

Penny Arcade Expo 2010 - East
2010/03/26-2010/03/28

Journalists vs. Developers: The Ultimate Grudge Match

Manticore Theatre
Friday, 2:00pm

Game developers can't stand those damned journalists, the way they pick apart your three years of hard work with a review they wrote in an afternoon. And journalists don't understand why game developers won't listen to all of their great ideas! What happens when we force some of the industry's most opinionated writers and developers to hash out their issues in front of an audience? Will they finally see eye-to-eye, or kill each other in public? Watch as writers Chris Kohler (Wired.com) and Patrick Klepek (G4) square off against game creators John Drake (Harmonix) and another guest from the industry.

Panelists Include: Chris Kohler [Editor, Games, Wired.com], John Drake [Publicist, Harmonix Music Systems], Patrick Klepek [News Editor, G4], Jeff Green [Editor-in-Chief, EA]

Grassroots: Why Gamers are Getting Involved and Why You Should Too

Naga Theatre
Friday, 2:00pm

Over the years we as a community of gamers have had our fair share of nemeses ranging from politicians, activists, and...ahem...lawyers. And make no mistake, as one discredited opponent fades away there will be more to fill the void. Find out how we've been fighting back, where we've found success (and failure), and how you can help the cause.

Panelists Include: Joseph Donovan [Managing Director, Nelson Mullins Public Strategies], Joel Bartlett [Associate Director of Marketing, PETA], Adam Conner [Associate Manager, Facebook], Brett Schenker, [Online Advocacy Manager, ECA]

Radio Free Nintendo: A Live Nintendo Podcast for Grown-Ups

Wyvern Theatre
Friday, 2:30pm

Radio Free Nintendo has delivered a weekly discussion on all things Nintendo since mid-2006, in a convenient podcast format. This outspoken and funny group of Nintendo experts comes from the oldest and largest independent Nintendo website in the world, Nintendo World Report. We love Nintendo games, except when we don't, and we appreciate/criticize Wii and DS games in the context of multi-platform gaming. We know the best Metroid upgrades, the worst Zelda dungeons, and what makes Sin & Punishment sublime. We own more WiiWare games than you knew existed. And we're not afraid to compare Mario with Ratchet & Clank or Prince of Persia.

Panelists Include: Jonathan Metts [Contributing Editor, Nintendo World Report], Karl Castaneda [Contributing Editor, Nintendo World Report], James Jones [Features Editor, Nintendo World Report], Jon Lindemann [Director, Nintendo World Report]

It's Got A Good Beat, And I Can Kill Zombies To It

Jamspace
Friday, 3:00pm

Since the first kid heard the four-note Space Invaders theme blasting out the arcade doors, music has played a powerful role in the history of digital games. Join panelists Aubrey Hodges (Doom, King's Quest, Spy Hunter, Madden NFL), Jim Bonney (Mortal Kombat, John Woo's Stranglehold), Tom Salta (H.A.W.X, GRAW 1 & 2, Red Steel), Gene Rozenberg (Henry Hatsworth, Madden NFL) and Duncan Watt (League Of Legends, Brothers In Arms: Hell's Highway, Need For Speed: Undercover), for an audiovisual trip celebrating great videogame music - from the past, to the present... and into the future. Audience discussion encouraged.

Panelists Include: Duncan Watt [Founder/Creative Director, Fastestmanintheworld], Tom Salta [Composer], Gene Rozenberg [Composer, 38 Studios (Maynard, MA)], Aubrey Hodges [Audio Director/Composer, 38 Studios (Maynard, MA)], Jim Bonney [Audio Director/Composer, Irrational Games]

PAX East 2010 Keynote

Main Theatre
Friday, 3:00pm

Best known for his role as Wesley Crusher on Star Trek The Next Generation and Gordie in Stand by Me, Wil Wheaton has since become one of the most prominent and vocal bloggers of our culture with topics ranging from his personal growth as a geek, to Star Trek, to naturally gaming. We are super excited to have Wil present the very first PAX East keynote. It's going to be awesome.

Online Gaming Communities and "Real Life" Relationships

Manticore Theatre
Friday, 3:30pm

Are you are a member of one or more online gaming website communities? Perhaps the friendships and relationships you formed online have made their way into your everyday "real life". You are certainly not alone. We will discuss the communities we have created and support, and how they impact real life relationships for gamers of all types.

Panelists Include: Derek "DSmooth" Nolan [Co-Founder / Host, 2old2play.com / 2old2type Radio Podcast] Stewart "Wombat" Nacht [Co-Host, CAGCast], Derrick "Codemonkey" Schommer [Co-Host, 2old2type Radio Podcast], Dane "Waterborn" Tullock [Community Manager, 2old2play.com], Julie LadyJ Furman [Founder, SFX360]

Puppet Masters - The not so Invisible Hands of Video Game PR

Naga Theatre

Friday, 3:30pm

Four masters of video game PR talk about the role of public relations in the video game industry. They'll cover the buying and selling of souls, crafting and controlling messages, the rise of community, and how social media is changing how they do business.

Panelists Include: Charles Husemann [Editor in Chief, Gaming Nexus], Arne Meyer [Senior Manager, Marketing Communications, Naughty Dog], Aram Jabbari [Manager of Public Relations, Atlas], Stephanie Tinsley Schopp [Owner, Tinsley PR], Chris Paladino [Promethium Marketing, Director of Community Relations]

Penny Arcade Panel #1

Main Theatre

Friday, 4:00pm

Make sure to get there early for this one, as its one of the most well attended panels of the show. Two mics on stage, two mics in the crowd. Line up for your questions and Gabe and Tycho will do their best to accommodate! And god, please no who would win in a fight questions. If you can't make this particular Q&A, be sure to catch the second Penny Arcade Panel.

Design an RPG in an Hour

Wyvern Theatre

Friday, 4:00pm

We're making a pen and paper RPG, and you're invited to the design meeting! During the panel, you'll address the problem-solving and analytical questions required to design a successful game. During the discussion, we'll cover the basics of game theory and how to outline, centered around an example you're participating in.

