

## **Microsoft Visual Studio backs the GameShadow Innovation in Games Awards 2006**

### ***Two key sponsors add their support to the GameShadow Innovation in Games Awards***

*Oxfordshire, 10<sup>th</sup> November 2006* - GameShadow today announces that Microsoft Visual Studio has given its support to the new GameShadow Innovation in Games Awards as title Sponsor. Microsoft Visual Studio joins previously announced sponsors ATI, Softwrap and Limelight Networks, and new category sponsor Moviestorm who will be supporting the Best Machinima Movie Award.

Nicholas Lovell, CEO of GameShadow, commented, "It is fantastic that Microsoft Visual Studio is supporting the GameShadow Awards. It shows that there is a real commitment out there to uncover and recognise real creative innovation as oppose to only rewarding the big industry blockbusters. This sponsorship marries Microsoft Visual Studio's desire to make it easier for developers to make great games with our drive to help gamers play the most innovative titles."

More than 50 games have been nominated for awards across categories including Best Script, Innovative Use of Audio and Most Innovative Gameplay. Gamers can vote for their favourite title, and see the current results, in real-time, in the ATI CrossFire™ People's Choice Awards. Over 5,000 people have voted already, and with three weeks to go until voting closes, there is still time to make a difference. As an added incentive, all voters are entered into a draw to win an ATI CrossFire Ultimate Gaming Kit worth over £1,000.

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### **NOTES FOR EDITORS**

#### ***About the Awards***

The GameShadow Innovation in Games Awards aim to recognise, reward and promote those games that have pushed the boundaries of games development. The broad rules are

“No licences, no sequels”, although the judges have discretion to waive these rules where clear innovation exists.

The categories are: Best Game, Best New Character, Innovative Gameplay, Innovative Visual Effects sponsored by ATI CrossFire, Imaginative use of in-game Audio, Best Narrative, Best Casual Game, Jaw Dropping Demo sponsored by Softwrap, Best Machinima Movie sponsored by Moviestorm, Best Mobile Game and the ATI CrossFire People’s Choice Award.

The judging panel is: Charles Cecil (MD Revolution Studios), Steve Chippington (Event Director, GameShadow Innovation in Games Awards), Toby Gard (creator of Lara Croft), Tim Harrison (Head of Mobile Games, Vodafone), Nicholas Lovell (CEO, GameShadow), Neil Marshall (Film director, *The Descent*, *Dog Soldiers*), Chris Nuttall (Head of Games, Air Studios), Patrick O’Luanaigh (CEO, nDreams and former Creative Director, Eidos), Rhianna Pratchett (journalist and scriptwriter), Gary Rowe (acquisitions director, Sega), Jonathan Smith (Development Director, TTG), Greg Staples (Artist, *Batman*, *Judge Dredd*) and Tony Treadwell (founder and COO, GameShadow).

The awards can be found at [www.gameshadow.com/awards](http://www.gameshadow.com/awards). The website includes screenshots, commentary, demos, trailers and links to allow gamers to play and buy the games that have been nominated as the most innovative games of the last 18 months. 17 of the games are completely free, and can be played right now on the awards website.

The Awards are sponsored by Microsoft Visual Studio, ATI, Softwrap, Moviestorm and Limelight Networks.