



European Innovative Games Award (EIGA) 2009

Games developers, publishers, editors, freelancers and young professionals from all EU states are invited to apply for the EIGA.

Frankfurt am Main, July 13, 2009 – The contest for the 2009 EIGA (European Innovative Games Award) is opened. Until September, 25, games developers, publishers, editors, freelancers and young professionals from all EU member states can turn in their submissions for the renowned award. The EIGA will be awarded in three categories: Category T, focusing on innovative technology, category GD, focusing on innovative game design, and category AME, focusing on innovative application methods and environments. The EIGA is hosted by the city of Frankfurt, represented by the city's Economic Development Corporation, and the city's Office for Cultural Affairs, the Hessian Ministry of Economics, Transport, Urban and Regional Development, and its program initiative Hessen IT, as well as LPR Hessen, and gamearea FRM e.V., the Rhine Main region's initiative for the support of the games industry. As in 2008, EIGA will be realized in cooperation with the European Commission, and the award ceremony is scheduled for November 6, 2009, taking place in Frankfurt's CineStar Metropolis.

„We are very pleased and proud that we have been successful in bringing yet another international event of the games industry to Frankfurt, says Markus Frank, Deputy Mayor of the city of Frankfurt and Head of the Department of Economics, Human Resources and Sports. Frank is convinced that in a long term perspective, EIGA will profit from the synergy potential provided by the Rhine Main metropolitan region, which for years already is committed to the development of the region's games cluster.

“Whether big studio, publisher, student or trainee, whether niche or single production, serious game or AAA title, EIGA addresses all developers and providers of computer and video games, and will encourage them to realize innovative ideas and technologies,” says Manuela Schiffner, Director Center of Creative Industries at the Frankfurt Economic Development GmbH. “Thus, at first, all submissions will be appraised focusing on the innovative achievements of the relevant categories. However, the final judgment will include additional factors, e.g. learning or marketing effects exceeding the mere entertainment factor. All projects originating out of EU member states or products on the markets for more than a year are qualified to participate in the EIGA contest. In addition, a 5,000 EURO prize will be awarded to projects which are still prototypes.

On the European Innovative Games Award (EIGA): EIGA was created in 2008, and honors extraordinary innovations in computer and video games. Organizer of the European wide contest is a support organization, including the City of Frankfurt, the Hessian Ministry of Economics, Transport, Urban and Regional Development in the scope of the program Hessen-IT, the LPR Hessen and the games industry association gamearea FRM. The EIGA contest is realized in cooperation with the European Commission. Winners of the EIGA contest are announced at the award ceremony in Frankfurt, on November 6, 2009.

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Entry information & contact:

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Detailed information about regulations & entry:

www.innovative-games.eu

Final entry date:

Sept. 25, 2009

Award ceremony:

Nov. 6, 2009, Frankfurt / Germany

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