

An abstract graphic in shades of blue and white. It features a central brain silhouette on the right, with various arrows and circular shapes pointing towards it from the left. The background consists of overlapping, semi-transparent geometric shapes and lines, creating a sense of motion and connectivity.

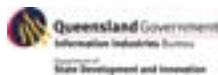
**WE'LL GIVE YOU  
A PIECE OF OUR MIND**

E<sup>3</sup> EXPO 2004

THE FUTURE  
IS

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GamesAustralia



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# AUSTRALIA'S STRENGTHS

The game development industry in Australia is second to none. Dynamic and sophisticated, Australian companies are already developing and marketing titles for the largest game publishers in the world.

Australia offers world-class creative talent, advanced technology and exceptional management experience.

Australia's key strengths in the game industry are:

**OVER 40 GAME DEVELOPMENT COMPANIES**

**DEVELOPING GAMES FOR OVER 20 YEARS**

**MORE THAN 200 TITLES**

**FRESH CREATIVE TALENT**

**HUGE SKILLS BASE**

**WORLD CLASS EDUCATION AND TRAINING COURSES ENSURE CONTINUED  
TALENT SUPPLY NOW AND IN THE FUTURE**

**GREAT INFRASTRUCTURE AND ADVANCED TECHNOLOGY**

**CRITICAL MASS OF COMPLEMENTARY CREATIVE INDUSTRIES, INCLUDING  
FILM AND TELEVISION, DESIGN, ADVERTISING AND NEW MEDIA**

**GLOBAL COMPANIES IN AUSTRALIA INCLUDING ACCLAIM ENTERTAINMENT,  
ACTIVISION, ATARI, EIDOS INTERACTIVE, ELECTRONIC ARTS, MICROSOFT,  
NINTENDO, SONY, TAKE TWO INTERACTIVE, THQ, UBISOFT ENTERTAINMENT  
AND VIVENDI UNIVERSAL**

**OPEN FOR BUSINESS 24/7**

WORLD CLASS GAMES DOWNUNDER!

# AUSTRALIAN CAPABILITIES

Company	Location	Platforms	Titles	Contact
Atari Melbourne House	Melbourne	PS2, Xbox, NGC, GBA, PC	Le Mans MIB2 GPC Looney Tunes Space Race GP500	adam.lancman@atari.com www.atari.com
Auran®	Brisbane	PC, PS2, Xbox	Currently in development: MMPOG: working title "Hwarang" MyVirtualHome Trainz Railroad Simulator Gold Edition Released titles: Trainz Railroad Simulator 2004 Trainz/Ultimate Trainz Collection D20: Sanctuary/Dark Awakening Dark Reign Bridge It Mixports: Basketball Auran Jet V2.0	tcarter@auran.com www.auran.com
BigWorld™	Sydney	Xbox, PC	BigWorld™ Technology middleware for massively multiplayer online games	licensing@bigworld.com www.bigworldtech.com
Blue Tongue Entertainment	Melbourne	PS2, Xbox, NGC, GBA, PC	The Polar Express Jurassic Park: Operation Genesis Starship Troopers: Terran Ascendancy Riding Star AFL Finals Fever	info@bluetongue.com www.bluetongue.com
Bullant Studios	Melbourne	PS2, Xbox, NGC, PC, GBA, Mobile, iTV	Third Strike Space Invaders Civilization Legend Has It AutoDestruct	Ross.Symons@bullantstudios.com www.bullantstudios.com
Bytegeist Software	Sydney	PS2, Xbox, PC	Beyond Infinity	jedfisher@bytegeist.com www.bytegeist.com

Company	Location	Platforms	Titles	Contact
C4	Melbourne	Mobile, GBA	Nick Toon Racing Beefy the Umpire Slayer Usagi Yojimbo	paulm@c4-digital.com www.c4-digital.com
Creative Assembly	Brisbane	PC, PS2, Xbox, NGC	Rome: Total War Medieval: Total War Shogun: Total War	gfidler@creative-assembly.com www.creative-assembly.com www.totalwar.com
Dimsdale & Kreozot UGM	Brisbane	PC	Tito Tito in Brisbane City High Jinks GoJoe PoGo	dimsdale@dodo.com.au www.dimsdale-kreozot.com
DOIEN Studios	Brisbane	PC, Web	Titles in development	davidgrant@doienstudios.com www.doienstudios.com
Eureka Multimedia	Sydney	PC, Mac	Interactive World Atlas 2004 4000 Works of Literature Maths Quest Literacy Quest Space Quest Alphabet Farm Numbers & Puzzles Fun and Spooky Adding and Subtracting World Cricket 2002 Trivia Master - Australian Edition	tony@nodtronics.com.au www.nodtronics.com.au
Firemint	Melbourne	GBA, Mobile (J2ME, BREW, DoJa, Symbian, PocketPC), N-Gage	Nicktoons Racing Soul Daddy in LA (Jumbuck) Soul Daddy BKB (Jumbuck) Tokyo Fighter (Jumbuck)	rob.murray@firemint.com www.firemint.com
Fuzzyeyes Studio	Brisbane	PC, PS2, Xbox	HotDogs HotGals Uluru Messenger Aussie Adventure	info@fuzzyeyes.com www.fuzzyeyes.com
Gridwerx	Brisbane	PC	Gridwerx Genesis (working title)	info@gridwerx.com.au www.gridwerx.com.au
Halfbrick Studios	Brisbane	NGC, GBA, PS2	Rocket Power – Beach Bandits Fuzz and Rocket	sdeo@halfbrick.com www.halfbrick.com

Company	Location	Platforms	Titles	Contact
Infinite Interactive	Melbourne	PC, Xbox, PS2	Warlords III & IV Warlords Battlecry I, II & III	sfawkner@infinite-interactive.com www.infinite-interactive.com
IR Gurus Interactive	Melbourne	PS2, Xbox, PC	AFL Coach 2002 AFL Live 2003, 2004 & 2005 Gaelic Football 2005 Heroes of the Pacific Saddle Club WillowBrook Stables Saddle Club Pine Hollow Stables Equestriad, Equestriad 2001 Riding Star	mfegan@irgurus.com www.irgurus.com
Iron Monkey Studios	Melbourne	Mobile, GBA, N-Gage	Jack Lightning Mercury Sunset Blade	tony.lay@ironmonkeystudios.com www.ironmonkeystudios.com
Irrational Games	Canberra	PS2, Xbox, PC	System Shock 2 Freedom Force The Lost Tribes: Vengeance Freedom Force vs The Third Reich	jon@irrational.com.au www.irrationalgames.com
KaWoW	Brisbane	PC, PS2, Xbox, GBA	Gore – The Ultimate Soldier Joey's Count 10 Online web games	Steve.Woodgate@KaWoW.com.au www.KaWoW.com
Krome Studios	Brisbane	PS2, Xbox, NGC, PC, GBA	TY the Tasmanian Tiger 2 Jimmy Neutron: Jet Fusion TY the Tasmanian Tiger Sunny Garcia Surfing Barbie Beach Vacation Barbie Sparkling Ice Show Extremely Goofy Skateboarding Championship Surfer	rw@kromestudios.com www.kromestudios.com
Kukan Studio	Adelaide	Mobile	Ted Go Home	info@kukanstudio.com www.kukanstudio.com
LaserGolf Development	Melbourne	PC	LaserGolf	info@lasergolfgame.com www.lasergolfgame.com

Company	Location	Platforms	Titles	Contact
MediaNet Productions	Melbourne	PC, PS2, Xbox, Mobile	Melodie Mars (unpublished)	melodiemars@melodiemars.com www.melodiemars.com
Micro Forté	Canberra and Sydney	Xbox, PC, Pocket PC, Mobile (Symbian, J2ME)	Unannounced 1st Party Xbox MMOG for Microsoft Lord of the Rings MMOG Fallout Tactics Hotwheels Bash Arena Enemy Infestation Demon Stalkers Fire King America's Cup Sailing Simulation	johndem@microforte.com.au www.microforte.com.au
Monkey Physics	Adelaide	J2ME, Mophun	Unnamed Destiny Caffeinated Chicken	luke.beard@monkeyphysics.com.au www.monkeyphysics.com.au
Pandemic Studios Australia	Brisbane	PS2, GameCube, Xbox, PC	Full Spectrum Warrior Star Wars: Battlefront Star Wars: The Clone Wars Army Men: RTS Triple Play 2002 Dark Reign II Battlezone II	info@pandemicstudios.com.au www.pandemicstudios.com
Perception	Sydney	PC, PS2, Xbox	Stargate SG-1 Top Down Racer Thunderboat	blenzo@perception.com.au www.perception.com.au
R3 Interactive	Adelaide	PC, Mobile, Simulation, Arcade	Tuna Boat Simulator Save the Tassie Tiger Jet Boat X Santa's Snow Ride Time Bomb Cow Encounters Monster Mush Ozi-Rules 2010	info@r3interactive.com www.r3interactive.com

Company	Location	Platforms	Titles	Contact
Ratbag	Adelaide	PS2, Xbox, PC	Powerslide Dirt Track Racing, DTR2 DTRSC Leadfoot World of Outlaws Sprint Cars Saturday Night Speedway	mbracken@ratbaggames.com www.ratbaggames.com
Tantalus Interactive	Melbourne	PS2, Xbox, GC, GBA, DS, PSP, PC	Top Gear Rally Unreal 2 Monster Truck Madness South Park Rally Manx TT Superbike Area 51 The House of the Dead Mary Kate and Ashley Winner's Circle Woody Woodpecker in Crazy Castle 5	tom@tantalus.com.au www.tantalus.com.au
Thatgame	Melbourne	PS2, Xbox, PC	2 titles in development	ben@thatgame.com www.thatgame.com
TheyerGFX	Gold Coast	PC, PS2, PSX, Mobile	3D Kit Builder California Surfing All Star Watersports Windsurfers Paradise Pro Bodyboarding Jet Racer California Watersports	mark@theyergfx.com www.theyergfx.com
TigerSpike	Sydney	Mobile (J2ME, Symbian)	Brick Bash Checkers Cross Road (Frogger) Rects Robot Rage SciFi Ace Solitaire Super Pong Tetris Trivia	luke@tigerspike.com www.tigerspike.com

Company	Location	Platforms	Titles	Contact
Torus Games	Melbourne	PS2, GBA, N-Gage, PC, Xbox, GCN, PSP	Duke Nukem Minority Report Doom II Carmageddon 3 Jackie Chan Adventures Space Invaders The Incredible Ironman Ice Nine Le Mans 24 Hour Ashen Operation Shadow Pitfall Harry	info@torus.com.au www.torus.com.au
Twitch Studios	Sydney	PC, Xbox, PS2, GameCube	Lamborghini Challenge Monopoly Party RX Cars Sony Online Dating Game	contact@twitchstudios.com www.twitchstudios.com
Viva La Mobile	Sydney	Mobile (J2ME and BREW), Mobile Multiplayer 2.5G and 3G)	Privateers Campaign 1944 Flying Tigers Archon Tank ZONE (3G Real Time multiplayer action)	contact@vivalamobile.com www.vivalamobile.com
White Noise Games	Canberra	PC, PS2, PSX, Mobile (J2ME and BREW)	Scooby-Doo Case File #2: Scary Stone Dragon	info@whitenoisegames.com www.whitenoisegames.com
Wicked Witch Software	Melbourne	PC, PS2, Xbox, GBA, Mobile, single and multiplayer	Mtv: the gimps (pain on the train) WarMonster Ned Kelly Ryan Giggs Soccer (Jumbuck) Gothic Graveyard (Jumbuck) Melodie Mars Aliens: Thanatos Encounter Mary Kate & Ashley: Crush Course	danielv@wicked-witch.com.au www.wicked-witch.com.au
Wildfire Studios	Brisbane	PS2, PC, Online	Balls of Steel Kiss Pinball Dirt Track Racing Pinball Austin Powers Pinball	darren@wildfire.com.au www.wildfire.com.au

# GAME DEVELOPERS

## ATARI MELBOURNE HOUSE

Atari Melbourne House is Australia's leading developer of video games for personal computers and game consoles. Atari Melbourne House became part of the Atari Group during 1999. Previously, as Melbourne House and as Beam Software, the company developed more than 160 video game titles, making it one of the most prolific game development companies in the world.