Panelists Include: David Hill [Game Designer, Machine Age Productions], Filamena Young [Game Writer, Machine Age Productions]

IWADON: A Tribute to an Unsung Hero of Game Music

Jamspace

Friday, 4:30pm

Game composer Hiroyuki Iwatsuki (Iwadon on Twitter) has been writing game music for 20 years, but now for the first time his work is gaining international recognition. Game Music 4 All, a videogame-inspired music and nerdcore news site, is collaborating with artists from all over the world in arranging Iwatsuki's remarkable and often overlooked music for the 8-bit Nintendo, Game Boy, Super Nintendo and Xbox Live Arcade in assorted musical styles. The tribute compilation will be made available online for free in time for PAX East, along with lengthy liner notes in English and Japanese. In this panel you'll learn all about Iwatsuki's unique history in games and the making of the IWADON tribute from site founder Genoboost (Anthony Ruybalid) and research organizer Jeriaska.

Panelists Include: Anthony Ruybalid [Founder, Game Music 4 All] Jeriaska [Correspondent, Game-SetWatch]

Omegathon: Round 1

Manticore Theatre
Friday, 5:00pm

Our randomly selected teams of Omeganauts will engage in the first cage match to the death. Only without cages. Or deaths. Probably. We may just have them play Mario Kart: Double Dash.

Organizing a Child's Play Fundraiser

Naga Theatre
Friday, 5:00pm

Want to start your own fundraiser for Child's Play Charity in your town? Join Kristin Lindsay (Child's Play), the founders of mloud! (San Francisco) and "Desert Bus for Hope" (Canada) as they talk about their process in creating a charity event. Topics will include organization tips, deciding the scale and scope of your event, and how to be in compliance with Federal and state laws.

Panelists Include: John Seggerson [Co-Founder, mloud!], Chris Kohler [Co-Founder, mloud!], Kristin Lindsay [Foundation Coordinator, Child's Play Charity], Graham Stark [Co-Founder, Loading Ready Run]

Storytelling in the World of Interactive Fiction

Wyvern Theatre
Friday, 5:30pm

Text adventures have been quietly experimenting with narrative gaming for thirty years. Five authors from the amateur interactive fiction community discuss the design ideas in their games – reordered storylines, unreliable narrators, deeply responsive NPCs – and how they apply to other kinds of games.

Panelists Include: J. Robinson Wheeler [JRW Digital Media], Robb Sherwin, Aaron Reed, Emily Short, Andrew Plotkin

NVIDIA Unveils the Next Generation of PC Gaming

Main Theatre
Friday, 6:00pm

Want to see whats hot and whats next? If youre even vaguely a fan of PC games and miss this special presentation, youll likely spend the next few months kicking yourself. Line up early as seating is limited. Nuff said.

Panelists Include: Drew Henry [General Manager, GeForce NVIDIA] plus very special guests.

Traversing the Twittiverse, and Beyond!

Manticore Theatre
Friday, 6:30pm

If a tweet falls in the woods, does anybody hear it? Come talk with Infinity Wards FourZeroTwo (@fourzerotwo & fourzerotwo.com), Xbox LIVEs Major Nelson (@majornelson & majornelson.com) and MacheteBetty (@XboxSupport & Xbox LIVE Ambassadors) about listening & responding to communities. Forums, Facebook, Twitter those are some challenging maps to navigate. How do insiders decide what to pay attention to? What do we DO with everything we learn from our communities? How can you best support your own community? What does Major Nelson still find thrilling after being set on fire? All this and whatever else you come with: its all FAIR GAME!
Panelists Include: McKenzie Eakin [Xbox LIVE Community Program Manager, Microsoft], Larry Hryb [Director of Programming, Microsoft], Robert Bowling [Creative Strategist, Infinity Ward]

The Misadventures of P.B. Winterbottom: From Student Game to XBLA Title

Naga Theatre
Friday, 6:30pm

The story of how The Misadventures of P.B. Winterbottom went from a student thesis project made at the University of Southern California to a full fledged XBLA downloadable console title. Learn how the game was designed and the lessons gleaned in transition from a rag tag bunch of students to a rag-tag indie game development studio. Other highlights include ridiculous anecdotes from publisher pitches, demonstrations of early Winterbottom prototypes, talking through the games iterative design process, and most importantly: how Winterbottom became obsessed with pie. This talk is both a Post-Mortem, and tale of how the dream of a few game development students can turn into a reality.
Panelists Include: Paul Bellezza [Producer, The Odd Gentlmen], Matt Korba [Creative Director/Lead Designer, The Odd Gentlemen]

Bringing up the Next Generation of Geeks

Wyvern Theatre
Friday, 7:00pm

How young is too young for The Hobbit? What should my kids' first LEGO set be? How can I control my disgust if my child tells me he likes Jar Jar and the Ewoks? When should I buy my kids their first non-six-sided dice? These questions and many more will be discussed by writers for Wired.com's GeekDad blog and other geek parents. Come share your stories and advice for how to make sure our kids grow up to be geeks like us! Don't have kids? Show up and find out what may be in store for you if you ever do!
Panelists Include: Matt Blum [Assistant Editor, Wired.com GeekDad], Dave Banks [Core Contributor, Wired.com GeekDad], Natania Barron [Core Contributor, Wired.com GeekDad], John

Booth [Core Contributor, Wired.com GeekDad], Doug Cornelius [Core Contributor, Wired.com GeekDad], Michael Harrison [Wired.com GeekDad], Corrina Lawson [Wired.com GeekDad]

Friday Night Concerts!

Main Theatre
Friday, 8:30pm

Break out your cell phone and handheld gaming screens to welcome our musical acts to Boston! The Protomen, Anamanaguchi, Metroid Metal, and MC Frontalot will all be rocking for the first night of our Nerdcore Concert Series. The first 2,000 attendees at PAX Friday afternoon will receive wristbands for guaranteed entry, with the remaining seats being distributed on a first-come, first-served basis.

