, ringtones, and mp3 downloads, Rixty helps publishers increase overall sales, attract new customers and enables a variety of emerging business models, from online subscriptions to microtransactions for virtual goods and digital content.

**Shidonni**

Shidonni is a web-based edutainment virtual world for children aged 5 and above. Shidonni empowers children to draw their own imaginative worlds, uniquely promoting creativity and innovation. In Shidonni, children draw pets, worlds, food and even clothing and watch it all 'come to life' in the Shidonni world. Children nurture and play with their creations and share them with their friends in a safe social network. In addition, Children can order a custom made, One-of-a-kind toy version of their unique pet. Shidonni is the place to let children Create, Play and Share their imagination.

**sMeet**

sMeet is a multi-faceted browser-based 3D world that offers its users multiple ways of self-expression, gaming, social viewing of massive video events (>20,000 users at the same time) as well as life-like social communication - via both voice and text chat - at the same time. Media partners such as RTL, EMI Music, endemol, etc. and Social Networks like netlog.com, fotka.pl, and zoo.gr have already been empowered with sMeet's unique technology to enhance their web experience and monetize their user base. Check [www.smeet.com](http://www.smeet.com)

**Social Gold**

Social Gold™ is an industry-leading virtual economy platform owned and operated by Jambool, Inc. The Social Gold platform enables developers to create and manage their own white-labeled virtual currency, provide an unparalleled payments experience to their users, and optimize their virtual economy using robust analytics. Through innovation in Flash-based payments solutions, a sophisticated fraud management system and an easy-to-integrate API, Social Gold has received recognition as an outstanding platform for managing virtual economies. Jambool, Inc. was co-founded by Amazon.com veterans Vikas Gupta and Reza Hussein, and has offices in San Francisco, Seattle and Singapore. For more information, please visit <http://getsocialgold.com>.

**Surfpin**

Surfpin is a secure payment method enabling customers to pay online quickly and safely for digital goods and services. Customers pay using their mobile or home telephones and we directly charge their phone bill. Payments take less than 30 seconds. There is no registration required to pay with Surfpin. No personally identifiable information or account details are needed. We deliver conversion ratios up to 10x that of traditional methods. Surfpin is currently available in more than 50 countries and across more than 200 operators. We have offices in London and San Francisco.

**The Electric Sheep Company**

The Electric Sheep Company (ESC) is an Emmy award-winning creator of virtual worlds and social games for major brands and media companies. We offer strategy, design, production, operations management and technology products and services. ESC has created over 150 virtual worlds and experiences across a range of needs and budgets, from feature-rich, multi-million dollar budget worlds to lightweight games and social spaces. We provide a full range of services across the entire lifecycle of a project.

**The New York Times**

The New York Times Company, a leading media company with 2008 revenues of \$2.9 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers and more than 50 Web sites, including NYTimes.com, Boston.com and About.com. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

**Two Animators!**

Two Animators! (2A!) is a full service multimedia studio specializing in Traditional and Flash animation production! Founded in early 2001 by Tom and Joe Costantini, 2A! creates content for animated series, shorts, music videos, commercial spots, virtual worlds, websites, games and more. Whether for broadcast on television, viewed over the Internet or downloaded to your mobile devices, we have experience producing animated content for use on a wide range of platforms. Some of our interactive credits include front end design and animation for Sifaka World's online virtual world, Mattel's Pixel Chix, MyScene and Barbie online brands, design and animation of Mezzo Toyz' TikiMon Island website, as well as character animation for numerous online games such as SpongeBob SquareOff, Tag Team Titans and El Tigre "Decision of Destiny." Most recently 2A! has teamed up with Kidz Chores, Inc. to create Kidz Chores.com, a brand new avatar-based game that lets both kids and parents interact with each other while earning rewards!

**Vindicia**

Vindicia offers an on-demand strategic billing solution for marketing and sales that manages subscriptions and one-time payments for online merchants. We work with some of the best-known brands on the Internet, including Symantec, Activision Blizzard, Intuit, and Atari/Cryptic. As an externally audited PCI Service Provider and a SAS 70 Type II company, Vindicia securely handles online revenue of over a billion dollars annually. For more information, visit [www.vindicia.com](http://www.vindicia.com).

**Zong**

Zong is the leading mobile payment service used by online gaming and social networking web sites. Noted for its frictionless user experience, Zong converts "shoppers" into "buyers" at rates up to 10 times greater than traditional payment methods, like credit cards. Zong leverages direct connections with leading mobile network operators around the world to provide unrivaled connectivity and service quality. Zong is featured in hundreds of top applications on popular social networks like Facebook and MySpace as well as leading virtual worlds and other online gaming sites, such as Gaia Online, IMVU and Outspark. In 2009 alone Zong has processed mobile payments for over 10 million unique users worldwide.