With over 24 years' experience in the game industry, Atari Melbourne House is one of the world's oldest video game software developers and publishers.

Atari Melbourne House programmers, artists and designers are recognised as being among the most skilled in the world, with Atari Melbourne House games (such as Grand Prix Challenge on PlayStation 2, Le Mans on Dreamcast and, more recently, the highly acclaimed Transformers on PlayStation 2) acknowledged as being among the most advanced, feature-rich and realistic games available anywhere.

## ATARI MELBOURNE HOUSE

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# GAME DEVELOPERS

## AURAN

Auran® is a premier publisher and developer of interactive entertainment software. Established in 1995, Auran developed Dark Reign: The Future of War. Dark Reign went on to become one of the best selling games of 1997 and was awarded Strategy Game of the Year.

Auran® then turned its focus to 3D technology and is currently producing the V2.0 of its advanced 3D game development engine, Auran Jet®. The power and versatility of Auran Jet can be seen in all of Auran's games including the visually stunning Bridge It, a joint exercise between Auran and NVIDIA.

Most recently, the company released Trainz Railroad Simulator 2004, the highly anticipated sequel in the acclaimed Trainz franchise. Other projects include MyVirtualHome, a 3D home design software package, and a MMORPG for the Asian market.

Headquartered in Brisbane, Auran operates from world-class facilities and boasts a team of experienced international game development staff. Auran's premises includes full testing laboratories; a large open production floor and one of the southern hemisphere's most advanced music recording studios.

## AURAN

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## BIGWORLD

The BigWorld™ Technology revolutionises online gaming and represents the most scalable, fault-tolerant and customisable Massively Multiplayer Online Game (MMOG) middleware available anywhere in the world.

Allowing millions of players to co-exist in a single world, this technology provides high-action, game-style interaction with high level of detail over low and high bandwidth connections. This easily extended platform is a complete solution for building the next generation of MMOGs and comprises three major components:

### Client Engine

- PC DirectX8 3D engine, scripting engine, and GUI Xbox engine in development

### Server Backend

- Distributes game events between all clients and manages world data

### Tools

- A comprehensive and ever-growing set of tools to build and manage your world

## BIGWORLD

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# GAME DEVELOPERS

## BLUE TONGUE ENTERTAINMENT

Blue Tongue has been developing games since 1995 and is one of Australia's premier developers of Console and PC games.

Currently, Blue Tongue is developing The Polar Express for THQ which is expected to be co-released with the film this coming Thanksgiving.

Other recent games developed by Blue Tongue have included Jurassic Park: Operation Genesis for the PlayStation 2, Xbox and PC, published by Vivendi Universal Games (original score performed by the Melbourne Symphony) and Starship Troopers (squad-based shooter) for Hasbro Interactive / Atari.

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**bluetongue**<sup>®</sup>

Blue Tongue has separate development teams, an integrated R&D department and a world-class audio engineering department. Blue Tongue has developed Toshi<sup>®</sup>, its own proprietary multi-platform engine, which boasts world-first water effects and astounding procedural terrain generation and environmental effects.

Blue Tongue is continuing to grow and expand, with the addition of staff with talents in the key areas of process and development, as well as an impressive knowledge of developing licensable IP. Blue Tongue has dedicated itself to producing engaging gameplay through the use of cutting edge technologies and embracing the artistic and creative aesthetics of game design.



## BULLANT STUDIOS

Bullant Studios is an independent game development company with experience in the games industry that stretches back into the early 1980s, when its founders and staff first wrote and published their works.

Bullant Studios has purchased its own software and development kits for all major platforms including PC, Xbox, GameBoy Advance, GameCube, OpenTV, Mobile, and PlayStation 2.

Bullant Studios has the ability to take on third party development for publishers and provide self-bonding or enter contracts to be paid entirely upon presentation of the "Gold Master".

Bullant Studios are keen to talk to publishers with any third party development needs regardless of the budget.

### BULLANT STUDIOS

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# GAME DEVELOPERS

## BYTEGEIST SOFTWARE

Bytegeist Software is a leading edge game developer and service provider for the development of custom tools and solutions for the game industry. Bytegeist provides a premium solution for game software development needs, delivering software on time and on budget.

Bytegeist covers a wide range of specialist programming areas, including strong expertise in the development of games, graphic tools, 3D plugins and exporters, 3D engines, real time systems, ActiveX technology, physics, middleware implementations, GUIs, level/map/game editors, advanced compression know-how, Pocket PC and CE technologies, and various file format solutions.

Further, Bytegeist supplies content creation services such as

### BYTEGEIST SOFTWARE PTY LTD

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modelling, texturing, and animation.

Recent game clients include Microsoft Games, Microsoft Xbox Advanced Technology Group, Codemasters, Right Hemisphere, SmartVR, and many others.

Backed by years of proven experience the Bytegeist team is thoroughly skilled in middleware technologies, and adheres to proven design and implementation methodologies; through teamwork and innovation Bytegeist brings quality, professionalism, and passionate creativity to the interactive entertainment industry.

Bytegeist is currently working on one in-house game for release on all major platforms.

Bytegeist – the gamer's spirit.



## C4

With 16 years' experience in the game industry, C4's mobile games are a cut above the rest. They not only look great, but are full of rich gameplay that makes them fun for all to enjoy.

C4 also supplies graphic content for TV, film, the Web and a range of games (PC, console and hand-held). The company aims to create alliances with companies able to supply services and products complementary to its ever-expanding expertise.

From its base in the Melbourne inner-city suburb of Carlton, C4's experienced art team also offers a wide range of graphic, modelling and animation services. From GameBoy Advance to PlayStation 2, cut-scenes to in-game, all budgets, all platforms.

## C4

**Paul Mitchell** Director

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# GAME DEVELOPERS

## CREATIVE ASSEMBLY

Creative Assembly (CA) are the creators of the hugely successful Total War™ brand of strategy games. From the original genre-defining epic Shogun: Total War™ and the multi award-winning Medieval: Total War™, to the awe-inspiring Rome: Total War™ (awarded "Best Strategy Game" of E3 2003), CA is firmly established as a product leader of the strategy genre.

Founded in the UK by Tim Ansell in 1987, CA has expanded its development capacity by opening a studio in Brisbane, Australia. Australia was identified as the ideal location because of the quality of the local talent and low cost base. Both studios have continued to rapidly expand on the back of the hugely successful Total War™ franchise.

### CREATIVE ASSEMBLY

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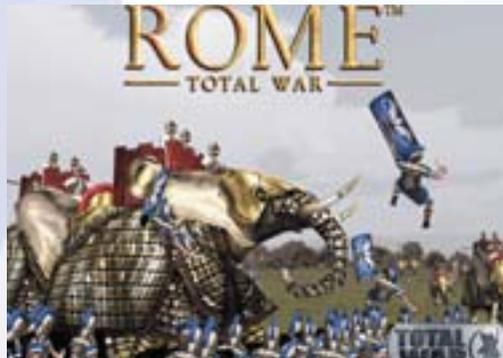
E [gfidler@creative-assembly.com](mailto:gfidler@creative-assembly.com)

W [www.creative-assembly.com](http://www.creative-assembly.com)

W [www.totalwar.com](http://www.totalwar.com)



CA develops for all of the popular gaming platforms including PC, PlayStation 2, Xbox and GameCube.



## DAVID ELLSWORTH PRODUCTIONS

David Ellsworth Productions is a leading Australian CD-ROM software development studio. This small and dynamic studio has produced some of Australia's most successful children's CD ROM titles.

They have proven to be the quiet achievers of the Australian Multimedia Industry, with 25 titles completed and many of these licensed overseas to major publishers. These include the multi award winning "Noah Series", a series of animated activities and storybooks based on traditional bible stories. The series has major publishers in the UK, US and Australia and has been translated into multiple languages for European distribution.

### DAVID ELLSWORTH PRODUCTIONS

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The Girls Only series is a series for girls aged 5-10 years. The 4kids series has proven to be one of the biggest selling children's series produced in this country. Things for Kids (the first in the series) has sold over 30,000 copies in Australia alone. This series has also been translated into Japanese. Zanyfun and Learn is the newest series, consisting of ten titles, and negotiations are currently underway for overseas translation and publication.



# GAME DEVELOPERS

## DIMSDALE AND KREOZOT UGM

As one of the oldest independent game manufacturing companies in Australia, Dimsdale and Kreozot has huge background development experience going back to the mid 1970s.

With their keen eyes set on the future of interactive electronic gaming, Dimsdale and Kreozot is set to take the world by storm this year with a new line up of amazing game products ranging from Tito Extreme - a platformer with a twist, The Adventures of Captain ThunderStrom - a shooter with punch and the yet to be officially announced adventure project Luna.

## DIMSDALE AND KREOZOT UNITED GAMES MANUFACTURE

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As a fully independent developer, we are always keen to hear from publishers, big or small, who can get our amazing products into shops world wide, as well as from interested investors keen to get their foot in the door of the fastest growing entertainment industry today.





# GAME DEVELOPERS

## ENDGAME STUDIOS

Endgame Studios is a game development company founded upon the belief that an extraordinary passion for fun in gameplay, fused with a diligent focus on quality, leads to the creation of excellent games.

Shortly after commencing operations in 2003, Endgame was awarded a Federal Government grant to guarantee financial stability.

The team at Endgame has a wealth of experience in developing high quality and content-rich GameBoy Advance titles, and are drawing on this experience to fulfil contracts for international publishers.