Girls and Games: The Growing Role of Women in the Game Industry

Manticore Theatre
Friday, 8:00pm

According to the ESA, more than 43% of video gamers are female, making women the single largest untapped market segment in the gaming industry. Look at the milestones crossed and the hurdles to come as developers and publishers reach out to this previously overlooked demographic. Are current strategies effective? What does this mean for the game industry as a whole?
Panelists Include: Brittany Vincent [Editor-in-Chief, Spawn Kill], Julie Furman [Founder, SFX360], Jeff Kalles [Penny Arcade], Alexis Hebert [Community Relations Manager, Terminal Reality], Padma Fuller [Product Marketing Manager, Sanrio Digital], Kate Paiz [Senior Producer, Turbine]

Indies Will Shoot You In The Knees - Why We Don't Play Fair

Naga Theatre
Friday, 8:00pm

Everyone is talking about Indie games – titles like World of Goo, Braid, and AaaaaAAaaaAAAaaAAAAaAAAAA!!! – A Reckless Disregard for Gravity are making press and making money. But they're fighting against games with \$200 million dollar budgets and 100+ person dev teams. How do Indies compete? Three Boston-based Indie developers will check their water-guns at the door and tell you why and how Indie games are kicking more ass, taking more names, and chewing more bubblegum than their AAA rivals. You will hear from the Ichiro Lambe (IGF Finalist Dejobaan Games, Aaaaa!), Scott Macmillan (Macguffin Games, All Heroes Die) and ex-Bungie AI wizard Damin Isla, founder of the new indie Moonshot Games. The panel will be moderated by Eitan Glinert, founder of Fire Hose Games. Panelists Include: Eitan Glinert [Founder & Creative Director, Fire Hose Games], Damin Isla [Co-Founder & Director of Technology, Moonshot Games], Scott Macmillan [Founder, Macguffin Games], Ichiro Lambe [Founder, President, Dejobaan Games, LLC]

Beyond Dungeons & Dragons

Wyvern Theatre
Friday, 8:30pm

D&D is a great way to get into tabletop role playing games, and for most of us, it was our first foray into that world. As classic and dear to us as it is, however, it has certain limitations, some of which are surprisingly non-obvious. If D&D was your first step, then we're here to give you your next. You've probably never heard of Dogs in the Vineyard, InSpectres, The Burning Wheel, or a whole host of other amazing games, but there is in fact an "indy" role playing game scene just as thriving and strange as with videogames. Broaden your gaming horizons, flex your role-playing muscles, and learn what comes after. Panelists Include: Brandon "Rym" DeCoster [Producer, GeekNights], Scott Rubin [Host, GeekNights]

Mega64: Panel for the Soul

Manticore Theatre
Friday, 9:30pm

In this world there have been only a handful of events worth witnessing...The fall of the Roman Empire, The Discovery of the New World, Man taking the first steps on the moon, and now, all that will look like a pile of historic crap in comparison to "Mega64's Panel for the Soul." Join the cast and crew of Mega64.com as they show you new videos and answer any question you are bold enough to ask. Suck it, Columbus. Panelists Include: Rocco Botte [Mega64], Derrick Acosta [Mega64], Shawn Chatfield [Mega64], Garret Hunter [Mega64], Eric Badour [Mega64]

The GET LAMP Screening and panel!

Naga Theatre
Friday, 9:30pm

GET LAMP, a documentary about text adventures, premieres at PAX East. Meet the director, Jason Scott, and a panel of interactive fiction authors, experts, and interviewees who appeared in the film. We'll discuss the film itself, text adventures and interactive fiction, and what 30 years of adventure games have brought to the world.

Panelists Include: Jason Scott, Steve Meretzky, Don Woods, Andrew Plotkin, Brian Moriarty, Dave Lebling

The Future of PC Gaming (Yes, there is one!)

Wyvern Theatre
Friday, 10:00pm

Will Moore's Law run out of steam in 5 years or 15? With advancements in both hardware and software coming out seemingly on a daily basis, it can be tough to keep up with. Wondering what technologies will trickle down into your next computer, what software will power the games of tomorrow or how the gaming marketplace will change in coming years? Catch a glimpse into the computer gaming future with our panel of industry gurus. Panelists Include: Joe Kreiner [Termi-

nal Reality], Jeff Kalles [Penny Arcade], John Abercrombie [Lead Programmer, Irrational Games], Mitchell Shuster [Co-owner, LanSlide Gaming PCs]

Movie: The Dungeon Masters

Manticore Theatre
Friday, 11:00pm

An evil drow-elf is displaced by Hurricane Katrina. A sanitation worker lures friends into a Sphere of Annihilation. A failed supervillian starts a cable access show involving ninjas, puppets, and a cooking segment. These are the characters, real and imagined, of the new documentary film "The Dungeon Masters": Against the backdrop of crumbling middle-class America, two men and one woman devote their lives to Dungeons and Dragons, the storied role-playing game, and its various descendants. As their baroque fantasies clash with real lives, the characters find it increasingly difficult to allay their fear, loneliness, and disappointment with the game's imaginary triumphs. Soon the true heroic act of each character's real life emerges, and the film follows each as he or she summons the courage to face it. Along the way, The Dungeon Masters reimagines the tropes of classic heroic cinema, creating an intimate portrait of minor struggles and triumphs writ large. The film was an official selection at the Toronto, South by Southwest, and AFI film festivals; it's the second feature from director Keven McAlester (nominated for an Independent Spirit Award for his first film, "You're Gonna Miss Me"), features stunning cinematography by Lee Daniel ("Slacker," "Dazed and Confused," "Fast Food Nation"), and boasts a haunting score by the acclaimed New York band Blonde Redhead.

Losing Should Be Fun

Wyvern Theatre
Friday, 11:30pm

Winning is good, and losing is bad. We strive to win, and this is the basis for most of the games we play. Challenges are binary: we either overcome them, advancing the story, or fail, and must try again. But, what if we were to toss this conventional wisdom aside? Do we really only have fun when we win? Have you ever had that moment in a game where epic and total failure was the most memorable part? What kinds of games would arise if we strove to make losing, instead of winning, the point? Panelists Include: Brandon "Rym" DeCoster [Producer, GeekNights], Scott Rubin [Host, GeekNights]

SATURDAY PANELS

Greetings from a Dead-Tree Dinosaur Cartoonist v1.1

Manticore Theatre
Saturday, 10:00am

FoxTrot cartoonist Bill Amend discusses the subversive joys of bringing gaming and geekery into

America's newspaper comics sections.
Panelists Include: Bill Amend [Cartoonist, Foxtrot]

Hi, I'm Machinima!

Naga Theatre
Saturday, 10:00am

The art form of machinima has taken the gaming industry by storm, from gameplay videos to entertaining shorts made in-game. Machinima the network is bringing that to the next level...and pie! Come meet the makers of your favorite Machinima channel shows like Matt Dannevik (Masters Challenge), Adam Kovic (Inside Gaming), and Khail Anonymous (Critical Flaw), and maybe more! Be ready to ask them your deepest darkest questions.

