



**Hessian Ministry of
Economics, Transport, Urban and Regional Development**

Press release

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Economics Minister Dr. Alois Rhiel: Games industry is the driving force for innovation in the entire IT branch – European Innovative Games Award ready to start

The Hessian Economics Minister, Dr. Alois Rhiel, sounded the starting shot for the European Innovative Games Award (EIGA) on Wednesday at CeBIT, the international IT show. This award is the first to honor innovative computer and video games in Europe. “We want to encourage the development of new game concepts and, in cooperation with the European Commission, will choose the most innovative computer and video games in Europe.” The industry throughout Europe is called to submit their games up to July 31, 2008. Three winners will share a purse of € 35,000.

From niche productions to top sellers: Games developers, games publishers, publishing companies, freelancers and young new talent who create, publish and sell computer and/or video games from any member state of the European Union (EU) are all eligible to take part in this competition.

“The acceptance of computer games has moved across the generation barriers amazingly quickly within just a few years. This industry is developing a much more noticeable profile in the general public,” commented Dr. Rhiel. “I am sure that the European Innovative Games Award will make an important contribution towards creating a stronger network between games players internationally and advancing the games sector in Europe.”

Anyone interested in participating in the new competition should make sure that the game they enter is not more than one year old. In addition, the products must run on a standard, currently available PC. Browser games, games for stationary and portable consoles as well as for handhelds and PDAs are also welcome. After the deadline for entry submission has expired, a hand-picked jury of notable representatives from the worlds of industry and politics, such as Maruja Gutiérrez Díaz from the European Commission, Patrice Chazerand, Interactive Software Federation of Europe (ISFE),

André Horn, IDG Entertainment Media GmbH and Olaf Wolters, German Association of Interactive Entertainment Software, will rate the degree of innovation exhibited by the games submitted on the basis of the following criteria: technology, contents, realization and benefit. Taking part in the EIGA 2008 is free of charge.

The awards ceremony will take place during a gala event in the “darmstadtium”, the new congress center in Darmstadt, Germany on November 6, 2008.

For more information and registration documents to take part in the EIGA 2008, please go to <http://www.innovative-games.eu> or request this information from:

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