### ENDGAME STUDIOS

**Grant Davies** CEO

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Endgame's unique middleware for the GameBoy Advance underscores a keen ingenuity and a constant desire to innovate within the game development process. It facilitates the production of robust and feature-rich game content, even within restrictive timelines.

Endgame is also pursuing investment for its first original title: a singularly compelling flight through the bluish darkness of emotion, realised through melding the eloquence of cinema with the fervent pulse of gaming. It will be targeted at next generation, high-end consoles.



## EUREKAMULTIMEDIA

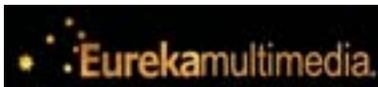
EurekaMultimedia Pty Ltd was founded in 1997 by Anthony Alevras and has since become Australia's leading independent developer of award-winning educational, edutainment and referenced based software. Over 50 titles have been developed for the PC and Mac operating systems in the past seven years, with most titles being ranked as the best sellers for their category in the Australian and New Zealand market.

Eureka's edutainment range conveys educational content in a 3D game environment creating a highly interactive and engaging learning experience for young children aged between 5 and 14 years.

### EUREKAMULTIMEDIA

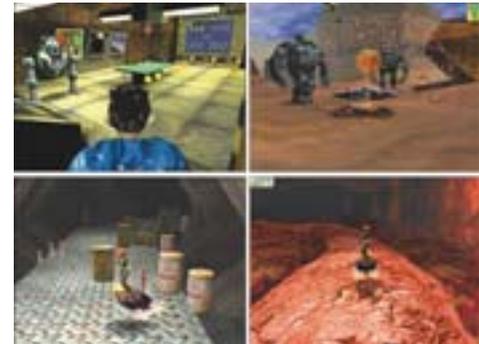
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Eureka was one of the first developers in the world to provide such a revolutionary method of teaching utilising a 3D game based approach. These edutainment games are centred around uniquely Australian super heroes known as Mick Millennium and Monique Masters.

Eureka's titles are distributed in Australia by Nodtronics Pty Ltd and have also been distributed by international publishers in countries such as the US, Canada, Ireland, Hong Kong, Singapore, India, South Africa and New Zealand.



# GAME DEVELOPERS

## FIREMINT

Firemint is a handheld game developer based in Melbourne. Incorporated\* in 1999, we have been providing high quality game development services to our clients for over four years.

Firemint has been forged from some of the industry's most talented veterans. Our team has extensive senior experience developing PC and console games in addition to our handheld work. This experience has been instrumental in developing a suite of some of the most advanced tools, techniques and engines available in mobile gaming, allowing us to create richer games more efficiently.

Firemint has delivered four published titles on handheld devices including over 35 different mobile devices (J2ME, BREW, DoJa and PocketPC) as well as GameBoy Advance. We are thrilled to have begun production on our next three A-grade titles for GameBoy Advance and mobile phones.

\*Firemint is a trading name of ndWare Pty Ltd.

### FIREMINT

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## FUZZYEYES STUDIO

Fuzzeyeyes Studio is a game developing company located in Brisbane. It focuses on the development of PlayStation 2, PC and online PC games. Its games are original, non-violent and easy to play and the visual effects are of the highest standards. Fuzzeyeyes is also producing a software developing kit, which can significantly shorten the time of developing MMOG games. The company philosophy "we create fun" is reflected in all of our products.

Fuzzeyeyes Studio is one of the freshest and most innovative game developers in both Australia and Asia. Fuzzeyeyes is interested in both Australian and international markets. We have business associated in each local market to assist us with networking, marketing, and localisation.

### FUZZYEYES STUDIO

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Fuzzeyeyes is planning to develop one to two high quality titles per year. Its latest game, Hotdogs Hotgals is going to be released shortly on PC and PlayStation 2 platforms.



# GAME DEVELOPERS

## GRIDWERX

Gridwerx is an independent games development company established in July 2003 in Brisbane, Queensland. Specialising in the development and commercialisation of online games which appeal to science fiction and cyberpunk enthusiasts, the team is currently in the design phase of an online multiplayer role-playing game for the PC.

Gridwerx has formed a diverse team of dedicated enthusiasts from around the globe to collaborate on multimedia projects exploring scenarios set in the not-too-distant future. Gridwerx Genesis (working title) represents the company's initial foray into this domain, with a series of related projects planned for coming years.

## GRIDWERX

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Our focus is to:

- Develop deep, collaborative relationships with a strong community of customers
- Foster our team's creative and technical talent
- Apply proven development technologies and processes
- Efficiently produce high quality, entertaining and thought-provoking games

We represent the underdog, the rebel. We embrace the future – to connect the real and the virtual – and explore the challenges facing humanity in coming to terms with our evolving world.



## HALFBRICK STUDIOS

Halfbrick Studios is one of Australia's most dynamic game developers. Specialising in game development for the handheld market, the company is comprised of some of the most talented and experienced individuals in the industry.

Halfbrick is sensitive to the needs of our publishing partners and aims to build long-term relationships. We are committed to exceeding expectations by combining the latest technology, innovative gameplay and stream lined development processes to produce unrivalled gaming experiences on time and under budget.

Halfbrick currently has a number of original and licensed GameBoy Advance titles in development and is well on its way to becoming one of Australia's leading game developers.

### HALFBRICK STUDIOS

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# GAME DEVELOPERS

## INFINITE INTERACTIVE

Infinite Interactive is a new development house, founded by Steve Fawkner, creator and lead designer of the critically acclaimed Warlords series of PC games. Infinite Interactive is currently developing new technology to allow them to expand from PC games onto Xbox, PlayStation 2, and GameCube.

Based in Melbourne, Australia, Infinite Interactive's founding members have a total of over 40 years' game development experience between them. They are the same team that brought you the highly praised Warlords III and Warlords Battlecry I and II. They are focused on quality gameplay and exceptional technology, to develop fun games for the marketplace.

Infinite Interactive has recently released Warlords IV and Warlords Battlecry III for the PC, and currently have projects running with both Enlight and UbiSoft.

### INFINITE INTERACTIVE

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## IR GURUS INTERACTIVE

IR Gurus Interactive is unquestionably one of Australia's most successful game development studios. Established in 1996, IR Gurus originally specialised in equestrian and stadium sports games, creating the hugely successful Saddle Club games and securing exclusive development rights for the lucrative AFL licence.

The IR Gurus development team has extensive experience developing for the PC, PlayStation 2 and Xbox formats. IR Gurus has recruited a number of networking specialists ensuring online readiness of games currently in development and in the future.

The IR Gurus management team has considerable experience in publishing and, by hiring the best producers in the country, has created a development structure tailored around their publishers.

### IR GURUS INTERACTIVE

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This includes the ability to track development progress in real-time, comprehensive reporting and access to a team that understands the marketing/PR requirements of the publisher. IR Gurus can therefore guarantee maximum support to the publisher on a variety of fronts.

IR Gurus is currently exploring a number of licences and has direct access to a catalogue of film and TV projects. The company has also developed a self-funding model created specifically to mitigate publisher risk.



# GAME DEVELOPERS

## IRON MONKEY STUDIOS

At Iron Monkey Studios, we're passionate about games. How they look, how they sound, and most importantly, how enjoyable they are to play.

Based in Melbourne, we are comprised of some of Australia's most experienced creative development staff. Collectively drawing upon a wealth of knowledge gained producing dozens of games, on formats ranging from the 8-bit era to the PlayStation 2 and beyond, our dedicated team is fanatical about crafting memorable gaming experiences, combining superb artwork and graphics with innovative and intuitive gameplay.

Currently focussed on wireless/mobile phone game production, we can deliver a comprehensive range of videogame production-related services on most platforms. We provide storyboarding, animatics, concept design visualisation services, 2D sprite-based art and animation, 3D modelling, texturing and animation, in fact everything from initial design briefs to the finished product, including promotional and marketing materials. In short, we offer the total creative solution to all your videogame development needs.

### IRON MONKEY STUDIOS

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## IRRATIONAL GAMES

Irrational Games was founded in Boston in 1997 and has studios in the US and Australia. Recognised as one of the world's premier computer game developers, Irrational Games is the creator of the award-winning System Shock 2 and Freedom Force. Irrational Games is currently working on Tribes: Vengeance, Freedom Force vs. The Third Reich and other unannounced titles.

Irrational Games launched its Australian studio, Irrational Games Australia (IGA), in May 2000 and currently employs over 30 full-time developers in the Canberra office. IGA is now at the forefront of a rapidly growing industry in Australia and with the creation of Freedom Force has established its business as solid competition for other developers in the global market.

### IRRATIONAL GAMES

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Irrational Games prides itself on its unique story-telling and game design talents as well as its strength in developing cutting-edge 3D products. Every Irrational Games product aims to advance the state of the art in game design and production.



# GAME DEVELOPERS

## KAWOW

Established in 1997, KaWoW is a Brisbane-based PC and console game development studio with many successful projects including television multimedia integration, LAN and Internet multiplayer immersive first person games, and real-time rendering software able to produce the best in interactive entertainment titles.

Our children's titles include Joey's Count 10 and stand out from other educational titles by taking the qualities of the latest first/third person 3D style games and applying them to the imaginative learning world of children.

GORE – The Ultimate Soldier, published by Dreamcatcher Interactive is a first person shooter for LAN and Internet multiplayer action. GORE is distinguished by great game play and rock solid performance over the Internet achieved through a technically superior predictive design to handle high latency communication.

## KAWOW

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Our AMP Game Engine provides a complete environment for delivering advanced rendering functionality including per pixel and specular lighting, stencil shadowing and projection textures. This engine and related content can be licensed by companies seeking to take advantage of the extensive R&D commitment that KaWoW and its partners have made to build a 3D real-time rendering, multi-player networked Game Engine.

KaWoW develops games for the PC, GameBoy Advance, PlayStation 2 and Xbox platforms. We have a number of game concepts in development and are currently seeking publishers to partner with us.



## KROME STUDIOS

As the largest games development studio in Australia, Krome Studios has firmly established itself as a world-class video game developer with titles for PlayStation 2, Xbox, GameCube, GameBoy and the PC.

As the creator of TY the Tasmanian Tiger, Krome has the number one selling Australian game of all time, having sold over a million units to date.

With a staff of over 100 talented developers, Krome is currently working on a number of high profile big budget titles, including the sequel to TY the Tasmanian Tiger.

Named Queensland's best exporter in the Arts/Entertainment category in 2001 and 2002, Krome exports to the US and Europe through international publishers including the world's largest games' publisher, Electronic Arts.

### KROME STUDIOS

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# GAME DEVELOPERS

## KUKAN STUDIO

An experienced mobile software developer for the film, transport, and retail industries, Kukan Studio develops games purely for handheld devices. Kukan's development process ensures that its games are scalable and adaptable to the largest number of Java compatible handsets and mobile communications networks.