Panelists Include: Khail Anonymous [Writer/Host/Producer, Machinima], Adam Kovic [Host/Producer, Machinima], Matt Dannevik [Host/Producer, Machinima]

Omegathon: Round 2

Console Freeplay
Saturday, 10:30am

Our survivors from Round 1 will be further tested and tortured for your amusement, this time in a savage arena of Geometry Wars 2. Eight teams will enter, four of those will be devoured whole for your amusement.

Penny Arcade: The Series Screening and Panel

Main Theatre
Saturday, 11:00am

Join 2 Player Productions for a screening of an unreleased episode, special commentary by two secret guests, and then an open Q&A session with the guys behind the camera: Paul Levering, Paul Owens, Asif Siddiky and Gabe Liberti!

Chiptune 5: Live Free or Chip Hard

Jamspace
Saturday, 11:00am

PAX East, BOSTON8BIT, and MAGfest Present: Chiptune 2010 Saturday will include a chiptune event in the Jamspace room, brought to you via the collective powers of BOSTON8BIT and MAGfest. Game Boys, NES systems, Commodore 64s and other vintage/modern computers and gaming systems are manipulated to fill your ears with awesome sounds! Acts to perform: (TBD 1/2), Disasterpeace, ZenAlbatross, Active Knowledge, Br1ght Pr1mate and more. Couple that with visual art by Mike Goodman and Massachusetts' own VJ Beyonder will create an audiovisual

experience that you can't miss!

Panelists Include: Chris Mahoney [Founder, BOSTON8BIT], James Therrien [Co-Founder, BOSTON8BIT]
A_Rival Mike Goodman

Kotaku and Croal: In Search Of The Best Games Ever

Manticore Theatre
Saturday, 11:30am

What are the 10 best video games ever made? Former journalism peers and eternal game-arguing rivals N'Gai Croal (Hit Detection) and Stephen Totilo (Kotaku), have figured out how to figure it out: Make a game out of it. They've created a game that will determine the 10 best games of all time – and roped in a host of gaming luminaries to play. Witness the birth of Kotaku and Croal's "Canon Fodder" as Stephen and N'Gai's brand-new and possibly completely foolhardy game is launched. Early tests have been successful, with zero bugs reported. This is their (well, Stephen's) quest to somehow get Yoshi's Island higher on the list than Super Mario World. Let's hope their gaming industry guests don't let them down.

Panelists Include: Stephen Totilo [Deputy Editor, Kotaku], N'Gai Croal [Founder and Principal, Hit Detection]

Re-Inventing A Super-Heroic MMO

Naga Theatre
Saturday, 11:30am

How do you keep the worlds first and most popular super-powered MMO fresh and relevant? First, you blur the lines between good and evil. Then, you throw in new content, features and systems that provide an upgrade guaranteed to keep things interesting into 2010 and beyond! Join the art, design and production masterminds behind City of Heroes as they discuss their upcoming Going Rogue expansion and share their overall wisdom on how to keep up with the times by continuously re-inventing your MMO. Attendees will learn about a never before discussed Going Rogue feature! Panelists Include: Melissa Bianco [Lead Designer, Paragon Studios], Matt Miller [Lead Systems Designer, Paragon Studios], David Nakayama [Lead Artist, Paragon Studios], Eric Johnsen [Art Producer, Paragon Studios], EM Stock [Studio Community Lead, Paragon Studios], Melissa Bianco [Design Lead, City of Heroes], Matt Miller [Lead Systems Designer, City of Heroes], David Nakayama [Art Lead, City of Heroes], Jesse Caceres [Development Producer, City of Heroes], EM Stock [Studio Community Lead, City of Heroes]

I HAVE A GREAT IDEA FOR A GAME!!

Wyvern Theatre
Saturday, 12:00pm

That's Great! We're happy for you, we really are. But you know what? Our studio isn't gonna help you realize your vision, and chances are no other company will either. I know it's shocking, but the reason we dove headfirst into the start-up ocean full of shattered dreams and razor blades was because WE ACTUALLY HAVE A GREAT IDEA FOR A GAME TOO! So if you really feel

passionately about your awesome idea and want nothing more than to see it live then go make it your own damn self, we're busy. But we'll throw you a bone with this helpful panel full of tasty tidbits on how to get started. Gaming entrepreneurs Chris Oltyan, Eitan Glinert, and Ichiro Lambe will regale you with tales of wonder and woe, led by our fearless moderator Darius Kazemi. Only the brave will survive, no refunds.

Panelists Include: Chris Oltyan [Director of Product Development, ZeeGee Games], Eitan Glinert [President, Fire Hose Games], Darius Kazemi [President, Orbus Gameworks], Ichiro Lambe [President, Dejobaan Games]

Penny Arcade Make-a-Strip Panel

Main Theatre
Saturday, 1:00pm

Ever wonder what goes into making a Penny Arcade comic? Join Gabe and Tycho in the main theatre, and take part in creating Monday's hilarious comic.

Panelists Include: Gabe and Tycho

The Death of Print

Manticore Theatre
Saturday, 1:00pm

Its no longer a secret: Print is a dying medium. The past few years have been brutal for print media in the game space, but the plummeting sales and editorial team layoffs came to a head in 2009. Its no surprise many of the key players at those institutions have moved on to web-based ventures, but has the industry as a whole ultimately lost something or gained something? In this 60-minute panel, Russ Pitts, Editor-in-Chief of The Escapist speaks to several journalists who were deeply involved with the events of the past year about the run-up to the decline of print, and the effects on game journalism and games. Panelists: John Davison, Editor of the new Gamepro Jeff Green, formerly of Games for Windows Magazine, Julian Murdoch, Freelance Writer.

Panelists Include: Russ Pitts [Editor-in-Chief, The Escapist], Julian Murdoch [journalist, freelance], Jeff Green [EA], Chris Dahlen [Managing Editor, Kill Screen], John Davison [Editor-in-Chief, Gamepro]

The Dead Space Universe: Creating a World of Horror in Games and Beyond

Naga Theatre
Saturday, 1:00pm

In 2008, EA launched a new IP from Visceral Studios: Dead Space. The game delivered the ultimate in psychological thrills and gruesome action. A bold and bloody sci-fi survival horror game set 400 years in the future, Dead Space stunned and scared players, won critical acclaim, and spawned the 2009 prequel: Dead Space Extraction. The Dead Space universe runs deep, and as gamers find themselves clamoring for more, Dead Space comics, animated features and figures have been released. This talk will go behind the scenes on the making of Dead Space, bring players up to

speed on the Dead Space universe, and prepare them for whats to come in the recently announced Dead Space 2.

