

## EIGA 2009 Gala Event in Frankfurt

Outstanding innovations in computer and video games received prizes at the 2009 European Innovative Games Award ceremony

Frankfurt am Main, November 08, 2009 – Last Friday night, Frankfurt was all about video and computer games. Following an invitation from the city of Frankfurt, the Hessian Ministry of Economics, Transport, Urban and Regional Development, the Hessian Regulatory Authority for Commercial Broadcasting and New Media (LPR), and the games industry association gamearea FRM, more than 500 guests gathered for the awards ceremony at Frankfurt's Cines-tar Metropolis. This year's gala event marked the final point of the second EIGA competition advertised European wide, and being realized again in co-operation with the European Commission. Seventy titles were submitted to win a prize in one of the three EIGA award categories, and to win one of the three sponsorship awards worth 5,000 euro each. Presenters Viola Tensil and Mola Adebisi lead through the program.

In his opening remarks, Frankfurt's Deputy Mayor Markus Frank expressed it was a great pleasure for the City of Frankfurt to host yet another important award ceremony of the creative industries. Frank, who also serves as Frankfurt's Head of the Department of Economics, Human Resources and Sports, announced he would continue his strong support of the games industry. Nicola Beer, State Secretary of European Affairs at the Hessian Ministry of Justice, Integration and Europe emphasized that important technological and creative impulses were often provided by the computer and video games industry. On behalf of the games industry, Dr. Florian Stadlbauer, Director at gamearea-FRM, welcomed the guests, as did Professor Wolfgang Thaenert, who spoke in his role as Director of the Hessian Regulatory Authority for Commercial Broadcasting and New Media (LPR).

In the EIGA category "T – Innovative Technology", "CryENGINE 3" by Crytek prevailed over competitors Nintendo of Europe, KOMPAN, and Positive Gaming AB. The sponsorship award was granted to Paccus Interfaces BV from the Netherlands. "Max and the Magic Marker" by Press Play ApS from Denmark won the EIGA in the category "GD – Innovative Games Design". The category's sponsorship award went to Franz Stadal for "Backdrop – behind the curtain".

In the category "AME – Innovative Application Methods and Environments", Dutch "SilverFit" by Silver Fit BV and German title "ICON" by KOMPAN both convinced the EIGA jury likewise, so in this category two EIGAs were granted. "White Label Community" from TGC – The Games Company Worldwide, won the sponsorship award in the AME category.

Following the awards ceremony, the Cinestar Metropolis hosted a party stretching out all over the cinema house. Among the guests, numerous international representatives of the games industry were found as well as participants of the Browser Games Forum, which took place at the Cinestar Metropolis simultaneously. Last, but not least, Boris Rhein, State Secretary at the Hessian Ministry of the Interior, and Hans-Joachim Otto, Parliamentary State Secretary at the Federal Ministry of Economics and Technology, joined the gala event.

## EIGA 2009 gala event in Frankfurt am Main

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**EIGA 2009 – The Winners**

Category	Prize	Title	Winner	Country
'T - Innovative Technology'	EIGA 2009	"CryENGINE 3"	Crytek GmbH	D
'T - Innovative Technology'	Sponsorship Award	"Paccus HAWK hydraulic feedback joystick"	Paccus Interfaces BV	NL
'GD – Innovative Game Design'	EIGA 2009	"Max and the Magic Marker"	Press Play ApS	DK
'GD – Innovative Game Design'	Sponsorship Award	"Backdrop - behind the curtain"	Franz Stradal	D
'AME – Innovative Application Methods and Environments'	EIGA 2009	"ICON"	KOMPAN GmbH	D
'AME – Innovative Application Methods and Environments'	EIGA 2009	"SilverFit"	SilverFit B.V.	NL
'AME – Innovative Application Methods and Environments'	Sponsorship Award	"White Label Community"	TGC - The Games Company Worldwide GmbH	D

**The European Innovative Games Award**

EIGA was created in 2008, and honors extraordinary innovations in computer and video games. Organizer of the European wide contest is a support organization, including the City of Frankfurt, the Hessian Ministry of Economics, Transport, Urban and Regional Development in the scope of the program Hessen-IT, the LPR Hessen and the games industry association gamearea FRM. The EIGA contest is realized in cooperation with the European Commission. Event partner of this year’s EIGA ceremony is the browsergames forum 2009, which will also take place on November 6 and 7 at the CineStar Metropolis, when winners of this year’s EIGA contest are announced at the award ceremony. This year’s EIGA sponsors are Brehm & v. Moers, crytek, Dynamedion, GameReport.de, Hassia, metricminds, Namco Bandai Partners Germany, Red Carpet Event, Saalbau and Satis & Fy.