# Exhibitor Product and Services Directory

## 2D to 3D Conversion

CyberExtruder

## 3D Chat

Club Coeee  
sMeet

## 3D Virtual World

Club Coeee

## Actor Replacement

CyberExtruder

## Animation Production

Two Animators! LLP

## Automated Translation

Solutions  
Prompt

## Avatar Generator

CyberExtruder

## Behavior Analysis Technology

Crisp

## Billing Solutions

Mopay  
Vindicia

## Branded Virtual Worlds

Frima Studio

## Consumer Software

Prompt

## Digital Services

Surfpin

## E-Commerce

CCBill

## Edutainment

Shidonni

## Enterprise Software

Prompt

## Flash Development

Electrotank  
Surfpin  
Two Animators! LLP

## Game Development

Blockdot  
Electrotank  
Frima Studio

## Game Licensing

Electrotank

## In-game Advertisement

sMeet

## Intellectual Property Law

Pillsbury

## Machinima

IndusGeeks Solutions

## Microtransactions

Absolu Telecom  
BOKU  
DaoPay  
Incomm  
PlaySpan  
Vindicia

## Mobile Applications

Comufy

## Mobile Entertainment

Blockdot  
Mobile First Inc

## Mobile Payment Solutions

Absolu Telecom  
BOKU  
DaoPay  
Mobile First Inc  
Mopay  
Surfpin  
Zong

## Monetization Solutions

Offerpal  
PlaySpan  
sMeet  
Vindicia

## Multiplayer Games

Fanworlds

## On-Demand Customer

Service  
Parature

## Online Advertising

CPM Star

## Online Brand Management

Metaverse Mod Squad

## Online Communication

Solutions  
Comufy

## Online Community

Management  
Metaverse Mod Squad

## Online Games

CPM Star  
Fanworlds  
Incomm  
PlaySpan  
Shidonni  
Fanworlds (E-Calcio)

## Online Marketing

Crisp

## Online Payment Solutions

BOKU  
CCBill  
DaoPay  
Paypal  
paysafecard group  
Paypal  
Rixty  
Social Gold  
Surfpin

## Pay-by-Call

DaoPay

## Prepaid Cards

Incomm  
paysafecard group  
Rixty

## Privacy/COPPA Law

Pillsbury

## Secure Payments

Surfpin

## SMS Solutions

Mobile First Inc

## Subscription Billing

Vindicia

## Social Advertising

Offerpal

## Social Games

Dubit  
The Electric Sheep Co.

## Social Media Applications

Blockdot

## Social Networks

Club Coeee  
PlaySpan  
Shidonni

## Technology Law

Pillsbury

## Virtual Currency

Incomm  
Offerpal  
Vindicia

## Virtual Goods

Incomm  
Offerpal  
sMeet  
Surfpin

## Virtual Law

Pillsbury

## Virtual Marketing

IndusGeeks Solutions

## Virtual Pets

Shidonni

## Virtual Training

IndusGeeks Solutions

## Virtual Worlds

CPM Star  
Dubit  
Electrotank  
Fanworlds  
Frima Studio  
Incomm  
IndusGeeks Solutions  
PlaySpan  
Shidonni  
sMeet  
The Electric Sheep Co.  
Two Animators! LLP



Conference Attendees: Join us for free beer and munchies at the exhibit hall.  
 \*\* Tuesday evening 4:30pm to 6pm \*\*