Panelists Include: Rich Briggs [Producer, EA], Ian Milham [Art Director, EA], Steve Papoutsis [Executive Producer, EA]

Memes, Microcultures, and 2D Chicks: Our Future in the Otaku Gamer

Wyvern Theatre
Saturday, 1:30pm

A singing idol who doesn't exist. Perverted text adventures boasting dozens of female prizes. And a popular, anime-tized evolution of the classic Space Invaders shooter that has spawned a global fandom. Japan's subcultural players are obsessed with games that, well, aren't actually about the gaming. Alex Leavitt (Comparative Media Studies, MIT) explains how a new generation of entertainment is succeeding in a market which chooses to de-emphasize the games in favor of the characters. And as the Japanese fans influence the industry through their own amateur initiatives, what will the future of American gaming hold when online fandoms adopt similar appetites?

Panelists Include: Alex Leavitt [Research Specialist, Convergence Culture Consortium (Comparative Media Studies, MIT)]

PAX Musical Guests Panel!

Manticore Theatre
Saturday, 2:30pm

Join a mix of our musical guests as they tell stories about their experiences as geek rock icons, what it's like to have an internet fanbase, the games and other influences they've had along the way, and what you should and shouldn't do if you're interested in starting up a band in this genre.

Panelists Include: The PAX East musical guests!

IGN Game Scoop! Meets the GameSpy Debriefings (LIVE Podcast)

Naga Theatre
Saturday, 2:30pm

Holy balls! IGN Game Scoop is colliding with the GameSpy Debriefings for the live podcast to end all live podcasts. Yes, IGNs own Daemon Hatfield and Greg Miller will sit side-by-side with GameSpys Anthony Gallegos and Ryan Scott to discuss the latest videogame news and releases, PAX gossip, and answer questions from attendees like you. Just what will be discussed? How about: How much do you generally get paid to write a favorable review? How do you sleep at night after your review closes a studio? How can I knock the boots? Come one, come all. Scoop! Debrief!

Panelists Include: Daemon Hatfield [IGN], Greg Miller [IGN], Anthony Gallegos [GameSpy], Ryan Scott [GameSpy]

Join a live taping of Xbox LIVE's Major Nelson's audio podcast

Wyvern Theatre
Saturday, 3:00pm

Join Larry Hryb, Xbox LIVE's Major Nelson during a live taping of his weekly audio podcast. In addition to e, lolli0p and Stepto, we'll take questions from the audience and have fun talking about gaming and anything else we (or you!) want to discuss.

Panelists Include: Major Nelson, e, lolli0p, and Stepto

A Sophisticated Evening with Rooster Teeth Productions

Main Theatre
Saturday, 3:30pm

Join the gentlemen from Rooster Teeth as they display their fine video wares, which (according to inside sources) will include episodes from their all new season of Red vs. Blue. A good time is guaranteed to be had by all!

Panelists Include: The Rooster Teeth Gang

Comedy, Video Games and the Internet with CollegeHumor

Manticore Theatre
Saturday, 4:00pm

CollegeHumor.com, a top comedy web site, has experienced some of its biggest viral hits thanks to content based on video games—from Street Fighter the Later Years to the Mario-Princess Sex Tape. The site also produces Bleep Bloop, a weekly video game talk show, and will soon launch an additional web site of just game-based comedy. This panel will feature an engaging discussion with CollegeHumor's Jeff Rubin, (Executive Editor, Producer/Host of Bleep Bloop), Patrick Cassels (Staff Writer, Co-Host of Bleep Bloop), and Creighton DeSimone (Director/Editor) about the approaches to and challenges of writing comedy for the Internet's growing population of gamers.

Panelists Include: Jeff Rubin [Executive Editor, CollegeHumor.com], Patrick Cassels [Staff Writer, CollegeHumor.com], Creighton DeSimone [Director/Editor,

CollegeHumor.com], Brian Murphy [Staff Writer, Dorkly]

Naughty Dog LIVE Game Design with the Dogs
Naga Theatre
Saturday, 4:00pm

Come take a peek into how we get games made at Naughty Dog. Three Naughty Dog game designers hold a game design meeting right in the middle of PAX East to tackle the challenge of developing a new gameplay sequence in the UNCHARTED universe, and to make it work for both a single-player campaign and multiplayer modes. We'll take you through the same highly collaborative, iterative, no-holds-barred design process that went into UNCHARTED 2 hear us laugh at

our own ridiculous design suggestions; check out our terrible drawing skills; witness us engage in, er, "friendly" debate as we overcome challenges! We'll also take this time to pull back the curtain on what it was like to design gameplay for UNCHARTED 2 and answer questions until we run out of time.

Panelists Include: Richard Lemarchand Jacob Minkoff Justin Richmond Arne Meyer [Senior Community Manager]

Fail Now!

Wyvern Theatre
Saturday, 4:30pm

If at first you don't succeed, try try again. We all know the saying, but perhaps it doesn't go far enough. There are examples-a-plenty in the gaming industry of how failing seems not just to be a chance to restart, but a necessary step in finding success from students looking for work in the industry, to game studios cashing in on risky new IP. This panel will show how to embrace your failures, what to learn from them, and how they can pave the road to future success.

Panelists Include: TBA

Prince of Persia

Manticore Theatre
Saturday, 5:30pm

Prince of Persia is back! Coming out May 2010, Prince of Persia: The Forgotten Sands will chronicle an untold tale from the Sands of Time universe. Level Design Director, Michael McIntyre and Animation Director, Jan-Erik Sjoval from the Ubisoft Montreal studio will be on hand to answer your questions during the Q&A. But wait, it gets better! Be there for the exclusive live game demo with never-before-seen reveals. Dont miss out!

