



**International Mobile Gaming Awards (IMGA) doubles
cash prizes to US\$ 35,000**

IMGA builds on last year's success with over 60 partnerships in 40 countries

Marseille, July 12 2006 – The IMGA, the international awards for mobile game developers, has today announced a doubling of its cash prize fund to a total of US\$ 35,000. Now in its third year, the IMGA is set to go from strength to strength with more developers and studios expected to enter the awards this year. 2005 saw the number of entrants increase dramatically by a massive **64 per cent** on the year before and the trend looks set to continue.

Over the next two months, developers from all over the world will be submitting their best games, hoping to win one of the following prestigious awards: *the IMGA Grand Prix; the Best Interactive Experience Award; the Best Use of Connectivity; the Excellence in 3D Award; and the Most Innovative Game Award*. After the deadline date of September 11, 20 nominees will be selected to enter the final stages of the Awards.

Since 2004 the competition has been supported by Nokia, NVIDIA, Orange and Belle de Mai Media Park Marseille. This year sees Nokia, NVIDIA and Orange remain as main sponsors and Belle de Mai as co-sponsor. This year also sees Adobe, Japan's MOVIDA Group and Texas Instruments joining as main sponsors, with Auchan and the Khronos Group joining as co-sponsors. IMGA has closed more than 60 partnership agreements with publishers, studios and other companies in the wireless business that will help them to promote the Awards.

In 2004, 114 games were entered into the competition and in 2005 the number of entries grew to 187. Sixty-two per cent of all entries came from Europe, with 14 per cent from Asia and eleven per cent from North America. Last year's submissions showed that development studios were enthusiastically embracing 3D and multi-player opportunities. AR Tennis, last year's winner of the Grand Prix and the

Technical Achievement Award, innovatively used interface technology by using a camera phone to enable a virtual game of tennis.

Anders Henrysson, PhD student in Sweden and co-creator of AR TENNIS said:

“Following its success in last year’s awards, AR TENNIS has become famous in mobile entertainment. Publishers are lining up and several large companies have offered their help in bringing the game to market. IMGGA is exactly what AR TENNIS needed to get one important step further and we will definitely participate again this year.”

Maarten Noyons, the managing director of IMGGA commented:

“What really makes the IMGGA unique is its focus on innovation and creativity in game development. We challenge every developer to come up with his or her most original, ambitious, creative and groundbreaking game plan. The minimum entry requirements are a strong convincing description of your mobile game concept and three visuals. Entries can be made online at www.imggawards.com. Mobile gaming is a fascinating arena for creative developers with inspiring ideas and the IMGGA is the perfect platform to make sure that these ideas receive the recognition and rewards they deserve.”

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About IMGGA

The International Mobile Gaming Awards (IMGGA) is a yearly contest for the most innovative and creative mobile games in the world. The objective is to create a new and exciting set of awards to recognise the world’s most talented mobile game developers, whether they are from professional studios, universities or even back bedrooms! Recent research published by media research group, Screen Digest, suggests that by 2010, there will be a global installed base of more than 2 billion games-enabled mobile handsets and the worldwide games download market will be worth US\$6.4b. www.imggawards.com

Press Contacts and images

Trimedia Communications

Yvonne Maher

0207 471 6844 or Yvonne.maher@trimediauk.com

Matthew Wright

0207 471 6881 or matthew.wright@trimediauk.com