



November 28/29
Megaplex Theatres at Jordan Commons
Sandy, Utah

Sponsored by Grow Utah Ventures

November 29

All Day Long

University Displays

Utah's leading digital media universities and colleges present their latest student work at hosted exhibits

Build a Game in a Day

Contribute to the design and development of new video games, constructed during the Summit and demonstrated in the closing event.

Greg Squire- Utah Indie Games Group

Program

8:00- 9:00- Registration & Continental Breakfast

General Track – Theatre 19

9:00AM Welcome Summit Overview and Awards

T. Craig Bott – President/ CEO Grow Utah Ventures

Spencer Eccles- Executive Director Governors Office of Economic Development

9:15- Opening Keynotes- Where Creativity and Technology Intersect

When creativity- the artistic passion fueling all digital media, intersects with technology- the technical advancements that make it all real, magic happens. National industry experts describe the future as diverse technologies and creative innovations combine to create new opportunities.

Speakers

Intersecting Creativity and Technology- Jon Dean- VP/GM Electronic Arts All Play

Define the issues and frame the dialogue to understand the main issues driving the future of digital creativity and the use of technology.

The Language Barrier and the Global Internet-Patrick Bultema- President Ortsbo

This presentation gives insight into the language dimension of the Internet. It explores the recent legacy of innovations attempting to deal with the language barrier. And it provides practical perspectives on how you can address the theme with your digital media company.

Intersection of Television and Mobile -Kelly Egan- VP Business Development, Fanhattan

Discover what is happening as television collides with mobile devices. Mobile viewing options for the consumer demand dramatic changes to the traditional methods of delivering and watching television content. Learn what's happening now and where it is all headed.

Consumer Driven Innolution-Eric Bright- Vice President of E Commerce, Deseret Digital Media

Find out how the consumer is really shaping our digital futures. Innolution challenges the premise that there rarely is no true innovation, despite how businesses continue to focus so

intently on achieving breakthrough innovation. Discover how in reality most great products have evolved from a single innovation many years prior and how these fundamentals are guiding where successful go in the future.

The Whole World is Now Data -Dan Nord- Sr. Director, Mobile Product Management, EA
Accurately understanding big data is crucial to meeting and anticipating consumer demands. Learn the current trends, tips and tools that are bringing this insight to the daily decision points in leading businesses.

10:35 BREAK

Refreshments provided by Pushbutton Summit

Track A- Theatre 19

11:00 Company Spotlights

Leading digital media companies and recipients of the 2012 Pushbutton Award, present their innovative products and services that are driving advancements in the digital media industry.

Fusion IO- Vincent Brisebois, Fusion-io Director of Performance and Visual Computing
Scan - Garrett Gee- Co Founder
ChAIR Entertainment | Epic Games- Donald Mustard- Creative Director
Rain- Mark Stevenett- President

Expert Panel

Steve Roy- Utah Valley University
Amy Rees Anderson- Rees Capital
Robb Kunz- Venture Blue

Track B- Theatre 20

11:00 Keynote Drill Down

Take a deeper dive by learning from our keynote speakers in this informative and interactive follow-up session to the morning keynote.

Intersection of Television and Mobile
Kelly Egan- VP Business Development, Fanhattan

The Whole World is Now Data
Dan Nord- Sr. Director, Mobile Product Management, EA

Moderator

Jon Dean- VP/GM Electronic Arts All Play

12:10 LUNCH

Attendees arrange for their own lunches.

12:20 Concept to Company- Crowdpitch Theatre 19

The three finalists of the mobile app Concept to Company Contest will pitch their innovations at a Crowdpitch session of Summit attendees. A panel of expert judges provide

insightful comments and observations. Winners will be announced and awarded some \$45,000 in prizes and services.

Moderator: T. Craig Bott- Grow Utah Ventures

Pitch Panel

Alex Lawrence - Vice Provost of Innovation and Economic Development Weber State University

Garrett Gee, Co- Founder Scan

Joe Wilson- Chief Creative Officer Sand Mountain Studio

Track A- Theatre 19

1:00 Company Spotlights

Leading digital media companies and recipients of the 2012 Pushbutton Award, present their innovative products and services that are driving advancements in the digital media industry.