Podcasting (f)or PR

Naga Theatre
Saturday, 5:30pm

Podcasting has become the new medium of choice for developers cultivating early relationships with "Alpha" gamers – those who influence the buying decisions of the unwashed masses. In this panel, we'll talk about how firms like Irrational Games and Insomniac use in-house podcasts to keep their communities engaged, and how the media- and fan-affiliated podcasts rely on developers for a steady stream of content. Panelists Include: Julian Murdoch [Freelance Writer, GamersWith-Jobs.com], Jeff Green [Editor-in-Chief, EA], Ken Levine [Creative Director, Irrational Games], Larry Hryb [Major Nelson, Microsoft], Shawn Elliott [Podcast Producer, Irrational Games], James Stevenson [Insomniac Games]

MMO Gamer Behavior 101

Wyvern Theatre
Saturday, 6:00pm

Why do people love WoW and other MMOs so much? What exactly is it about these games — killing the dragon? feeling powerful? vicarious adventure? acting out?— that explains their massive appeal? And how do individual players and guilds behave online, and how might their online behavior differ from the real world? If you've got misbehaving members in your guild and don't know what to do, come join this discussion of gamer behavior, both good and bad, with moderator Ethan Gilsdorf (author of "Fantasy Freaks and Gaming Geeks"), Sean Stalzer (guild master and President & CEO of the MMO gaming organization The Syndicate) and Juan Carlos Pieiro Escoriaza and Victor Pineiro (directors and writers of the gamer and virtual worlds documentary "Second Skin").

Panelists Include: Ethan Gilsdorf [author, Fantasy Freaks and Gaming Geeks, freelance writer], Victor Pineiro [Social Media Strategist, Big Spaceship], Juan Carlos Pineiro [CEO, Pure West], Sean Stalzer [President and CEO, the Syndicate]

Hal Halpin and Adam Sessler Talking Games

Manticore Theatre
Saturday, 7:00pm

ECA President Hal Halpin and G4s host of X-Play and Editor-in-Chief of games content, Adam Sessler will discuss the hot topics that are affecting the video game industry today and look at trends that could impact gamers in the future. The panel will include questions from the audience and additional surprises to be announced.

Panelists Include: Hal Halpin Adam Sessler

Journal From The Plague Year: Big Huge Barely Survives 2009

Naga Theatre
Saturday, 7:00pm

Big Huge Games just celebrated its tenth anniversary with a new lease on life, courtesy of Curt Schilling and 38 Studios. But caught up in the Great Recession of Aught-Nine, BHG was a mere three days away from turning out the lights, despite a successful track record that included Rise of Nations and Settlers of Catan XBLA. Join Tim Train, Founder and President of Big Huge Games, as he tells the epic tale of the birth, flatline, and resurrection of one of the most critically-acclaimed studios in the industry.

Panelists Include: Tim Train [President, Big Huge Games / 38 Studios]

American Classic Arcades

Wyvern Theatre
Saturday, 7:30pm

Join Mike Stulir of the American Classic Arcade Museum as he discusses classic videogame de-

velopment & history with former employees of General Computer Corporation. GCC designed products that created over \$750 million in revenue for Midway and Atari between 1981-1984. Some of those products include coin-operated arcade games such as Ms. Pac-Man, Jr. Pac-Man, Quantum & Food Fight. Other GCC development included the hardware for the Atari 7800 console & multiple Atari 2600/7800 game cartridges.

Panelists include: Steve Golson, Mike Horowitz, Jonathan Hurd, Tim Hoskins, Tom Westberg, Kevin Osborn

Saturday Night Concert

Main Theatre
Saturday, 8:30pm

We offer not one, but TWO nerdcore-filled nights for your auditory pleasure. Rock out classically with the Video Game Orchestra, followed by Paul and Storm, and then Jonathan Coulton will close out our second night of geek concerts. The first 2,000 attendees at PAX on Saturday morning will receive a wristband for guaranteed entry, with the remaining seats being given away on a first-come, first-serve basis. And the opening act? The third round of the Omegathon, featuring four teams rocking out for your pleasure.

Get Ready For Love: The Joystiq Podcast LIVE!

Manticore Theatre
Saturday, 8:30pm

If you can't mow your lawn/drive to work/make love to your significant other without the soothing sounds of Justin McElroy, Chris Grant and Ludwig Kietzmann talking about video games, then you've almost certainly got a serious problem. On the other hand, you'd be a great candidate for this live taping of the Joystiq Podcast. It'll be just like the show you love, except you'll be forced throughout to stare at the terrifying visage of the hosts. So, in short, a spectacle in every sense of the word.

Panelists Include: Justin McElroy [Podcast Producer, Joystiq], Chris Grant [Host, Joystiq], Ludwig Kietzmann [Guy Who's On It, Joystiq]

But Thou Must: Choice in Games

Naga Theatre
Saturday, 8:30pm

Role-playing games need choice to propel the plot and motivate the player. The methods can vary from smoke and mirrors to extreme branching reactivity - what is the right balance to strike in a game? This panel dissects SEGA and Obsidian's Alpha Protocol, the issues involved with introducing choice into a real-world spy genre, and presenting the consequence to the player - along with the consequences it had for the development team.

Panelists Include: Joseph Bullock [Cinematics Designer, Obsidian Entertainment], Shon Stewart [Lead Cinematics Animator, Obsidian Entertainment], Matt MacLean [Lead

Systems Designer, Obsidian Entertainment], Chris Avellone [Lead Designer, Obsidian Entertainment]

1UP Radio Presents Retronauts
Wyvern Theatre
Saturday, 9:00pm

1UP's Retronauts podcast returns to PAX for a live discussion of videogame history, or at least a subjective view of it. Join regulars Jeremy Parish and Chris Kohler and Hardcore Gaming 101's Kurt Kalata for a stroll through some facet or another of gaming's past. Bring your nagging questions and a thirst for knowledge! Refreshments will not be served, but information will pour freely. You'll laugh, you'll learn, and you'll quite possibly be annoyed when someone says something dismissive about that one game that was your favorite when you were a kid. In other words, it'll be just like the podcast, except with less editing.

Panelists Include: Jeremy Parish [Executive editor, 1UP.com], Chris Kohler [Editor, Wired Game — Life], Kurt Kalata [Editor, Hardcore Gaming 101]

LoadingReadyRun, Unskippable, ENN and Friends

Manticore Theatre
Saturday, 10:00pm

LoadingReadyRun, purveyors of fine internet comedy, will take you on a magical journey through their multiple ventures: Unskippable, The Escapist News Network and the Desert Bus for Hope fundraising drive. Please note: By "magical journey", we mean "question and answer period". Join us!

