



**ScreenBurn at SXSW Interactive Festival**  
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**SCREENBURN AT SXSW INTERACTIVE FESTIVAL ANNOUNCES GAME DESIGN COMPETITION FINALISTS, ARCADE HIGHLIGHTS, B2B PANEL TRACK SPONSORED BY ESA**

All new competition and interactive video game arcade emerge as premiere festival attractions.

**March 8, 2010, Austin, TX** – SXSW is known for introducing cutting edge, up-and-coming indie talent to the world before it hits the mainstream. In that tradition, ScreenBurn at SXSW has announced finalists for its second annual 2010 ScreenBurn at SXSW Game Design Competition sponsored by USA Network. Encompassing two categories, Casual and AAA gaming, the competition allows talented game design hopefuls a chance to pitch their concept to a jury of established video game industry professionals. A grand prize winner for each category will be decided by live jury vote and audience feedback at SXSW. In addition to being interviewed by attending press, winners will be featured at Studio SX, SXSW's onsite interview studio, in a conversation with an industry pro.

**Casual Game Design Finalists**

- Escape From Planet Zero: Lance Myers
- Paper Balloons: Kylan Coats
- The Unconcerned: Borut Pfeifer
- Zep!: Hadidjah Chamberlin

**AAA Game Design Finalists**

- BikeClub Games "Tall Bike Joust": Fredric King
- Grimore: Patrick Cunningham
- Robot Revolution: Sam Combs
- Shadow Wars: Patrick Cunningham

Can't get enough gaming? Come experience up-to-the-minute video game innovations at the 2010 ScreenBurn at SXSW Arcade, including creative hands-on playspaces from: 101X, Austin Community College's Game Design Institute, Austin Green Art, Axelo, ESET, GameCamp!, GameStreamer, Grande Communications, Harmonix's Rock Band Network, Heatwave Interactive, IGDA Game Accessibility Group, International Game Developer's Association (IGDA), Into the Pixel Art Exhibition brought to the Arcade by the Entertainment Software Association (ESA), Massive Black and The Art Department, Mayfair Games, Sneaky Games, SWEB Apps, Tek Republik, Texas State Technical College, TEXLUG, Twist Education, Twisted Pixel Games, USA Network, and the Video Game Voters Network (VGVN).

#### HARMONIX ROCK BAND NETWORK AT SOUTH BY SOUTHWEST

Rock Band Network is the revolutionary new system from Harmonix, makers of the Rock Band franchise of video games, that allows bands to turn their songs into playable content for Rock Band. Songs will be displayed in the new Rock Band Network Store, which will allow fans to browse for content in a variety of ways and download playable previews of game levels before buying. Songs purchased will appear alongside traditional Rock Band downloadable content in users song libraries. The Rock Band Network will greatly expand the volume and variety of content available to users, building on the industry leading 1000+ songs available for download from Harmonix. The Rock Band Network will be showcased Friday, March 12 through Sunday, March 14 in the 2010 ScreenBurn Arcade.

#### SCREENBURN AT SXSW B2B PANEL TRACK SPONSORED BY ENTERTAINMENT SOFTWARE ASSOCIATION

The first annual ScreenBurn at SXSW B2B Panel Track sponsored by Entertainment Software Association (ESA) is a day-long track of programming focusing on how the video game industry can do business with other industries at SXSW on Monday, March 15. Mix and mingle with potential business partners at the ScreenBurn at SXSW B2B Panel Track Mixer following the sessions.

The 2010 ScreenBurn Arcade Presentation and Music Stage is sponsored by Massive Black, the leading game and entertainment universe developer. Massive Black's stage in the Arcade is the hangout spot for creative people. Check out their live digital and traditional art demonstrations happening each day in the 2010 ScreenBurn Arcade.

#### About ScreenBurn at SXSW, March 12-16, 2010

ScreenBurn features 5 days of panels programming and evening events (March 12-16, 2010), and 3 days of the video game Arcade (March 12-14, 2010). ScreenBurn at SXSW is sponsored in part by 101X, The Austin Chronicle, and SXSW Interactive. Visit [sxsw.com/interactive/screenburn](http://sxsw.com/interactive/screenburn) for more details.

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