Ted Go Home is the first in Kukan's series of emotive, roving gaming experiences – this is the brightest, most exciting 2D platformer ever to hit a handheld. Ted is lost in the woods - can he ever get home? You need daring, smarts, and lots of luck to boot enemies, find delicious rewards, and solve the big mystery!

### KUKAN STUDIO

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Extremely playable, super cute, and impossible to put down!

Kukan's strengths are in its long-time involvement in new media and 3D animation, narrative and character development.

Call us if you want to work with a small, smart company with expertise in porting your game to the mobile environment, or if you are looking for game content to distribute through your channels.



## LASERGOLF DEVELOPMENT

LaserGolf Development (LGD) specialises in the design and development of interactive golf simulation games. With recent product development with Ferraro Design, LGD is proud to release a completely new PC game, "Laser Golf", The Golfer's Golf Game.

LasefGolf is the best PC golf game. Why? Because you play your shots with a club, not a computer mouse! Every other game simulates a golf swing using the computer's mouse or control pad, but the breakthrough technology in LaserGolf gives you a realistic 'Light Club' to 'hit' the ball. And it incorporates state-of-the-art computer graphics to give you the real feel for being on the fairway.

So LaserGolf can be enjoyed by anyone, novice and expert golfers alike. The difference is like the steering wheel to a racing car game - the Light Club is as close as you can get to playing with your own golf club.

### LASERGOLF DEVELOPMENT

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**LASERGOLF**



# GAME DEVELOPERS

## MEDIANET PRODUCTIONS

Having won the award for "Best Unsigned Game" at the Australian Game Developers' Conference in December 2002 with their first title Melodie Mars: The DJ Battles (a music based platform/adventure game), MediaNet is now underway with the development of a number of different branches of this game for future release.

Melodie Mars: The DJ Battles is a music based action adventure game where the player aims to become a famous DJ in the abstract world of cyberspace. Melodie Mars was produced with the assistance of Film Victoria's Digital Media Fund. So far a fully playable multiplayer level for the PC has been built and we are now in development for console demo versions.

## MEDIANET PRODUCTIONS

**Christopher Coe** Director

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The Java version of the game for mobile phones has been released around the world and is selling extremely well. Currently the game is available on the Nokia, Motorola, Sony Ericsson and Sharp GX platforms. MediaNet is working with Telcogames and Atelier Consulting for the distribution and marketing of the Java version of Melodie Mars.



## MICRO FORTÉ

Micro Forté is pleased to announce the launch of Citizen Zero™, its revolutionary cross- platform MMORPG action game. Citizen Zero is set in a rich sci fi setting and offers players of MMORPGs a new form of exciting gameplay. Two years in the making, Citizen Zero promises to set an all-new standard for online games. Powered by the revolutionary BigWorld™ Technology, Citizen Zero will be available both on PC and Xbox consoles. Come and visit the Micro Forté stand, help us make history as the first Xbox MMORPG and experience Citizen Zero first hand!

Micro Forté enjoys a strong leadership position in the Australian games industry, having founded the Academy of Interactive Entertainment Ltd (AIE), Australia's leading educational institution

### MICRO FORTÉ

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for computer game developers. Micro Forté is also responsible for the development of the Australian Game Developers' Conference [www.agdc.com.au](http://www.agdc.com.au) and was a founding member of the Game Developers' Association of Australia [www.gdaa.com.au](http://www.gdaa.com.au), both key players in Australia's ever-growing interactive entertainment industry.



# GAME DEVELOPERS

## MONKEY PHYSICS

Monkey Physics develops innovative mobile games that take today's advanced telecommunications networks and mobile handsets to the limits.

The company uses J2ME and Mophun to push the boundaries in games such as Unnamed Destiny and Caffeinated Chicken, focusing on careful design for challenging new mobile environments.

Currently Monkey Physics is researching and developing implementations of distributed gaming platforms that use innovative side-stalling and isometric engines.

The company also uses phone to server interaction and unique patent-pending technology to work around the low memory of handsets while not causing inconvenience to the user.

From the user's point of view, the result is extended, varied game play and rich media content over high speed mobile networks.

For the PC and console game developer, Monkey Physics' engines offer fast implementations of high-quality mobile games.

## MONKEY PHYSICS

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## PANDEMIC STUDIOS AUSTRALIA

Pandemic Studios, LLC is a premier developer of entertainment for PlayStation 2, Xbox, GameCube, and the PC. Over the last six years, the company has grown into one of the largest independent developers in the world, with studios in Brisbane, Australia and Los Angeles, California. Formed four years ago, Pandemic's Australian studio is headed up by industry veterans Brendan Andrews and Tony Takoushi.

An established reputation for releasing the highest quality entertainment has allowed Pandemic to recruit the world's best development talent, work with high profile franchises like Star Wars and Major League Baseball, and cultivate strong relationships with the industry's leading publishers, including Electronic Arts, Activision,

LucasArts, and THQ. Pandemic games have won numerous awards and have sold millions of copies worldwide.

Pandemic is poised for another huge year in 2004 with three titles shipping on multiple game platforms, including the much talked about Full Spectrum Warrior and Star Wars: Battlefront. Each regularly appears on 'most anticipated games' lists in video game publications. You can find out more about Pandemic and the current slate of projects by visiting [www.pandemicstudios.com](http://www.pandemicstudios.com).

### PANDEMIC STUDIOS AUSTRALIA

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# GAME DEVELOPERS

## PANTHER GAMES

Panther Games develops award-winning wargames. Located in Canberra, Australia, we have been in business since 1985. Our byline is "when realism counts". We recently won the Wargamer's Readers' Choice award for Best Developer for 2003.

Our most recent title, Airborne Assault: Highway to the Reich (HTTR) was released in December 2003 and has just been awarded the silver medal in the Wargamer's Readers' Choice award for Game of the Year and the bronze in the Wargame category. HTTR is a pausable continuous time, realistic operational level wargame based on the successful Airborne Assault engine, which has been hailed as "revolutionary" and as having the "best AI in any game period". HTTR is receiving excellent reviews including 4.5

### PANTHER GAMES

**Dave O'Connor** CEO

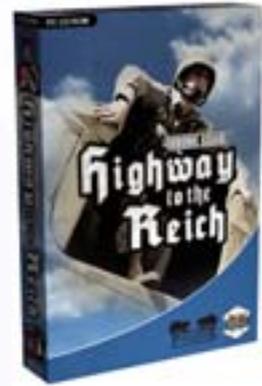
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stars from PC Games and 89 per cent from PC Gamer. It is sold retail and direct through our US publisher, Matrix Games.

Prior to HTTR we released Red Devils over Arnhem (the first in the Airborne Assault series) in June 2002. Previously, we released the east front computer wargame Fire-Brigade. This won the prestigious Charles S Roberts award for Best 20th Century Computer Game in 1988 and the Apple Developer Award for Best Entertainment Package in 1989. Before that we released three boardgames Trial of Strength, Warlords and Shanghai Trader.



## R3 INTERACTIVE

R3 Interactive develops in-house arcade game products and development tools, client-based games, PC games, online games, mobile games, and proprietary software engines.

The company offers services for third-party games production, ranging across project management, game concept and design, programming, graphics, animation, audio, and more.

As a complement to its game development expertise, R3 has been producing Visual Simulation Databases for five years.

This skilled team is dynamic and enthusiastic with a passion for creating unparalleled realism, whether you require Visual Simulation Databases, Product Visualisation or Virtual Training Systems. The R3I team can help you select hardware and software or customise systems to suit your application.

R3 Interactive's game development background sets a new benchmark in photorealism for real-time simulation environments. The company prides itself on quality of product, customer service and satisfaction.

### R3 INTERACTIVE

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# GAME DEVELOPERS

## RATBAG

Now in its 11th year, Ratbag develops award-winning racing and action games for the PC, PlayStation 2, and Xbox systems.

International success came with Ratbag's first game, Powerslide, in 1998. Powerslide is a futuristic car racing game for the PC that features Ratbag's proprietary Difference Engine – the first engine in gaming history to support unlimited textures and 60 frames per second high-resolution graphics.

Having received international critical acclaim with Powerslide, Ratbag went to work on enhancing the Difference Engine technology for further commercial use. The Difference Engine is now regarded as one of the fastest games engines on the Sony PlayStation 2.

### RATBAG

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Ratbag games, including Dirt Track Racing, Dirt Track Racing Sprint Cars, and stand alone games such as Leadfoot, Dirt Track Racing Pinball and World of Outlaws: Sprint Cars, have sold over 1.2 million copies in North America alone. Ratbag's most recent hit, Saturday Night Speedway, represents the next level in gaming, an immersive racing experience par excellence!

After honing its character technology over several years, Ratbag has made its debut into the Action genre. The company works with global publishers Activision, UbiSoft, and Atari.



## TANTALUS INTERACTIVE

In 2004 Tantalus celebrates its tenth year as one of Australia's leading video game developers. The company is presently considered among the world's foremost handheld development studios, recently releasing the highly acclaimed Top Gear Rally on GameBoy Advance. Tantalus continues to develop hit conversions, from early successes such as Manx TT Superbike and The House of the Dead, through to this year's huge hit Unreal 2 on Xbox. Tantalus is presently working on three GameBoy Advance games and a high profile launch title for Sony's PlayStation Portable. In addition, the company has a major licensed IP in development for PlayStation 2 and Xbox.

### TANTALUS INTERACTIVE

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# GAME DEVELOPERS

## THATGAME

thatgame was established in 2001 by a collection of experienced developers with the determination to deliver high-quality, accessible games to the world market.

During the first 18 months of operation the team focused exclusively on technology, building a resource base that would make the company competitive on the world market. During this time, thatgame employed some of the best talent in Australia, including specialists in networking and low-level console programming. Similarly, thatgame has developed strong relationships with a number of middleware providers gaining exceptional access to source code and assets.

### THATGAME

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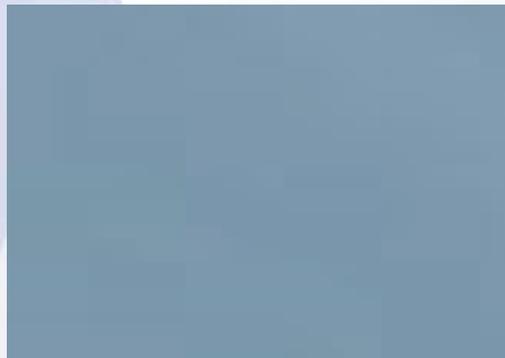
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thatgame has also developed its own online project management tools making it possible for a publisher to view a project's status at any time.

The results of this effort are evident in thatgame's new flagship title (public announcement not made at time of print). A multi-format project (PlayStation 2, Xbox, PC) with a strong emphasis on both single-player and online multiplayer gameplay, the title is due for launch at the end of 2004 and is being positioned as a category leader by the publisher.