"Of Dice and Men" - a play reading

Naga Theatre
Saturday, 10:00pm

Join us for the first public reading of the new play, "Of Dice and Men" by Cameron McNary. A blisteringly funny and deeply affecting play about a group of 30-something Dungeons & Dragons players, and what happens when one of them enlists to go to Iraq. Presented by: Critical Threat Theatre Company

An Evening with Scott Kurtz

Wyvern Theatre
Saturday, 10:30pm

I basically stand on stage, talk about making webcomics and take Q&As about what I do. Which is awesome. I'm quite good.

SUNDAY PANELS

An Awkward Hour with Rock Band Designers

Manticore Theatre
Sunday, 10:00am

Have you ever wished to be locked in a room with the design team behind the Rock Band games and ask them anything? Well, now's your chance! Armed solely with a laptop filled with behind the scenes movies and embarrassing pictures, the team of designers behind the Rock Band games will answer your questions and reveal some of the reasons for why they made things in various ways.

Panelists Include: Dan Teasdale [Lead Designer, Harmonix Music Systems, Inc], Sylvain Dubrofsky [Senior Designer, Harmonix Music Systems, Inc], Brian Chan [Senior Designer, Harmonix Music Systems, Inc], Casey Malone [Designer, Harmonix Music Systems, Inc]

Community Managers: More than Forum Monkeys

Naga Theatre
Sunday, 10:00am

Thick skins, soft hearts, and strong personalities are just a few of the stats that make a great community manager. But what does a community manager actually do? Where did the community management field begin, and where is it headed? How can you get your start as a CM? This panel of community managers will help to answer these questions and more!

Panelists Include: Meghan Rodberg [Senior Community Manager, Turbine, Inc.], Aaron Trites [Associate Community Manager, Harmonix], Morgan Romine [Frag Doll Manager and Anthropology PhD Candidate], Jess Folsom [Community Team, Bioware Austin], Linda Carlson [Senior Community Manager, Sony Online Entertainment]

Blamimations ALIVE! with Kris and Scott

Main Theatre
Sunday, 10:30am

PATV veterans Scott Kurtz (pvponline.com) and Kris Straub (chainsawsuit.com) take you deeply behind the scenes of their hit Blamimation series for one magical hour. Will you help come up with the next breakout hit character? Will you watch it come to life? Will you see Kris and Scott BS for 55 minutes? No, maybe, and yes.

Panelists Include: Scott Kurtz and Kris Straub

Action Castle!

Wyvern Theatre

Sunday, 10:30am

Parsely: Action Castle is the runaway hit of 2009, debuting at GenCon and PAX! Now you can GO EAST and LIGHT LAMP with the best of them. Canst thou master Action Castle before death claims thee? Parsely games are inspired by Ye Olde Text Parsers from days of yore, but substituting a live human for the computer parser. This was the secret event at PAX Prime for two years running, coming finally to the light of day with PAX East. Audience participation required! Panelists Include: Jared Sorensen [Game Designer, Memento Mori]

Pitch Your Game Idea!

Main Theatre

Sunday, 11:30am

Youve got 45 seconds to deliver your idea to our panel of experts. The top three pitches will be picked for prizes and swag! (Please note that this is an open forum – theres nothing keeping anyone, judges and attendees alike, from stealing your ideas! If youre not comfortable with this, please dont pitch your idea!)

Panelists Include: TBA

Enforcement on Xbox LIVE: Tales from the Din Part 2

Manticore Theatre

Sunday, 11:30am

Enforcement on the Xbox LIVE service isn't just about whacking the bad guys. Join Stephen "Stepto" Toulouse, head of Xbox LIVE Policy and Enforcement, as he walks you through the ins and outs of policing the service (along with some fun stories), working with game developers to keep ahead of the miscreants when designing their titles, and working with the gaming community as a whole to understand how gamers want to be safe online. Stepto and his team will also take your questions about banning, cheating, or anything else you'd like to know about protecting the service. Note that this presentation is updated with all new content specifically for PAX East!

Panelists Include: Stephen Toulouse [Director of Policy and Enforcement for Xbox LIVE, Microsoft], Boris Erickson [Enforcement Program Manager, Microsoft], Andreas

Holbrook [Enforcement Program Manager, Microsoft]

So You Want to Get into the Game Industry?

Naga Theatre

Sunday, 11:30am

Subtitle: Job Opportunities Outside Game Design and Programming Want to work in games, but not in a technical role? Opportunities exist for testers, marketing and PR people, trade show coordinators, community managers, office managers and more. Learn what skills are needed, what tasks are involved and how to apply. Sue Bohle, an industry veteran, will moderate the panel, filled with experts of all job descriptions.

OverClocked ReMix: Video Game Music Community

Jamspace
Sunday, 11:30pm

Join djpretzel & the staff of OverClocked ReMix as they cover the ins and outs of <http://ocremix.org>, a website dedicated to remixing your favorite video game music! There'll be trivia, prizes, stories about the development of the soundtrack to Super Street Fighter II Turbo HD Remix, news about current and upcoming album projects (Donkey Kong Country 2!), and information on how you can get involved and start remixing video game music yourself!

Panelists Include: David Lloyd [President, OverClocked ReMix, LLC], Larry Oji [Head Submissions Evaluator, OverClocked ReMix, LLC], Vinnie Prabhu [Judge, ReMixer, OverClocked ReMix, LLC], Andrew Aversa [Judge, ReMixer, OverClocked ReMix, LLC]

Beyond Candyland

Wyvern Theatre
Sunday, 12:00pm

When most people think of board games, they imagine Monopoly, LIFE, Candyland, Pop-o-Matic Trouble, or perhaps Risk: games primarily (though not always obviously) of luck. There are, however, board games of skill that you've likely never heard of. Carcassonne and Settlers of Catan may have appeared on the Xbox, but these are just the tip of the iceberg. Come explore the theory and thought behind the so-called "German Board Games" that so many people are playing just across the way right here at PAX: they're probably not what you think they are.

