



## **INTERNATIONAL MOBILE GAMING AWARDS 2006 REVEALS FIVE GLOBAL SPONSORS**

*Unique Initiative Rewards Innovation in Mobile Games*

LONDON— June 13, 2006—Adobe, MOVIDA Group, NOKIA, NVIDIA, and Texas Instruments, Incorporated (TI) have joined forces to support the third annual International Mobile Gaming Awards (IMGA). In addition, the IMGA has announced sponsorship from Orange, the Khronos Group, Auchan and Belle de Mai Media Park, Marseille. The international support received for these awards reflects the growing importance of mobile gaming for the graphics industry worldwide.

This scheme aims to encourage and reward the creativity of all mobile games developers, from leading international studios to talented amateurs. Prizes will be awarded in the following categories:

- Grand Prix
- Most Innovative Game
- Best Interactive Experience
- Excellence in 3D
- Best Use of Connectivity

Prompted by the impressive submissions received for IMGA 2005, this year's awards will also include a separate competition for students, designed to support up-and-coming developers as they take their first steps within this increasingly important software industry. Cash prizes will be awarded in the public competition, while students can also win leading-edge gaming handsets, opportunities to attend top-level training camps run by the biggest names in the industry, plus an all-expenses-paid trip to the 3GSM World Conference 2007 in Barcelona.

Entrants are invited to submit initial proposals by 6pm CET September 11, 2006, and the best 20 will be announced September 20, 2006. Those shortlisted will then have until January 26, 2007, to produce a demo version of their concept for judging, and winners will be announced at the 3GSM World Congress in Barcelona on February 14, 2007.

“With Flash technology already the standard for delivering games over the Internet, these awards will provide a showcase for innovative work from around the world,” said Gary Kovacs, vice president of product management and marketing, Mobile and Device Solutions at Adobe.

Shingo Kunieda, CEO of MOVIDA HOLDINGS Inc. said, "This is a great chance for the new generation of mobile-specific game developers to impress us with novel, compelling game concepts. MOVIDA is very pleased to be involved."

“Ultimately, we expect the IMGGA awards to improve the mobile gamer experience,” said Richard Kerslake, General Manager of TI’s OMAP Platform. “Entrants will be challenged to push existing technology to the limit, and TI is looking forward to seeing the result — bleeding-edge gaming capabilities — running on TI’s OMAP applications processors in mobile phones around the globe.”

“The release of Nokia’s next generation gaming platform in 2007 gives us added impetus to support the IMG Awards. It is essential that we encourage the mobile developer community to push the boundaries of technology, creativity and quality. It is this that will ensure the continuing growth of the industry and keep consumers coming back for more” explained Kamar Shah, Head of Industry Marketing, Nokia Multimedia.

**For more information about the IMGGA and to enter, visit [www.imgawards.com](http://www.imgawards.com).**

### **Texas Instruments**

Texas Instruments Incorporated provides innovative DSP and analog technologies to meet our customers’ real world signal processing requirements. In addition to Semiconductor, the company includes the Educational & Productivity Solutions business. TI is headquartered in Dallas, Texas, and has manufacturing, design or sales operations in more than 25 countries.

### **NVIDIA Corporation**

NVIDIA Corporation is the worldwide leader in programmable graphics processor technologies. The Company creates innovative, industry-changing products for computing, consumer electronics, and mobile devices. NVIDIA is headquartered in Santa Clara, CA and has offices throughout Asia, Europe, and the Americas. For more information, visit [www.nvidia.com](http://www.nvidia.com).

### **Nokia**

Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations.

### **MOVIDA**

MOVIDA provides new lifestyle options and vitalizes the broadband & mobile industries with cutting-edge ideas, fascinating content and progressive technologies. Operations of member companies of the MOVIDA Group include publishing manga, on-line gaming, and managing a 10 billion yen online game investment fund. MOVIDA is headquartered in Tokyo, Japan. [www.movida.jp](http://www.movida.jp)

### **Belle de Mai Mediapark**

The Belle de Mai mediapark - situated in the heart of Marseille, France - is a unique place in Europe dedicated to hi-tech creative industries. Game developers, movie producers and media companies find themselves in the midst of an inspiring environment, generated by the unique combination of creativity, specialized skills and technical competence. Belle de Mai is a 120,000 m<sup>2</sup> (1,3 Mln sq. ft.) site and contains film studios, (post) production facilities, sound recording studios and office space. [www.belledemai.com](http://www.belledemai.com)

### **The Khronos Group**

The Khronos Group is a member-funded industry consortium focused on the creation of open standard, royalty-free APIs to enable the authoring and accelerated playback of dynamic media on a wide variety of platforms and devices. All Khronos members are able to contribute to the development of Khronos API specifications, are empowered to vote at various stages before public deployment, and are able to accelerate the delivery of their cutting-edge 3D platforms and applications through early access to specification drafts and conformance tests. [www.khronos.org](http://www.khronos.org)

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