## THEYERGFX

TheyerGFX has developed six PlayStation game titles including California Surfing, Jet Racer and Windsurfers Paradise, and are currently playing with new concepts for the PlayStation 2 including Kite Surfer PlayStation 2.

TheyerGFX also create highly efficient interactive 3D models for the Internet using in-house tools and technology.

3D Kit Builder has just been released for the PC platform. It teaches the basics for 3D modelling by challenging the player to construct a complex 3D model.

TheyerGFX also design and develop custom graphics software. For example, Cellfield clinics use software developed exclusively by TheyerGFX for the successful treatment of dyslexia and reading disorders.

TheyerGFX research into Higher Order Surfaces using Curved PN Triangles has been included in the publication, Graphics Programming Methods, by Charles River Media.

## THEYERGFX

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TheyerGFX



# GAME DEVELOPERS

## TIGERSPIKE

TigerSpike brings games straight into the pocket of the consumer, transforming the game-playing environment from the bedroom or lounge room to the bus ride home or the wait in the bank queue.

As well as many simple but addictive old favourites, we have a number of titles in development for our corporate clients, tailored specifically for their branding or marketing needs. TigerSpike can also produce 'teasers' of traditional PC games, for pre-release in the mobile space.

Founded as a mobile content company producing Ringtones, TrueTones, colour wallpapers, and animated MMS messages, TigerSpike also specialises in mobile branding and mobile marketing campaigns. Game development was a logical extension to this and is now a core part of our service offering.

## TIGERSPIKE

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## TORUS GAMES

Torus Games is a developer of computer games on all popular gaming platforms, with almost 40 titles delivered in the last ten years.

Torus understands the ingredients that are required in a great development partner including quality, cost effectiveness, technical innovation, inspired game design, amazing graphics, and awesome sound and music.

Torus is a team of energetic people poised between professionals and zealot game enthusiasts. Excellence, creativity and delivery are just the beginning.

### TORUS GAMES

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# GAME DEVELOPERS

## VIVA LA MOBILE

Sydney-based Viva La Mobile has stormed onto the wireless game scene developing both single and multiplayer games for next generation Java enabled devices. With a MOTOROLA award for their first strategy/action game, Privateers, branded titles such as Archon, action packed strategy such as Campaign 1944 and real time 3G action shooter Tank ZONE.... the mobile gaming revolution is truly here!

Viva La Mobile is a young and vibrant company – we are here to fill the gap between the standard arcade games and the real gaming milestones that we were brought up on.

### VIVA LA MOBILE

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Viva La Mobile brings to the mobile gaming battlefield the most cutting edge J2ME games in the industry to date. We program and push the wireless mobile device to the limit, game after game. Our mission is to build a mobile gaming community that will enjoy game after game of original game-play, strategy and multiplayer fun.

Be excited! The mobile gaming revolution is here!!



## WHITE NOISE GAMES

White Noise Games (WNG) is a Canberra-based studio specialising in the prototyping and development of 3D entertainment software. A relative newcomer to the Australian scene, WNG has already started making a name for itself by completing work on two commercial titles and winning the 2003 Australian Game Developers' Conference award for Best Unsigned Game in the professional category, utilising technology developed entirely in-house.

With worldwide experience in over a dozen studios developing commercial titles for the PC, XBox, PlayStation 2 and mobile phone platforms, the WNG team possess the skills and know-how to produce internationally competitive work. Extensive R&D knowledge

coupled with familiarity with pre-existing tools allows WNG to quickly assess the right development path to take for cost effectiveness and flexibility, whether it be middleware, in-house technology or complete engine design.

WNG is currently contracted by studios in the US and Canada and is looking to form new business relationships with publishers and other developers.

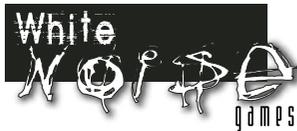
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# GAME DEVELOPERS

## WICKED WITCH SOFTWARE

Wicked Witch Software is a fresh and innovative game developer from Melbourne, Australia. Our professional teams are designing and developing the most exciting games in the market, forever pushing the envelope in mobile, PC, console and multiplayer games. We don't just develop a game; we love a game and craft it to completion! We work tirelessly to make the strongest game possible whether it's an original concept or a game for a license.

A true passion for games inspires a strong work ethic and positive mindset within the company. Wicked Witch Software works with some of the most talented and experienced game development staff in the country. Professional, creative staff with a mature knowledge of how to develop games means we deliver the best quality products on any platform, on time!

### WICKED WITCH SOFTWARE

**Daniel Visser** CEO

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We are focused on building relationships with game publishers and distributors to develop more great games. We also continue expanding our game engine technology and range of original products for PC, console and wireless.

If you want your product to be new and exciting, look fantastic and be full of mood and energy, you must talk to Wicked Witch Software!



## WILDFIRE STUDIOS

Wildfire Studios was formed in 1995 and is based in Brisbane. Wildfire develops games for PC, online, and PlayStation platforms, with a solid track record of working with publishers such as 3D Realms, EA and Take 2.

Wildfire had its first success in 1997 with the classic pinball simulator Balls of Steel published by Apogee/3D Realms, and distributed retail by GT Interactive.

The company built upon this success with further pinball titles, including KISS Pinball, Dirt Track Racing Pinball and, most recently, Austin Powers Pinball, with occasional excursions into web-based games with companies such as EA and BigPrizes.

### WILDFIRE STUDIOS

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**Wildfire**  
STUDIOS

Wildfire's success has come from its professional working relationship with publishers, building on its core tools and technology, and its aim to create fun, quality, and financially successful games.

The company's continuing focus is on the budget/value games market, moving quickly onto the PlayStation 2 platform. Wildfire's pinball engine technology is available for license.



# SERVICE COMPANIES

## ACT3ANIMATION

Act3animation is a world-renowned game cinematics studio and has produced CGI movies for games published by VU Games, Hasbro, Acclaim, Atari, BAM! and Midway.

The studio uses 'traditional' CG movie production pipeline, from storyboarding, layout, animation, shaders/lighting to final grading and rendering.

For both real-time or high-res pre-rendered applications, Act3animation's animators are experts in the most complex area of animation – character animation.

### ACT3ANIMATION

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W [www.act3animation.com](http://www.act3animation.com)



## AMBIENCE ENTERTAINMENT

Born in 1989, initially as a postproduction house, The Ambience Group now has offices in Sydney, Tokyo and New York. Specialising in branding, design and content creation, they do everything from graphics, developing characters and animating cartoons to creating TV commercials and building filmed entertainment from scratch.

Ambience's reputation for originality and quality allows them to develop and produce original and distinctive scripts, characters, and animation including the 3D animated series, Erky Perky and Pop Pups and Flash animated Emily Eyefinger.

Their head office Australian studio, houses an award-winning team of directors, animators, illustrators, live action wizards, motion graphic designers, and producers.

If you're looking to create, build or enhance a character or animation idea, within a commercially sustainable budget, call Ambience.

### THE AMBIENCE GROUP

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## AMBIT RECRUITMENT GROUP

The Australian game development industry is exciting and dynamic with a number of successful studios, titles, proven abilities and capabilities.



Australia has the benefit of a highly-educated, skilled and diverse workforce with leading edge facilities, work practices and innovation – it is well prepared for the next generation of game development.

Specialist Australia-wide, Ambit acts as an enabler for its clients' future growth via the provision of a range of tailored people management solutions, including recruitment, visas, payroll, psychometric profiles and career development plans. Our services are intended to provide solutions resulting in win-win outcomes.

Developers, publishers and investors gain reassurance that our services will aid in the ability to deliver on the people side of the equation!

### AMBIT RECRUITMENT GROUP

#### Jon Townsend

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## BLUESKYFROG

BlueSkyFrog is widely recognised across Australia as the largest and most successful retail brand for wireless entertainment content.



Part of the interactive communications company Legion Interactive, BlueSkyFrog launched in 1999 with the aggregation and sale of Java games becoming a major feature of the company's rapid success.

With unparalleled access to major gaming brands and premium titles from developers including Gameloft and Macrospace, BlueSkyFrog customers can purchase games like Prince of Persia, Splinter Cell and Rayman 3 from [www.blueskyfrog.com](http://www.blueskyfrog.com) or via an Interactive Voice Response (IVR) line.

BlueSkyFrog has established successful relationships with all the major media outlets in Australia, powering the back end of mobile content sales for portals including Telstra, Yahoo and NineMSN.

### BLUESKYFROG

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# SERVICE COMPANIES

## BRAVE VISION

Brave Vision is a television production company that specialises in video games programming for:

- Free-to-air and pay-tv broadcast
- Online and wireless
- Non-theatric channels such as public transport, hotel lounges, and in-flight entertainment

Brave Vision is the producer of [www.control-freaks.tv](http://www.control-freaks.tv), one of only a handful of video streaming sites in the world (and probably the only free one!).

Syndicated to online and non-theatrical channels such as Sydney's commuter bus and light rail services, Control Freaks is also broadcast nationally on Australian television and is available for international localisation, supplied with time-coded scripts.

Brave Vision directors have 30 years' combined experience in design, production, licensing, sales and marketing of interactive entertainment products.

With this wealth of experience and access to high-end equipment, audio professionals, 3D animators, and on or off screen talent, Brave Vision also offers a range of production services including studio/location filming, editing, TVC creatives, and DVD authoring.

### BRAVE VISION

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## CLEAR MARKET ACCESS

Make sure your game penetrates the lucrative Asian market. Get your Asian-language versions into the marketplace quickly to pick up the buzz from your English release.

We speak their languages, but importantly we also speak the language of game developers. The Clear Market Access team is aware of social and cultural sensitivities that can impact negatively on the success of your title. We'll communicate not only the 'correct' literal message - we'll ensure your 'vibe' gets through too.

Specialising in Asian languages including Japanese, Clear Market Access manages market-appropriate liaison, project management and total quality control.

Market entry, cultural knowledge and management in the Asian time zone! While your competitors sleep, you're up and running.

### CLEAR MARKET ACCESS

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## DATAWORKS

Established in 1985 and based in Melbourne, Dataworks is Australia's leading producer and publisher of games for children aged 6 and below, with titles for sale in more than 40 countries around the world.



Dataworks provides production, publishing or distribution services for over 50 content owners and brand licensors. Formats supported include PC, Xbox, PlayStation 2, PSX and GameBoy Advance. Popular titles include The Wiggles, Bananas in Pyjamas, Hi-5 and Play School. Dataworks also distributes a wide range of educational software for ages 3 to 18.

Dataworks is one of Australia's most awarded interactive publishers with local and international awards for quality and innovation.

### DATAWORKS

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## EMA3

Learning basketball to music is a revolutionary breakthrough in the development and enhancement of gross and fine motor skills in children.

