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Visual Effects Society Names Acclaimed Writer-Producer-Director Dean Devlin Keynote Speaker at 2015 VES Summit

Forum to Feature Panels on Virtual Reality and TV, OTT and Extended Content Forms Industry Leaders to Host Interactive Business Roundtables

Los Angeles (August 4, 2015) – Today, the Visual Effects Society (VES), the industry’s global professional honorary society, announced Dean Devlin, acclaimed writer-producer-director and President of Electric Entertainment, as **Keynote Speaker** at its 7th annual Summit, “*Visualization to Virtualization: Storytelling Expands.*” The interactive forum on Saturday, October 17th will bring together top creatives, executives, thought leaders and visionaries from diverse disciplines to explore the dynamic evolution of visual imagery and illustrate new pathways to creativity and problem solving in a TED Talks-like atmosphere.

Devlin is Founder and President of Electric Entertainment and has forged a storied career as a wildly successful screenwriter, producer and director. His first produced screenplay was *Universal Soldier*, which was a worldwide hit. He reached prominence as a writer/producer working with Roland Emmerich with whom he teamed after appearing in Emmerich’s film *Moon 44*. Together they co-wrote and produced *Stargate*, which became the first movie to have its own website (run by Devlin himself). Devlin co-produced (with Emmerich) sci-fi blockbusters *Independence Day* and *Godzilla*, followed by *The Patriot*. Devlin also produced films including *Cellular*, *Who Killed the Electric Car?* and *Flyboys*. A true multi-hyphenate, he has served as writer, producer and director for the hit TV shows *Leverage* and *The Librarians* and wrote 200+ episodes of *Stargate SG-1*. He is the director, as well as writer/producer of the forthcoming action sci-fi film *Geostorm* starring Gerard Butler and is in development with Emmerich on the hotly anticipated sequel to *Independence Day* - *Independence Day: Resurgence*.

On the 2015 VES Summit theme - As we move from the information age into the **Visualization** age where every industry uses imagery to educate, communicate, entertain and sell - it is creative development and its aligned businesses that will drive this developing economy. **Virtualization** speaks to cloud-based production, to augmented and virtual realities, to multi-platform experiences, and the broad idea of hyper-connectivity. It encompasses heightened realities, immersive experiences, presence capture, and more. This evolution is bringing about changes and expansion in Storytelling. Exceptional **Storytelling** remains the ultimate goal but approaches are open to innovation. From TV taking non-time-constrained forms, to audience-driven narratives, to 360° experiences, webcasts and six second videos - all being told across multiple platforms - the creative world is in a seismic shift.

Virtual Reality: 20/20 on 2020 Panel - The VES Summit will feature a special panel discussion exploring VR. The buzz around VR is impossible to ignore as the medium marches forward. What will VR eventually encompass/look like? What are the business models? State of the technology? Storytelling challenges? A panel of experts representing key areas of the ecosystem that are driving the medium - content, technology, venture capital and academia - describe what’s happening in VR in their arena today, and their thoughts on what VR may look like in 2020.

TV, OTT and Extended Content Forms Panel - The VES Summit will also feature a special panel discussion exploring the expansion of the TV landscape into a range of platforms, opening up the possibilities for new forms of creative storytelling - from live gaming entertainment to non-time-constrained series to short-form social video. Given the plethora of platforms, just what are the creative opportunities? The business models? The keys to audience engagement? How do the creative challenges differ from 'traditional' TV? How might you go about creating your own series, webisode or channel? A panel of experts representing some of the key forces driving new forms forward will discuss the 'state of the union' of story-driven content for an omni-channel audience.

Business Roundtables - Innovators and industry leaders moderate The VES Summit interactive discussions. Roundtable discussions – among others to be announced – will include:

- Immersive Experiences
- Postvis
- TV VFX Case Study
- Augmented Reality
- Drone-Based Image Capture
- Games Futures
- Games Storytelling
- Shooting and Budgeting VFX for VR
- Military Visualization and VFX
- New Content Channels, New Opportunities
- VFX R&D to Content Production
- Commercials VFX

The 2015 VES Summit takes place on Saturday, October 17th at the W Hotel in Hollywood, located at 6250 Hollywood Blvd. For more information, visit <https://www.visualeffectssociety.com/news-events/summit>.

Note: Media interested in attending must reply to Naomi Goldman to confirm credentials.

About the Visual Effects Society

The Visual Effects Society is a professional honorary society dedicated to advancing the arts, sciences and applications of visual effects and to upholding the highest standards and procedures for the visual effects profession. It is the entertainment industry's only official organization representing the extended global community of visual effects practitioners, including supervisors, artists, producers, technology developers, educators and studio executives. VES' 3,000+ members in more than countries worldwide contribute to all areas of entertainment – film, television, commercials, animation, music videos, games and new media. To learn more about the VES, visit www.visualeffectssociety.com and follow us on Twitter @VFXSociety.