Panelists Include: Brandon "Rym" DeCoster [Producer, GeekNights], Scott Rubin [Host, GeekNights]

Penny Arcade Panel #2

Main Theatre
Sunday, 1:00pm

For their return tour of PAX East 2010 theyre back for another Q&A! Live! On stage! Like never before! Except for that time on Friday! Line up for your questions and theyll do their best to answer them. Anyone who starts with who would win in a fight will be escorted out of the main theatre.

Panelists Include: Those Gabe and Tycho guys...again!

X-Play LIVE: A Show on Television

Manticore Theatre
Sunday, 1:00pm

Through 12 years, 3 name changes and over 1,000 episodes X-Play has persevered as the most watched videogame show on television. Join hosts Adam Sessler, Morgan Webb with the X-Play

and G4tv.com crew as they take questions from the audience, reveal world exclusive behind-the-scenes stories and learn the true meaning of friendship. **Special guest appearance by Ratty! (**Special guest appearance by Ratty subject to change due to new TSA safety guidelines).

Future of the MMO Scene - MMORPG.com

Naga Theatre
Sunday, 1:00pm

Millions of players have joined the virtual worlds to fight, interact, and adventure together across countries and continents. This panel brought to you by MMORPG.com brings together a wide variety of personalities interested in speaking about the past, present, and future of this online medium. Panelists Include: Bob Ferrari [Sanrio Digital / Typhoon Games], Craig Alexander [Turbine Entertainment], Paul Barnett [EA / Bioware / Mythic], Curt Schilling [38 Studios]

Forcing Your Way In & Coming Out On Top: The Game Industry in Rainbow Color

Wyvern Theatre
Sunday, 1:30pm

Many of the friends and writers of the GayGamer.net community are a mixture of people that work or have worked in various fields within the gaming industry from big-time producers to lowly QA grunts. We're back again, with our east coast crew to impart our wisdom of what the industry is like for anyone trying to get a foot in the door as well as what it can be like for someone doesn't quite fit the status quo. Flynn DeMarco, Chris Schroyer, David Edison, and Helen McWilliams will divulge how we made it into programming, production, marketing, and media, impart war stories we've collected from the trenches, discuss the multitude of issues that can arise in the ever expanding ecosystem that is the game industry, and show how the game industry is growing with everyone in mind and in action.

Panelists Include: Flynn DeMarco [Editor, GayGamer.net], Chip Smith [Writer, GayGamer.net], Chris Schroyer [Producer, n-Space], Helen McWilliams [Producer, Harmonix], David Edison [Editor, GayGamer.net]

Everything You Always Wanted to Know About Game Journalism...

Manticore Theatre
Sunday, 2:30pm

... but were too afraid to ask... and we didn't really want to tell you anyway... because some of it is kind of embarrassing... but we will... tell you... at this panel... because we're just that awesome. Featuring experienced game journalism professionals (including Crispy Gamer's Kyle Orland, freelancer Gus Mastrapa, The Escapist's Susan Arendt, Joystiq's Chris Grant and Time's Lev Grossman) answering any and all questions you have about the art and craft of getting paid to write about games (it's a tough life). Review scores. Swag. Junkets. Bias. The death of magazines. The rise of blogs. It's all fair game. Of course, you're not limited to those topics. **THE ONLY LIMIT IS YOUR IMAGINATION!**

Panelists Include: Kyle Orland [Staff Writer, Crispy Gamer], Gus Mastrapa [Freelance, Various], Chris Grant [Editor-in-Chief, Joystiq], Susan Arendt [Senior Editor, The Escapist], Stephen Totilo [Deputy Editor, Kotaku], Lev Grossman [Writer, Time]

D&D Seminar: Save My Game! Live

Naga Theatre
Sunday, 2:30pm

Have a rules question or a problem at your table? Keep the action flowing and get DM tips as we troubleshoot your game play and DMing questions. The Wizards staff takes on all questions and gives you answers!

Panelists Include: Greg Bilsland [Wizards of the Coast], Chris Tulach [Wizards of the Coast]

”Geek” is No Longer a Four-Letter Word

Wyvern Theatre
Sunday, 3:00pm

What explains the rise of geek culture? As geeks go mainstream, do they need to maintain their ”geek cred”? And is all this a good or bad thing for geekdom? Come join in a lively discussion about the changing public perception of fantasy, gaming, science fiction, and fandom communities. Learn about what defines a geek, what is lost and gained in the gradual acceptance of geeks, and whether geeks and fandom communities need to find a new ”edge.” Bring your perceptions of the evolving/evolved geek.

Panelists Include: Ethan Gilsdorf [author, Fantasy Freaks and Gaming Geeks, freelance writer], Michael Harrison [contributor, Wired.com’s GeekDad blog, wired.com], Natania Barron [contributor, Wired.com’s GeekDad blog, contributor Amazon.com’s End User blog, wired.com, Amazon.com]

Sequelitis Snake Oil: Quack Medicine for the Video Game Industry

Manticore Theatre
Sunday, 4:00pm

Why do passionate gamers treat the word ”sequel” as a pejorative while often bestowing their highest praise upon those very same sequels? This panel will seek to diagnose the video game industry’s purported ”sequelitis” and by way of discussion from thoughtful panelists, including Irrational Games’ Ken Levine; Harmonix’s Dan Teasdale; Giant Bomb’s Jeff Gerstmann; and moderator Chris Grant, from Joystiq debunk the quack medicine that’s identified video game sequels to be symptomatic of the industry’s creative bankruptcy.

Panelists Include: Christopher Grant [Editor-in-Chief, Joystiq], Ken Levine [Creative Director, Irrational Games], Chris Avellone [Creative Director, Obsidian Entertainment], Dan Teasdale [Senior Designer, Harmonix], Jeff Gerstmann [Co-founder, Giant Bomb]

We Won't Bite: Behind the Scenes of the Marketing Machine

Naga Theatre
Sunday, 4:00pm

Ever wonder why games get marketed the way they do? Do you have ideas on how you want to be marketed to? Marketing and advertising have always played major roles in the entertainment industry, and gaming is no different. Listen to industry insiders as they explain what they do and how they do it.

Panelists Include: Jim Drewry [Turbine], Marlo Huang [Liquid Advertising], Jeff Kalles [Penny Arcade], Sue Bohle [The Bohle Company]

Closing Ceremony

Main Theatre
Sunday, 5:00pm

Bear hold to the Final Round of the Omegathon and let us bid thee farewell.