

Games Games Games

Gerry Carty, General Manager, Vivendi Universal Interactive
Publishing Ireland

Wednesday, 16 November 2005

Part I: The Games Development Business – 11:00 – 13:00

Part II: Games Localisation – 14:00 – 16:30

University of Limerick

Room ERB008 (Engineering Research Building)

Why do millions of people spend more than 6 hours a day online playing computer games?
What makes the digital entertainment industry tick?
Why is blood green in Germany?
How Computer Games publishers try to attract employees!

The LRC invites you to this year's localisation seminar series. The LRC 2005 Seminar Series features distinguished experts examining different aspects of localisation, including jobs & careers, tools & technologies, project management, research & development, and cross-disciplinary issues. They provide the ideal environment for the exchange of ideas and strengthen the already existing valuable links between academia and the localisation industry.

Gerry Carty is VU Games' General Manager and one of the most knowledgeable people about the Games industry in the country. On Wednesday, 16 November, Gerry will share some of his knowledge with the staff and the students at UL. Vivendi Universal Games is the only multi-national large-scale Computer Games publisher in Ireland and the owner of many blockbuster hits, including the 5* rated WOW and the recent release FEAR.

The day's proceedings will be highly interactive with plenty of live examples. While Gerry will talk about the business of developing games in the morning, the afternoon session will be focussing on how games developed in the USA are being adapted linguistically and culturally for gamers all over the world.

About this session

The morning session will cover an overview of the games industry on a global basis. It will look at the install base of hardware and software globally and look at the future revenue forecasts.

The afternoon session will look at the specific challenges and process of localisation in the entertainment software industry.

Who should attend

This seminar is aimed at students, faculty members and professionals interested in games development, the business of the entertainment industry and the specific challenges confronting those working in the localisation of digital entertainment products.

About the speaker

Gerry Carty. SVP International Product Develop VU Games. Gerry worked with VU Games since 1999. He oversees the Dublin office of VU Games, with responsibility for releasing software products into Europe and Asia. Some of titles that he was worked on include, World of Warcraft, Half Life 2, War Craft 3, Fear to mention a few.

Prior to joining VU Games, Gerry worked for Twentieth Century Fox in Phoenix, Arizona, as the Digital Production Manager in Fox Feature Animation, where he oversaw the Digital Animation Production Team.

About Vivendi Universal Games

Vivendi Universal Games is a global developer, publisher and distributor of multi-platform interactive entertainment. The company is a leader in the subscription-based massively multi-player online (MMO) games category, and also holds leading positions in the PC, console (PS2, Xbox, Gamecube) and handheld games markets. Its development studios and publishing labels include **Blizzard Entertainment®**, **Sierra Entertainment®**, **Radical Entertainment™**, **Massive Entertainment™** and **Swordfish Studios**. VU Games' library of over 700 titles features owned intellectual properties including *Warcraft®*, *StarCraft®*, *Diablo®* and *World of Warcraft®* from Blizzard Entertainment; *Crash Bandicoot®*, *Spyro The Dragon®*, *Empire Earth®*, *Leisure Suit Larry™*, *Ground Control®* and *Tribes®*. VU Games also maintains strategic relationships with industry leading content partners, including Universal Music Group, NBC Universal, Twentieth Century Fox and Ludlum Entertainment.

Vivendi Universal Games Ireland is the Internationalisation and Localisation centre for the adaptation of Games for European and Asian markets. Based in East Point Business Park in Dublin, the team has an extremely dynamic and diverse employee profile, coming from a broad range of nationalities. Teams such as Project Management, Software Engineering and QA work closely with Development studios in Europe and the US to ensure that products can be successful localised for distribution.

About the Localisation Research Centre (LRC)

The LRC at UL is the focal point and the research and educational centre for the localisation community. The LRC has become the focus point – at national and international level – for both those involved in the localisation industry and those requiring information about it. Indigenous and overseas companies, government departments and agencies, researchers and students, the media and international consultancy firms, and the European Commission regularly contact the centre when they require reliable and independent industry information. The LRC was established in 1995 with the support of Irish government agencies and has a 20 person strong Industrial Advisory Board. For more information visit www.localisation.ie.