As the corporation behind the marketing and development of this product internationally, we address the primary concerns of parents and educators alike. Through basketball, this product provides a vehicle that children adore participating in, while extending highly beneficial education aids to teachers and parents to assist with 'classic' education development both in the classroom and at home.

The product has been developed in Australia by a team of key personnel from the fields of basketball education, children's entertainment, early child psychology and the children themselves. The product is designed to give the children the tools to develop coordination, fitness, cognitive learning skills, and enhance comprehension.

"Put a little Funk in your Dunk."

### EMA3

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# SERVICE COMPANIES

## ETECHGROUP

Etechgroup is a multinational technology company based in Melbourne, Australia, with offices in Hong Kong and Russia. Founded in 1993, Etechgroup provides online technology, business, entertainment and educational solutions for a variety of clients in Asia, the Pacific, Europe and the US.

In collaboration with Dataworks (Australia's leading edutainment CD-ROM publisher), Etechgroup has produced highly successful children's entertainment titles such as A Day With The Wiggles, Hi-5 Fun & Games and Bananas in Pyjamas. Etechgroup has a reputation for successful development of edutainment titles, and has also won a number of Australian multimedia awards.

### ETECHGROUP

**Geoff Elwood** Multimedia Producer

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## EXTREME TESTING

Extreme Testing provides Quality Assurance and Quality Control services to the world game development industry, including:

- Tailored testing plans
- Product testing
- Verification of localised and alternative SKUs
- Training and expertise in Quality Assurance
- Project management and delivery of titles

Extreme Testing assists independent developers and emerging publishers to deliver their games to market in the least possible time at the highest possible quality.

The company's total focus is on providing a consistent, objective view of quality, reducing risk to both developers and publishers.

### EXTREME TESTING

**Paul Crawford** CEO

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## EYE CANDY ANIMATION

Eye Candy Animation creates 3D content for Film, Television, Web, Architectural Rendering and Computer Games. We create the highest standard of work to your specific requirements or produce innovative and appropriate solutions to your situation. We have a passion for perfection which is reflected in our standard of work but also a flexibility in style which means we are able to excel in any situation. The Eye Candy studio is equipped with and has extensive experience in all the latest animation, compositing, rendering and tracking software.



With eight years experience working on commercial games projects we have created everything from sprite based artwork, low poly 3D models, textures and animations (for characters and environments) font and logo creation right through to film quality cutscene work including complex effects and dynamics simulations.

If our work seems appropriate to your needs, please do not hesitate to contact us.

We look forward to discussing your next project.

### EYE CANDY ANIMATION

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## FAMOUS 3D

For over eight years, clients such as Sony, EA, Midway, Atari, Codemasters, Capcom and Konami have relied on Famous3D tools to create effective and productive facial animation.



Famous3D pioneered the field of facial animation in 1996 when they first released their award winning FamousFaces software to apply motion capture data to characters. Today their proFACE range of tools create quality lipsynced animation not just from mocap, but also from video shoots, voice recognition, text-to-speech or simple keyframing. For particular projects, studios can even use a combination of these inputs to achieve perfect expression.

Whether animators are using Max, Maya, Lightwave or Softimage, there is a solution that plugs directly into your application. For real-time applications, the animations can even be output directly to your game engine, web or mobile phone.

### FAMOUS 3D

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# SERVICE COMPANIES

## FIRELIGHT TECHNOLOGIES

Firelight Technologies' FMOD SoundSystem is a middleware audio technology solution taking the game development community by storm. Its rich feature list, ease of use and cross platform capability, means more companies are choosing FMOD to integrate the latest audio technology into their games.



FMOD is the only audio library that supports so many platforms at once. These include PlayStation 2, Xbox, GameCube, Win32, WinCE, Smartphone, Linux and Macintosh.

FMOD features 3D sound, multiple listeners, full hardware support, software, mixing, multichannel streaming, sample banks, Prologic 2, reverb, dsp effects, user created streams and samples, occlusion, EAX 3, recording, synchronisation and more.

### FIRELIGHT TECHNOLOGIES

**Brett Paterson** CEO / Lead Programmer

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## HEMIWARE

Hemiware is an interactive game technology company. We specialise in providing industrial strength technology for a wide variety of game platforms and art tools.



Our flagship product is the Serenity Engine – a suite of libraries and tools that provide the complete solution for game development on consoles and PC, current and future, with support for major art packages.

Serenity was designed to be multi-platform from day one. This allows it to take maximum advantage of special features provided by the underlying hardware whilst still maintaining a common interface across all platforms.

A simple minimalist design allows you to do what you want without writing a lot of code and ensures robustness to reduce the technical risk of developing your product.

Featuring a sophisticated renderer, scene manager, math module, geometry module, tool chain, animation system, and much more, Serenity is the complete solution for low cost, low risk multi-platform development.

### HEMIWARE

**Peter Budziszewski** Director

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## MARSHALLS AND DENT

Marshalls & Dent Lawyers is one of the leading firms in Australia specialising in media and entertainment law. It has over 35 years' experience working with the film, television and new media industries.



In the games development area, Marshalls & Dent Lawyers has cultivated a wealth of experience in intellectual property licensing, financing and software development contracting. Marshalls & Dent provides legal and strategic advice to the GDAA, other members, and associated industry groups.

### MARSHALLS AND DENT LAWYERS

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## MOBILEGAMES

To mark the huge growth and success of the java games market for wireless entertainment portal BlueSkyFrog, 2004 sees the launch of a new stand-alone retail business, MobileGames.



MobileGames aims to become the foremost retailer across Australia for java games, and to use its website to develop Australia's top gaming community, with reviews, forums, promotions and a focus on online gaming.

MobileGames comes from the stable of BlueSkyFrog, widely recognised as the market leader and most successful retail brand for mobile entertainment content. MobileGames will also retail games through media including Telstra, NineMSN and Yahoo. Customers can download games like Prince of Persia, Splinter Cell and XIII or buy using IVR lines.

### MOBILEGAMES

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# SERVICE COMPANIES

## NEXTGENVIDEOS.COM

NextGenVideos.com, the producers and creators of the successful The Future of Videogames DVDs, are world renowned for their creation of marketing and promotional materials for the videogames industry.



Working closely with renowned Australian and international videogames publishers and distributors, and industry representative bodies such as the Entertainment Software Association, NextGenVideos.com creates television commercials, videogame trailers, in-store promotional DVDs and other specialist television, video and DVD packages.

To ensure client confidentiality, all post production, DVD authoring, encoding and mastering is undertaken in the NextGenVideos.com studios. By establishing close working relationships with clients NextGenVideos.com specialises in catering marketing materials to specific markets anywhere in the world. NextGenVideos.com work in both NTSC and PAL television standards, as well as accommodating all language requirements.

## NEXTGENVIDEOS.COM

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## NOCTURNAL ENTERTAINMENT AUSTRALIA

Established in Melbourne in August 2002, Nocturnal utilises a unique business model which encourages contributors from all over the world to assist with development, in exchange for a proportion of the revenue stream of a product.



Nocturnal specialises in GameBoy Advance development, and has released the "all-in-one" AGB development system/middleware Catapult. Grab an evaluation version of Catapult from Nocturnal's website [www.nocturnal-central.com](http://www.nocturnal-central.com).

As of March 2004, Nocturnal has more than 150 contributors (with more than 50 on contract) and expects to release their first in-house GameBoy Advance game later this year.

## NOCTURNAL ENTERTAINMENT AUSTRALIA

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## NODTRONICS PTY LTD

Founded in 1991, Nodtronics Pty Ltd has become one of Australia's leading publishers of PC games, edutainment, reference and creativity based software titles into the Australian market.

Nodtronics exclusively distributes the award-winning EurekaMultimedia range of software titles, and also supplies all leading department stores and key independent retailers with high quality budget based software throughout Australia.

Nodtronics has the highest market share (in units sold) in the categories of Edutainment and Personal Interest, and is constantly seeking to expand and improve its position and range.

Nodtronics also supplies software into the New Zealand market via an associated company known as EurekaSoftware Ltd. EurekaSoftware has consolidated itself to become one of New Zealand's leading publishers in a period of less than six months, and supplies most major department stores and key independent retailers.

### **NODTRONICS PTY LTD**

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## PHOTON VFX

Photon is one of the leading design, animation and digital effects houses in South East Asia. It has been providing sophisticated digital and visual effects services to the international film and television industry for more than a decade.

Photon is well respected by companies such as Warner Brothers and Disney and in the past year has completed projects such as Ghost Ship, Inspector Gadget II and George of the Jungle II. Photon has facilities at the Warner Roadshow Studios on the Gold Coast and in Sydney and has a core of very talented international artists.

### **PHOTON VFX**

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# SERVICE COMPANIES

## PLASTIC WAX

Plastic Wax is a premium creative digital and 3D animation studio specialising in PC and console games. The company offers a complete solution for your 3D art and animation out-sourcing requirements - pre-rendered cut-scenes, game intro's, promotional trailers, in-game animation, modelling and texturing.



From the Asia Pacific region to North America and Europe, the company's clients include global developers and publishers Eidos, 3D Realms, Cinemaware, Hothouse, Revolution, Legacy, Sunflowers and Guerrilla.

The company provides creative development, art direction, high poly modelling, low poly in-game modelling, character, set and prop development, matte painting and hand-key/motion capture animation.

Located in Sydney, Plastic Wax's purpose-built 3D art and animation studio includes full blue screen studio, sound recording, editing suites and motion capture facilities.

### PLASTIC WAX

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## Q AUDIO

Q audio is based in Canberra and is one of Australia's leading audio post production studios, servicing a diverse range of clients in the government and private sectors, including production companies, advertising agencies and people who ask nicely.

Importantly, Q features a full-sized recording stage, genuine 5.1 surround sound facilities and Australia's first Pyramix Virtual Studio.

Q is dedicated to designing sound solutions that are innovative and contemporary.

Need the sound of an AK 47 firing in a Russian snowstorm? Or a kitten mewling in a box underwater in a piranha infested lagoon?

Look no further. Let Q audio design the right mood and feel for your application.

### Q AUDIO

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# SERVICE COMPANIES

## REAL TIME STUDIOS

Based in Melbourne, Real Time Studios is a wholly Australian-owned company specialising in computer games, multimedia and internet development.

While currently working on smaller projects, Real Time Studios has developed its own in-house engines for the PC, GameBoy Advance and emerging mobile phone technology.

### REAL TIME STUDIOS

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## REED INTERACTIVE

Reed Interactive is a business development consultancy established to assist Australasian developers penetrate the international games market. With over 14 years' experience in the entertainment software industry the company provides a range of high quality services to both developers and publishers.