Deseret Digital - Chris Lee -Vice President of Digital Products

Electronic Arts - Ross Przybylski -Engineering Manager

Sand Mountain Studios - Joe Wilson- Chief Creative Officer

Tech Media - Stan Bassett- President

Expert Panel

Steve Roy- Utah Valley University

Amy Rees Anderson- Rees Capital

Robb Kunz- Venture Blue

Track B Theatre 20

1:00 Game Affair- Mythic

Listen first hand to a producer from EA walk through a case study about the challenges of platform change and how his love affair for games got him through it.

Jeff Skaiski- Producer Mythic EA

Track A- Theatre 19

2:15- 3:30 Launching a Digital Media Company

Participate in the second day of dedicated training and mentoring for those wanting to launch a digital media business. On day two of this special training, attend an exclusive break out session of the summit to learn from successful digital media entrepreneurs.

Speaker Panel

Funding Options

Robb Kunz- Venture Blue

Minimum Viable Product

Garrett Gee, Co- Founder Scan

Strategic Partnerships

Alex Lawrence - Vice Provost of Innovation and Economic Development Weber State University

Growing Your Business
Jeremy Mustard- Technical Director

Track B Theatre 20

2:15- 3:30 Keynote Drill Down

Take a deeper dive by learning from our keynote speakers in this informative and interactive follow-up session to the morning keynote.

The Language Barrier and the Global Internet
Patrick Bultema- President Ortsbo

Consumer Driven Innovation
Eric Bright- Vice President of E Commerce, Deseret Digital Media

Moderator Moderator- Anthony Romrell

Track A – Theatre 19

3:45 - 5:00 Cloud Based Post Production - Tutorial

Learn how to "Create, Collaborate, Iterate and Unite" through cloud based technologies. Become more aware of the coming wave of creative/technical industries that use cloud solutions to change the way content is created by architects, designers, visual effects artists, photographers or engineers. Find how this platform solves many of the problems presented in the industry today.

Tom Mikota- Founder/ Chief Technology Officer Arc9
Melissa Davies-Barnett, CEO Owner/ CEO Sight Effects

Track B- Theatre 20

3:45- 5:00 Is the World Flat Now? Is Freemium A Digital Leveler?

The rise of mobile and digital gaming has lowered the barriers between content creators and consumers. It's easier than ever for start-ups and smaller companies to reach a big audience and find big success. The big game companies are also winning big on new digital platforms.

In a world where anyone can reach a massive audience how do content creators and publishers position themselves for success?

Expert Panel
Ben Bell- Executive Producer EA Salt Lake
Clark Stacey- President/ CEO Smart Bomb Interactive
Lane Kiriya Wahoo

Tutorials- Hitchcock Room

Gain a new skill and learn a few tricks in exclusive hands-on work sessions taught by professionals in the current techniques and technologies of the trade.

(Note: Seating is limited.)

12:30- 2:00 Creating A Simple Flash Game

Jason Keyser- Smart Bomb

Introduction to Flash drawing tools, symbols, and ActionScript 3.0 as used in a studio environment."

2:15- 3:30 Infinity Blade's Development Pipeline

Nathan Trewartha, Sr. Artist for ChAIR

Learn the tips and tricks of using the Unreal editor to make iOS games. See how ChAIR optimized Infinity Blade and made it work for multiple apple platforms.

3:45- 5:00 From Concept to the Apple Store- Fundamentals of Building a Successful Mobile App

Jonathan Lund CEO and Kevin Heap COO Sand Mountain Studios

Learn the fundamentals of building a successful mobile app that is primed and ready for the App Store.

Exhibit Hall

3:30- 5:45 University Exhibits, Networking, Refreshments

Pushbutton Lounge

3:30- 5:30 Sketch Cabaret

Dust off and touch up your drawing skills- the basis for all animation by stepping up to a canvas in this interactive and entertaining work session. Sketch Cabaret, a world renowned sketch club & art model agency will host an interactive figure drawing session where attendees will be supplied with drawing utensils, paper and inspiration.

Theatre 19

5:00 Special Entertainment-

Demo the Game in a Day Greg Squire- Utah Indie Games

Student Short Films- Anthony Romrell- UVU