

News Release

For immediate release

***CarneyVale: Showtime* seals distribution contract with Microsoft's Games for Windows Live**

Singapore, 4 March 2010 – Singapore games are kicking off the Year of the Tiger on a high note as *CarneyVale: Showtime* becomes the first Singapore game to close a distribution contract with Microsoft's Games for Windows-LIVE on the PC platform. First released on the Xbox LIVE Community Games Channel, *CarneyVale: Showtime* has enjoyed widespread industry acclaim and was one of the pioneer titles on the Xbox LIVE Indie Games Channel. The game was among the top ten downloads in December 2008 and was named the No. 1 XNA Community Game of 2008 by *Gamasutra*.

CarneyVale: Showtime was developed by the Singapore-MIT GAMBIT Game Lab¹, a collaboration between the Massachusetts Institute of Technology and the multi-agency Interactive Digital Media R&D Programme Office (IDMPO) hosted by the Media Development Authority of Singapore and with support from the National Research Foundation. The game had earlier beaten 350 entries from around the world to win the top prize of US\$40,000 at the 2008 Microsoft XNA Dream-Build-Play competition. It was also among the "Top 10 Independent Games Showcase Winners" at the 2009 Penny Arcade Expo (PAX 10) as well as a finalist at the 11th Annual Independent Games Festival in 2009 (Seumas McNally Grand Prize).

Slated for release later this year, the PC version of *CarneyVale: Showtime* will be slightly modified to improve the game play for PC gamers, including enhanced game

¹ The Singapore-MIT GAMBIT Game Lab is a five-year research collaboration between the Massachusetts Institute of Technology and the Interactive Digital Media R&D Programme Office hosted by the Media Development Authority of Singapore. The collaboration is supported by the National Research Foundation (NRF) with the aim to address important challenges faced by the global digital game research community and industry, with a core focus on identifying and solving research problems using a multi-disciplinary approach that can be applied by Singapore's digital game industry.

features such as a built-in map editor for players to create and share custom maps with family and friends worldwide.

CarneyVale: Showtime was inspired by *Wiip*, a game developed by a team of U.S. and Singapore-based students from the 2007 GAMBIT summer program researching user interactivity through expressive physical interfaces such as the Nintendo Wii controller. By swinging the Wiimote, players had the ability to wield training whips and direct performing animals as ringmasters in the circus world of *CarneyVale*.

CarneyVale: Showtime uses the simplicity of a “one-button” game to build upon the game’s core innovation of vertical ragdoll physics. Players use a wide variety of props to help Slinky the circus acrobat advance by performing acrobatic tricks and death-defying stunts through increasingly complex arenas.

Of this latest achievement by *CarneyVale: Showtime*, Dr Christopher Chia, CEO, MDA said: “We are delighted that *Carneyvale: Showtime* has scored yet another triumph. The research collaboration with MIT has indeed benefited our local games sector in terms of research and development and such positive result underscores the commitment between us and MIT. We hope that more of GAMBIT’s projects will lead to commercialization. We also appreciate Microsoft’s continuous support of our games. We hope this relationship with Microsoft will open doors for more made-by-Singapore games to be published on such international platforms.”

Mr. Erik Ford, Senior Regional Marketing Manager of Xbox 360 in Southeast Asia, said: “We are proud of Team GAMBIT’s achievements on the Xbox LIVE platform and are excited to see *CarneyVale: Showtime* coming onto the Windows platform. Team GAMBIT has set a standard in gameplay design for budding developers to aspire to and all this would not have been possible without the strong support of MDA.”

Refer to Annex A for images of *CarneyVale:Showtime*

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Media Development Authority of Singapore (MDA)

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Trusted Global Capital for New Asia Media. MDA spearheads initiatives that promote industry growth in film, television, radio, publishing, music, games, animation and Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers. For more information, visit www.mda.gov.sg and www.smf.sg.

Interactive & Digital Media (IDM) Sector

The development of the IDM sector requires the collaboration of a diverse range of public sector agencies, educational institutions, industry players and other stakeholders. To achieve this, the National Research Foundation has allocated \$500 million over the next five years from 2006 to fund the development of a strategic IDM research programme and the set-up of a multi-agency IDM R&D Programme Office within the Media Development Authority of Singapore to oversee R&D initiatives in the IDM space. This multi-agency team coordinates a cross-disciplinary effort to deepen Singapore's research capacity in IDM. More information on IDM and the Singapore-MIT GAMBIT Game Lab can be found on ww.idm.sg and <http://gambit.mit.edu>.

The National Research Foundation (NRF)

The National Research Foundation (NRF), a department under the Prime Minister's Office, sets the national direction for research and development (R&D) by developing policies, plans and strategies for research, innovation and enterprise, funds strategic initiatives, builds up R&D capabilities and capacities through nurturing our own and attracting foreign talent, and coordinates the research agenda of different agencies to transform Singapore into a knowledge-intensive, innovative and entrepreneurial economy. It provides secretariat support to the Research, Innovation and Enterprise Council (RIEC), chaired by the Prime Minister. A five-year budget of S\$5 billion has been allocated to the NRF in 2006 to achieve this mission. For more information, please visit www.nrf.gov.sg.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

About Singapore-MIT GAMBIT Game Lab (GAMBIT)

The Singapore-MIT GAMBIT Game Lab (GAMBIT) is a five-year research initiative that addresses important challenges faced by the global digital game research community and industry, with a core focus on identifying and solving research problems using a multi-disciplinary approach that can be applied by Singapore's digital game industry.

GAMBIT translates research into distributable games that test and demonstrate core research ideas. The initiative experiments with different methodologies for project and team management in collaborative creative environments. In 5 years, over 200 students and 30 faculty and post-doctoral researchers will be involved in the initiative, developing six or more games each year to turn a variety of different research concepts into playable implementations.

Annex A