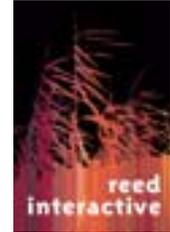
Reed Interactive specialises in assessing the commercial viability of potential games. The company provides game design feedback, assists with or creates game submission documents, provides budget advice and establishes international publishing deals. Reed Interactive is also involved in securing project funding for local developers, facilitating between several Australian-based merchant banks and completion bonding companies.

Reed Interactive has access to extensive international data and is affiliated with a number of industry leaders in development and publishing.

### REED INTERACTIVE

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# SERVICE COMPANIES

## ROWLAND PRODUCTIONS

Rowland Productions is one of Australia's most advanced sound facilities. Areas of expertise include radio commercials, television soundtracks, drama post production, music production, spoken word, animation soundtracks and games.



Rowland's comprises three studios, each with Pro-Tools 64 track recording, Dolby Surround, 5.1 and ISDN facilities, plus an extensive array of effects.

Additional production facilities at Rowland's include sound design, directing of actors, large production music library, large sound effects library (40,000 effects), full casting service including contract negotiation, and international casting for voice-over talent.

Established for 16 years, Rowland's has existing relationships with studios in the US and the UK for international ISDN recordings.

### ROWLAND PRODUCTIONS

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## SIMPLE NET

Simple Net is one of Australia's leading web design and development companies.



Founded in 1999, Simple Net has enjoyed exceptional experience and growth in the online industry. Simple Net's core activities are web hosting, design, development and management of online media.

Simple Net's unique and affordable hosting solutions have been the building blocks for a number of online games and media developments.

Simple Net's research and development department is currently investigating the development of online usability and accessibility software. This software will assist online game developers, web developers and online media providers with assistance in online accessibility issues and accreditation.

### SIMPLE NET

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# SERVICE COMPANIES

## SOUNDFIRM

Established in 1983, Soundfirm Pty Ltd has over 21 years' sound post-production experience within the film and television industry. The last few years have seen Soundfirm playing an active role in high quality sound production for computer games, completing work on several major game titles.



With facilities in Port Melbourne, Sydney's Fox Studios and most recently Beijing, Soundfirm's facilities are amongst the most technologically advanced in the southern hemisphere, with highly skilled professionals specialising in all areas of audio, including sound design, ADR, editing and mixing. Voice casting and directing are also available through our subsidiary, Risk Sound.

Game credits include: Jurassic Park – Operation Genesis (voice casting, directing and recording); The Hulk (voice record); Enter The Matrix (voice record); The Lord Of The Rings (voice record) and many more.

### SOUNDFIRM

**Clare Carmody** Games Client Liaison

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## TELCOGAMES

Telcogames is one of Australia's leading wireless content aggregators and publishers. We represent the world's most innovative developers of mobile games and applications. Our partners are the largest and most successful mobile operators and consumer content portals across the ASEAN region, Europe and the US.



Telcogames has a specialist team to help smaller developers in marketing their applications as well as a mentoring program putting new developers in contact with established companies.

Contact us for further information about how we can get your content to the people or assist you as a developer in this rapidly changing market.

### TELCOGAMES

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# SERVICE COMPANIES

## TWITCH STUDIOS

Twitch Studios has produced content for all major consoles including PC, Xbox, PlayStation 2 and GameCube. Based in Sydney, Australia, our team of experienced modellers, texture artists and animators offer a quality and cost effective solution to all aspects of game development.



Our artists have experience working on many titles including large multiplayer games creating weapons, environments, characters (both human and non-human) and extensive character animation experience using Biped and Bones.

The founders of Twitch Studios have been involved in the production of various titles over the past five years including training teams of 3D artists both in Australia and overseas. Companies we have produced work for in the past include Runecraft, EA, Infogrames/Atari, Rage and Sony.

The staff here at Twitch are keen to help you make your next project one to remember. We have the skills, the know-how and the resources to handle all elements of a game's production from initial concept through to modelling, texturing, animation and FMVs.

### TWITCH STUDIOS

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## VIRTUAL MECHANIX

Virtual Mechanix specialises in supplying 3D vehicle models for the interactive games industry.



All models are produced to the highest possible standards ensuring accurate reproductions of their real-life counterparts, each being custom made to suit individual game design specifications.

Virtual Mechanix also offers racing game consultation services including gameplay/design solutions and original concept car design.

Virtual Mechanix has a proven track record through its association with some of the world's leading developers of racing titles including Atari Melbourne House (Australia), Milestone Studios (Italy) and Bizarre Creations (UK).

### VIRTUAL MECHANIX

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# SERVICE COMPANIES

## ZOOMORPHIX SYSTEMS

Established in Melbourne in 1998, Zoomorphix Systems specialises in 3D real-time software. Its 3D, networking and scene engine Glass3D has been exported to the US for products that require real-time graphics. To complement its 3D engine it also offers networking and security software development services.



Zoomorphix Systems' developers have been creating graphics software since 1990, developing in-house games for large Australian companies and offer expertise in anything from early Brender and Directx3.0, through to DirectX 7.0, 8.1, 9.0 and OpenGL.

Zoomorphix Systems also provides 3D graphics modelling and animation services that augment its software solutions. Talk to Zoomorphix Systems at E<sup>3</sup> for high quality product development.

### ZOOMORPHIX SYSTEMS

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# GAMES HARDWARE

## HYPER STIMULATOR INTERNATIONAL

Hyper Stimulator International manufactures home and commercial racing car cockpit stimulators. It has a growing distribution network worldwide and is keen to establish resellers working through its distributor in the US market.

Hyper Stimulator lets a user take their favourite driving software for a spin and really put themselves in the driver's seat. Available with or without other manufacturers' wheels and pedals.

Hyper Stimulators are owned and used by names such as Kool and Players Cart Teams, Williams Grand Prix Engineering, Kelvin Burt, Alan Gow, Dario Franchitti, Paul Morris, Craig Lowndes, Russell Ingall, Castrol, Shell, Mercedes, Ford, Jaguar and many more.

### HYPER STIMULATOR INTERNATIONAL

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W [www.hyperstimulator.com](http://www.hyperstimulator.com)



## THE ORIGINAL HOTSEAT

With The Original Hotseat your wheels, pedals and joysticks are now under control! Its unique multi-adjustable design provides an optimised ergonomic position for everyone, from small children to large adults, and a stable environment for your hardware.



Out of the box The Original Hotseat is compatible with everything. It contains no electronics and is platform independent, combining existing software and peripheral hardware to create the most authentic gaming environment. A comprehensive range of accessories further enhances the experience.

The Original Hotseat is available now for immediate worldwide shipping.



### THE ORIGINAL HOTSEAT

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## XENON SYSTEMS PTY LTD

Xenon Systems is one of Australia's leading, independent, suppliers of visual workstation technologies for gaming, animation, DCC, film and television professionals. Xenon offers an impressive portfolio of first class hardware and software technology brands from across the creative spectrum, and with offices based in both Sydney and Melbourne Xenon can offer all clients, throughout Australia, unprecedented support and expertise.



Xenon is unique in that it can provide solutions to creative IT problems that fall beyond normal boundaries. This is achieved via our dedicated team of sales professionals with in-depth knowledge and understanding of both the product and its working environment and through our committed R&D team which continually investigates and tests new technologies. The combination of the above two forces ensures that Xenon can always provide the correct technology solution for each individual customer.

Xenon's product portfolio includes Visual Workstations, Rendering Servers, Professional Graphics cards - NVIDIA & ATI, Video Editing systems, and Professional 2D/3D Software products - Softimage & Discreet.

### **XENON SYSTEMS PTY LTD**

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# GAME DEVELOPERS' ASSOCIATION OF AUSTRALIA

The Game Developers' Association of Australia (GDAA) was established in December 1999 and comprises Corporate Members from game development companies and educational institutions, associate corporate members (in service sectors that support the industry), individuals and students.

Current membership includes companies and institutions from all over Australia and the US.

The main purpose of the GDAA is to increase the profile of the Australian interactive game industry both domestically and internationally in order to:

- Promote the growth of the game industry within Australia
- Represent the interests of GDAA members
- Attract capital and publishers from offshore
- Retain and attract talent in our local industry
- Promote a sense of community within the industry

Recent achievements include:

- Coordination and management of the Australian presence at E<sup>3</sup> in 2003 and 2004
- Presentation to Federal Government – Game Industry Development Strategy: Proposal for Government Action
- Provision of Sony PlayStation 2 and Xbox development kits to local Victorian developers
- Establishment of a national headquarters in Victoria
- Support for the annual Australian Game Developers' Conference

## GAME DEVELOPERS' ASSOCIATION OF AUSTRALIA

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# AUSTRALIAN GAME DEVELOPERS' CONFERENCE

## **Australian Game Developers' Conference 2004 "Strategies for Success"**

2-4 December 2004

Melbourne Convention Centre, Australia

The Australian Game Developers' Conference (AGDC) is Australia's premier games conference. It brings together Australian and international talent to examine the future of game production, programming, design, games technology and games education.

Organised by The Academy of Interactive Entertainment Ltd (AIE) and endorsed by the Game Developers' Association of Australia (GDAA) as the official game conference in Australia, AGDC 2004 will feature:

- High profile international speakers
- Pre-conference Workshops
- Concurrent sessions on art, development, design, platforms and business development
- Academic Summit
- Expo incorporating a Careers Market
- Australian Game Developers' Awards and Gala Dinner
- A 24-hour LANfest
- Parties Galore!

## **AUSTRALIAN GAME DEVELOPERS' CONFERENCE**

**Pon Chaleune** Conference Manager

W [www.agdc.com.au](http://www.agdc.com.au)



# SKILLS AND TRAINING

Australia is home to a thriving cluster of local game companies renowned for their creative talent, advanced technology and reliability. It is also home to a large multi-cultural, multi-lingual population that enjoy a reputation for being early adopters of new technologies and large consumers of games.

Over 700 full-time artists, designers and producers are already employed in the industry and the Game Developers' Association of Australia forecasts this could reach 2000 within five years as local studios grow.

Quality university courses and vocational education ensure that our game industry will continue to grow talent now and in the future.

The following universities offer significant game-oriented study within degree programs:

- Charles Sturt University (New South Wales)  
[www.csu.edu.au](http://www.csu.edu.au)
- Griffith University (Queensland)  
[www.gu.edu.au](http://www.gu.edu.au)
- La Trobe University (Victoria)  
[www.latrobe.edu.au](http://www.latrobe.edu.au)
- Monash University (Victoria)  
[www.monash.edu.au](http://www.monash.edu.au)

- Queensland University of Technology (Queensland)  
[www.qut.edu.au](http://www.qut.edu.au)
- RMIT University (Victoria)  
[www.rmit.edu.au](http://www.rmit.edu.au)
- Swinburne University of Technology (Victoria)  
[www.swin.edu.au](http://www.swin.edu.au)
- University of Queensland  
[www.uq.edu.au](http://www.uq.edu.au)
- University of South Australia  
[www.unisa.edu.au](http://www.unisa.edu.au)

Private institutions such as the Academy of Interactive Entertainment (AIE) and QANTM offer highly specialised courses for game developers.