# Engage!®

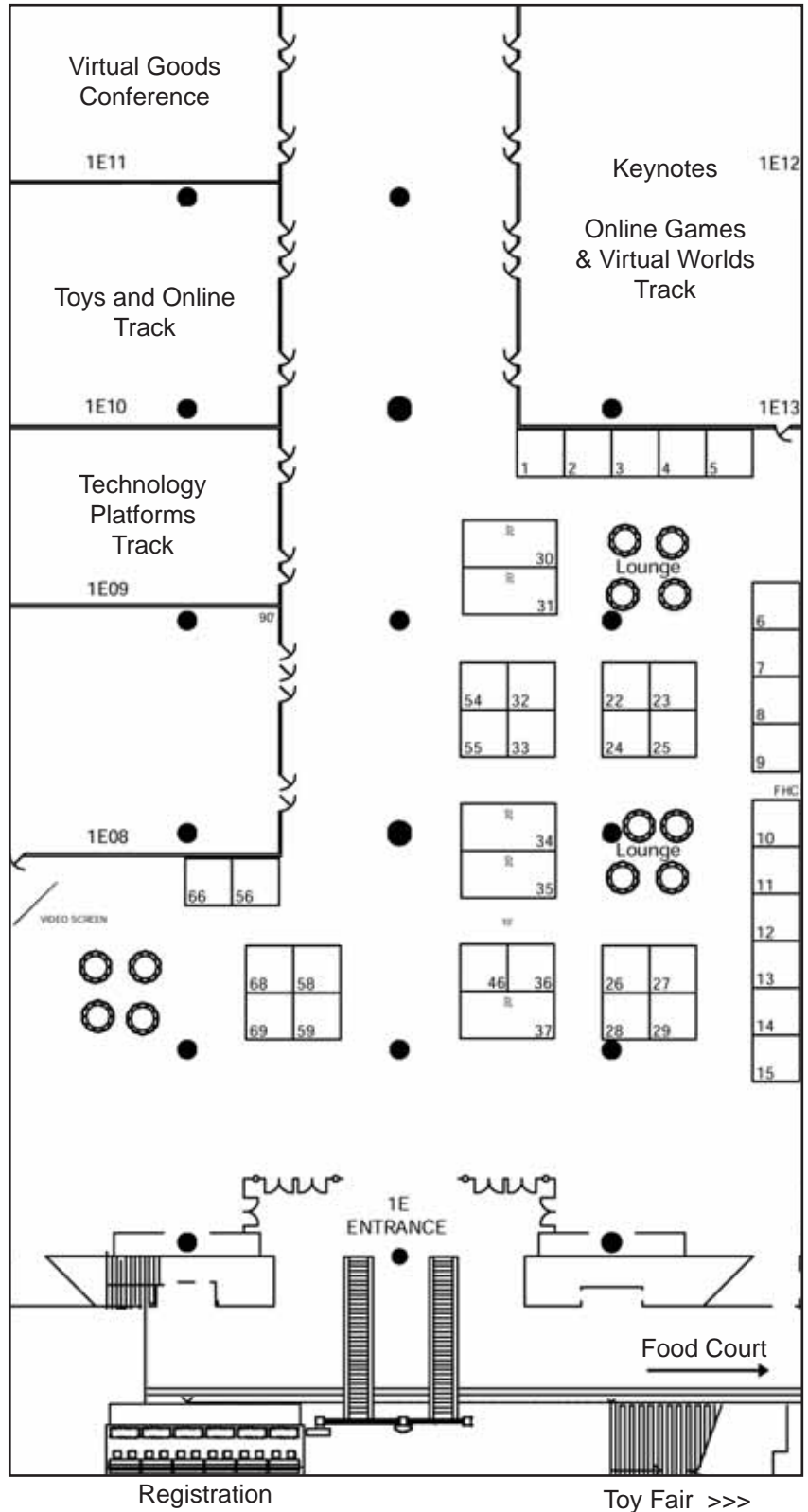
## CONFERENCE AND EXPO

### Toy Fair and Engage Exhibit Hours

February 16, 2010 - 9:00 am to 6:00 pm  
 February 17, 2010 - 9:00 am to 4:00 pm

**Booth Exhibitor**

35	Absolu Telecom
36	Blockdot
31	BOKU
15	CCBill
25	Club Cooe
2	Comufy
29	CPMStar
23	Crisp Thinking
28	CyberExtruder
32	DaoPay
58	DUBIT
34	Electrotank
24	Fanworlds
37	Frima studio
68	InComm
10	IndusGeeks Solutions
9	KidSAFE Seal Program
3	Metaverse Mod Squad
26	Mobile First
55	Mopay
59	Offerpal
33	Parature
46	paysafecard
54	Pillsbury
4	Prompt
66	Q Interactive
11	Rixty
6	Shidonni
22	sMeet.com
30	Surfpin
14	The Electric Sheep Company
8	The New York Times
13	Two Animators! LLP
56	Vindicia
69	Zong



Don't forget to visit Toy Fair.  
 Toy Fair expo hours are the same.  
 Your Engage! badge gets you in.



The Leading Merchants.  
2 Billion Potential Customers.



The Way to Pay by Mobile.



AND MANY MORE!

60 Countries • 1000+ Merchants Live



BOKU is the global online payments platform that makes your mobile phone the easiest, safest way to pay for goods and services online.

Give your bottom line some upward mobility! [www.boku.com](http://www.boku.com)



# [*ik-speer-ee-uh-nst*]

Wise or skillful in a particular field  
through experience



9 virtual Worlds developed in 3 years by 250 people

MASSIVELY CREATIVE



Booth 37