



The ImMediate Cross-Media Summit

digital creativity for cross-media content production and services


Rome, 25 March 2011 - We were born with phones and TVs. We learned to use PCs and smart phones. Technological convergence merged our tools. Now, we are beginning to experience the consolidation of networked media communities. It's Cross-Media time!

The ImMediaTe Cross-Media Summit (**Rome, Italy - April 8, 2011**) will focus on the development and use of cross-media to catalyse digital creativity and increase the fruition of cultural heritage.

An **International Conference on creativity and finance for networked media** will bring together SMEs, innovation stakeholders and investors with high-level authorities from Europe and Asia (Taiwan and Malaysia) and technology, media and creative experts to discuss and analyse this on-going revolution.

Michael Denny, Senior Vice President SCE Worldwide studios – SONY, will deliver the Keynote Speech after which the conference will feature two panels addressing key creativity and finance issues.

The first panel - **Creativity 2 Networked Media**, moderated by Andrew BULLEN, *Co-Founder, Creative Cooperative* – will focus on the increasing convergence of digital and networked media, key issues such as gamification and where the trends in creative convergence are leading major entertainment, cultural heritage and business-oriented companies.



The second panel - **Finance 4 Creativity**, moderated by Jenny TOOTH, *Managing Director, Angel Capital Innovations and British Business Angels Network* - will look at the current initiatives available to support creative industries and what the challenges are in this fragmented market. The panel will address the sources of finance (especially cross financing) and instruments, from both a supply and demand point of view, to analyse how to create a dynamic, connected international market for cultural and creative industries.

The afternoon will be dedicated to **3 Showcases Sessions** :

- **Gamification** - introduced by Jason DELLA ROCCA, President, Perimeter Partners, Canada;
- **Digital Creativity** – introduced by Andrea CUNEO, Marketing Director SONY Italy;
- **ICT & Media eco-system of Malaysia: collaboration opportunities** – introduced by Kamil OTHMAN, Vice President Multimedia Development Corridor, MDEC Malaysia.

Priority sectors for the showcasing companies will be Edutainment, Gaming (including serious gaming), Cultural Heritage, DM productions and DFX. Awards will be presented for the best business idea and best pitch in each session.

Moreover, a side-event will be offered to interested SMEs on April 7th. This will include ad hoc training and coaching sessions on business models, communication skills, investments and technology watch.

The ImMediaTe Cross-Media Summit is organised by **FILAS** and the Project ImMediaTe Consortium and will be held at the Casa del Cinema in Rome, Italy.



***Project ImMediaTe** is part of the Europe INNOVA Initiative and is funded under the Competitiveness and Innovation Framework Programme (CIP), which aims to encourage the competitiveness of European enterprises. The Knowledge Intensive Services Innovation Platform (KIS-IP) seeks to accelerate service innovation in Europe. The initiative focuses on developing and testing new innovation support mechanisms for innovative SMEs.*

The KIS-IP brings together public and private partners from different countries to cooperate on the creation of new tools to support innovation, by taking into account the specific needs of service companies as well as the potential role of service innovation in society.

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For further information:

www.filasinternational.eu/immediate

www.europe-innova.eu/immediate