## ACADEMY OF INTERACTIVE ENTERTAINMENT (AIE)

The Academy of Interactive Entertainment (AIE), Australia's leading games educator, offers unique games development training and incubator opportunities. The AIE provides:



- Real situational learning – students learn about game development by making games
- Diploma and Advanced Diploma courses in programming, art, design and development
- Daily industry mentoring of student development teams
- Shared facilities with successful game developers on both its Canberra and Melbourne campuses
- A proven track record

The AIE is a founding and continuing board member of the Game Developers' Association of Australia and is actively committed to the growth of the industry in the region

### ACADEMY OF INTERACTIVE ENTERTAINMENT (AIE)

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W [www.aie.vic.edu.au](http://www.aie.vic.edu.au)

## MAD ACADEMY

Stunning digital content, award-winning animations and globally qualified artists - the results of MAD Academy's 3D animation training speak for themselves.

**mad academy\***

MAD Academy graduates work in creative environments all over the world – in the world's leading game, TV, film, and advertising production houses.

MAD Academy inspires both newcomers and animation industry professionals to acquire knowledge of digital creation and production concepts that are relevant and sought after by the games industry.

Asia Pacific's first certified Discreet Training Centre, MAD Academy has been providing training in 3D animation since 1996. All our instructors have had extensive commercial production experience.

Whether you create games, films, commercial spots or music videos, MAD Academy can tailor a course to meet your needs, and address the real world production issues you deal with daily.

### MAD ACADEMY

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W [www.madacademy.com.au](http://www.madacademy.com.au)

# SKILLS AND TRAINING

## QANTM

QANTM is Australia's leading provider of games education for the local and international markets. Boasting the only Bachelor Degree in Interactive Entertainment in Australia, QANTM's 2 year (fulltime - trimester) Bachelor Degrees and 1 year Diploma programs have been developed in consultation with industry to ensure our students stay abreast of the latest games innovations.



QANTM's Bachelor of Interactive Entertainment, with specialisations in Games Programming and Animation, prepare graduates to undertake operational, developmental and managerial roles within the entertainment industry.

QANTM has powerful industry links with some of the world's leading game companies such as Sony, Auran and Krome Studios and provides a 'hands on' practical teaching approach to the class environment.

Our award-winning graduates are a testament to the success of these innovative and progressive programs.

### QANTM

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## QUEENSLAND UNIVERSITY OF TECHNOLOGY

Queensland University of Technology's (QUT) faculties of Information Technology and Creative Industries offer a range of undergraduate and postgraduate programs which can assist those wanting to enter the games industry. In particular, a four year double degree is offered across both areas. Students study core units in IT and Communication Design plus areas including design and media technologies, games design, software development, interaction design and programming.



In 2004, students will be introduced to Australia's first Creative Industries Precinct boasting advanced digital and networked facilities and some of the most exciting industry partners who will be working to identify the next generation of ideas.

From second semester 2004, the Faculty of Information Technology will introduce a new stream within its masters program which will concentrate on the area of wireless games technology. This will be offered in the form of two graduate certificates which, together with four other masters-level subjects, will form a Master of Information Technology.

### QUEENSLAND UNIVERSITY OF TECHNOLOGY

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## TORRENS VALLEY TAFE

Named Best Large Training Provider in Australia for 2003, Torrens Valley TAFE has been providing high quality training in multimedia with an industry focus since 1996. Torrens Valley is South Australia's leading institute in the delivery of training in Screen and Multimedia and is working closely with the games industry to offer a new qualification in Games Art in late 2004.

**tafe** South Australia

We offer:

- Industry standard labs and software located in a large modern campus
- Highly qualified and experienced trainers
- Innovative, industry relevant and practical programs
- A Business Incubator for new media graduates

If you are thinking of becoming involved in the games industry, talk to Torrens Valley TAFE!

### **TORRENS VALLEY TAFE**

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# GOVERNMENT SUPPORT

## AUSTRALIAN TRADE COMMISSION

The Australian Trade Commission (Austrade) is the Australian Government's export promotion agency. We have been helping Australian businesses succeed in international markets for over half a century.

With a network of more than 80 offices in over 50 countries, we are proud to work with the Australian game industry to take their products and services to the world.

### AUSTRALIAN TRADE COMMISSION

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## BUSINESS ACT

Canberra (the Australian Capital Territory or the ACT) is Australia's capital city and is the place to do business.



Canberra is home to a strong, highly dedicated, innovative and rapidly developing games cluster boasting companies such as Micro Forté, Irrational Games and the Academy of Interactive Entertainment.

BusinessACT works to help people in business do business and is committed to helping business grow locally, nationally and internationally through initiatives and strategic programs.

The newly established Canberra Partnership recognises that successful regional economic development models are built around true partnerships between government, businesses and major institutions, and is working to create business-to-business linkages between the ACT community and cities and regions around the world. This initiative, combined with the establishment of screenACTion, focusing on film, television and games, will further stimulate the development of Canberra's electronic games industry.

### BUSINESS ACT

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## CITY OF MELBOURNE

The City of Melbourne is committed to promoting Melbourne's development as a globally recognised, entrepreneurial and competitive Knowledge City.



The game development industry in Melbourne is part of the Creative Industries sector, a key target for business growth and development initiatives by the City of Melbourne. In the past, the City of Melbourne has provided financial assistance to game development companies in their expansion plans, business development projects associated with a game development incubator and sponsored scholarships for students to gain skills that will enable them to find employment in the game development industry.

It looks forward to playing a significant role in establishing Melbourne as a world class game development hub.

### CITY OF MELBOURNE

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## DEPARTMENT OF COMMUNICATIONS INFORMATION TECHNOLOGY AND THE ARTS

Responsible for a range of policies, programs and initiatives in support and promotion of Australia's ICT sector, the Australian Government Department of Communications, Information Technology and the Arts (DCITA) builds on the opportunities provided by new and emerging technologies, including the games industry, to enrich the economic, social and cultural well-being of all Australians.



Australian Government  
Department of Communications,  
Information Technology and the Arts

### DEPARTMENT OF COMMUNICATIONS INFORMATION TECHNOLOGY AND THE ARTS

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# GOVERNMENT SUPPORT

## INVEST AUSTRALIA

Invest Australia, the Australian Government's inward investment agency, offers a comprehensive, free and confidential service for potential investors.



Invest Australia can:

- Provide information on how to establish a business in Australia
- Offer advice from our industry specialists, arrange site visits and help identify potential investment opportunities
- Provide information on the availability and cost of labour, R&D, transport and establishment costs, as well as taxation, regulations and government incentives
- Facilitate key projects through targeted programs, such as the Supported Skills Program which streamlines the immigration process for eligible key staff

### INVEST AUSTRALIA North America

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## NEW SOUTH WALES

Sydney leads Australia in digital content creation and is well-positioned as a hub for the sector across the Asia Pacific region.



New South Wales  
Department of State and  
Regional Development

The Matrix trilogy and two Star Wars films produced at Fox Studios demonstrated Sydney as a prime choice for convergent digital projects involving the movie and game industries.

The New South Wales Department of State and Regional Development helps innovative digital game companies connect with publishing and production houses overseas.

Sydney, New South Wales, welcomes new investment to grow its dynamic digital media industry.

### NEW SOUTH WALES

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## QUEENSLAND

Queensland is at the forefront of the Australian games industry with a rich array of developers and service providers involved in the local industry.



The Queensland Government, through the Information Industries Bureau, is actively working with the local games cluster - Queensland Games Developers - and all levels of government to facilitate access to international publishers, promote the capabilities of the local industry and ensure the continued growth of Queensland's games industry.

Recently, the Government announced an Interactive Games Industry Package which will ensure that Queensland companies have the skills and international exposure they need to increase their slice of the global games market.

### QUEENSLAND

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## SOUTH AUSTRALIA

South Australia's capital, Adelaide, is the ideal city in which to base an Australian game development studio. As well as its strengths in creativity and R&D, Adelaide has been rated by KPMG as the most cost competitive city in Australia to operate a business. In fact, it rated in the top three cities in the world for advanced software and multimedia content development from 98 cities surveyed across North America, Europe, Japan and Australia.

Complementing the State's international success in film-making and television production, South Australia's electronic entertainment industry is breaking through with cutting edge, creative content.

Adelaide (host city of the 2002 World Congress on IT) places the highest priority on innovation, creativity and export. The South Australian Government is committed to supporting businesses seeking to reduce their costs, access skills or consolidate functions in Adelaide.

### SOUTH AUSTRALIA

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**Government  
of South Australia**

# GOVERNMENT SUPPORT

## VICTORIA

Victoria is home to more than half of Australia's computer game industry. Its capital, Melbourne, was recently recognised by Wired Magazine as a global hotspot for game development.



The Victorian Government's Game Plan initiatives have played a key role in helping to position Victoria as the Australasian computer game capital by:

- Bringing the annual Australian Game Developers' Conference to Melbourne since 2000
- Giving local companies free access to Sony PlayStation 2 development kits, a Sony Performance Analyser and Microsoft Xbox development kits
- Establishing the Australian Games Innovation Centre – home to the national headquarters of the Game Developers' Association of Australia, the Melbourne campus of the Academy of Interactive Entertainment and a national Games Showcase

## MELBOURNE, VICTORIA

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**David Brown** Director, Market Entry, San Francisco, US

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W [www.mmv.vic.gov.au/gameplan](http://www.mmv.vic.gov.au/gameplan)

# USEFUL LINKS

## INDUSTRY INFORMATION

[www.agdc.com.au](http://www.agdc.com.au)

[www.gamenews.com.au](http://www.gamenews.com.au)

[www.gdaa.com.au](http://www.gdaa.com.au)

[www.mmv.vic.gov.au/gameplan](http://www.mmv.vic.gov.au/gameplan)

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

[www.sumea.com.au](http://www.sumea.com.au)

## GOVERNMENT INFORMATION

[www.austrade.gov.au](http://www.austrade.gov.au)

[www.business.act.gov.au](http://www.business.act.gov.au)

[www.businessmelbourne.com.au](http://www.businessmelbourne.com.au)

[www.business.nsw.gov.au/digitalmedia](http://www.business.nsw.gov.au/digitalmedia)

[www.dcita.gov.au](http://www.dcita.gov.au)

[www.investaustralia.gov.au/ICT](http://www.investaustralia.gov.au/ICT)

[www.mmv.vic.gov.au/gameplan](http://www.mmv.vic.gov.au/gameplan)

[www.qld.gov.au](http://www.qld.gov.au)

[www.southaustralia.biz](http://www.southaustralia.biz)



[www.gdaa.com.au](http://www.gdaa.com.au)



GAME DEVELOPERS'  
ASSOCIATION OF  
AUSTRALIA