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#gamescom2017

From Playerunknown's Battlegrounds to Project CARS 2: Famous Game Developers Hold Public Keynotes on gamescom

The makers of Playerunknown's Battlegrounds, Project CARS 2 and the Ultima-series give public keynote speeches in front of gamescom visitors

Visitors of gamescom and devcom are in for a special treat this year: Three of the most famous game designers will hold public keynotes. These keynotes are not only for visitors of the developer platform devcom, gamescom visitors can watch as well: All holders of visitor or trade visitor tickets may attend for free. Space is limited, however, so everybody who wants to see one of the three events should show up early.

Here's the three talks:

Brendan Greene alias PlayerUnknown: *My journey - from modder to creative director of Playerunknown's Battleground*

Greene is Creative Director of one of the world's most popular pc games right now: Playerunknown's Battlegrounds („PUBG“) by Bluehole. PUBG, while still in „Early Access“ has already sold nearly 7 Million copies and is on its way of becoming a phenomenon: On Twitch as well as Steam it is among the top 3 of most played games.

Date: Wednesday, 23.8.2017, 13:00. Place: CCE congress hall

Richard Allen Garriott de Cayeux: *The golden age of games is NOW - how to rise to the occasion*

Garriott is a games industry legend. He published his first game in 1979, founded Origin and is the driving force behind the best-selling Ultima series. 2008 he travelled to space as one of the first space tourists and visited ISS. These days he's working on Shroud of the Avatar, a spiritual successor of Ultima.

Date: Wednesday, 23.8., 15:00. Place: CCE congress hall

Andy Tudor, Nicolas Hamilton, Peter Smits: *Project CARS 2 - Built By Drivers*

Andy Tudor, creative director of Slightly Mad Studios, and Nicolas Hamilton, race driver and brother of Formula 1 champion Lewis Hamilton, speak about how Project CARS 2 was made by both motorsports drivers and a community of passionate racing



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Your contact:
Kathrin Mürker
Tel.
+49 221 821-2528
Fax
+49 221 821-3544
E-mail
k.muenker@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

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fans. The session will include live gameplay from the latest Project CARS 2 build and will be moderated by Peter Smits (PietSmiet).

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Date: Thursday, 24.8., 16:00. Place: CCE congress hall

In addition to the public keynotes there's a number of business keynotes that can only be attended by visitors of devcom or the business center of gamescom:

Tim Sweeney, Epic Games, Tuesday, 22.8.2017, 11:00

Bob Slinn, Facebook, Tuesday, 22.8.2017, 15:00

Chris Charla, (ID@xbox), Wednesday, 23.8.2017, 11:00

Robby Yung, Animoca Brands, Thursday, 24.8.2017, 11:00

Here's the full program of devcom: <https://devcom2017.sched.com>

About devcom

The brand new games industry meeting **devcom** will take place for the first time this summer as a side event to gamescom. From the 20th to the 24th of August (Sunday to Thursday), **devcom** will offer a varied lineup of events, including the **devcom developer conference** on Monday, the **devcom summits** and a new networking area, the **devcom developer lounge**.

Beyond keynotes and panels, the **devcom developer conference** also includes workshops, summits, master classes and matchmaking:

- **devcom master classes:** high class workshops for up to 40 attendees with international speakers hosted in the **devcom developer lounge**
- **devcom tutorials:** up to four separate hands-on tutorials on how to use the latest technology, engines or advertising tools hosted in the **devcom developer lounge**
- **devcom summits:** three special interest focussed summits on Mobile Gaming and Innovation, VR/ AR/ MR as well as Influencer Marketing.

In addition to **devcom**, gamescom's own official keynotes will take place from Tuesday to Thursday. Finally, this exclusive program will be rounded out by the indie conference **RESPAWN**. With its wide range of talks, workshops, tutorials and keynotes, **devcom** has the right event for anybody working in the games industry, from students of game design and young professionals to senior developers and managers in leadership roles.

You can find additional information on devcom and its individual events and conferences at devcom.global

The full list of all partners and sponsors of devcom: InnoGames, Amazon Appstore, Blue Byte, GAMEVIL, Amazon Alexa, balancr, CRYENGINE, Gameforge, Games Academy, Games Bavaria, GEM powered by celtx, GIANTS Software, iSpreadNews, Remedy, SAE Institute. Our media partners are Gamesbusiness.de, Gamesindustry.biz, Making Games and Venturebeat. Canada is the official partner country of gamescom and will be represented through a panel of Canadian game developers. The international focus of devcom's program is further emphasized by extensive partnerships with other conferences, including the Global Mobile Game Congress (China), the Nordic Game (Sweden), the Games Industry Conference (Poland) and the Reboot Develop (Croatia).

Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment und Mobility segments. Trade fairs like photokina, dmexco, gamescom, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs and are being expanded by future-oriented formats like DIGILITY. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

The next events:

dmexco, Cologne, Germany, 13.-14.09.2017

SIGGRAPH Asia, Bangkok, Thailand, 28.- 30.11.2017

Business Forum Imaging Cologne, Cologne, Germany, 28.02. - 01.03.2018

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Your contact:

Kathrin Münker
Communications Manager

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Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2528

Fax +49 221 821-3544

k.muenker@koelnmesse.de

www.koelnmesse.com