



## **Pixie Software announces first edition of PixieCon**

**Birkirkara, MALTA, 13 May, 2013** - Pixie Software Ltd is announcing the first edition of PixieCon, its main public relations event. This event will be an opportunity for the company to showcase its work and to meet with its followers whilst bringing together developers, artists, designers and other game development professionals in an informal setting.

PixieCon 13 will be the first digital gaming event of its kind in Malta. A full programme of activities will kick off with the launch of the first game developed by Pixie Software. The launch will include a live demonstration and a competition arena where, throughout the convention, the public can view, play, and compete for the highest score in the game.

For this event Pixie Software has secured the support and participation of the University of Malta, MCAST, a number of students associations, and private ICT tuition centres. To recognize and encourage talent and creativity, the company will be offering students the opportunity to exhibit a number of game projects which were developed as part of their studies. PixieCon 13 will also include a digital art section to allow students as well as local digital artists to exhibit their artistic abilities. The company is inviting digital artists interested in showcasing their work to visit the event website at [www.pixiecon.com](http://www.pixiecon.com) for further details.

PixieCon 13 will bring together several prominent people in the industry. Amongst these guest speakers will be Ms Kate Edwards, the Executive Director of the International Game Developers Association; Dr Alexiei Dingli, senior lecturer at the Faculty of ICT within the University of Malta; and representatives from Unity Technologies, creators of one of the major game development engines. These will be sharing their perspectives on "The State of the Digital Games Industry."

Throughout the event, a number of information sessions will be held which will be an excellent opportunity to meet and speak with members of the Pixie Software team. These sessions will allow game development professionals to learn more about the company, to increase their understanding of typical career paths, and to identify current and future opportunities with the company.

**PixieCon 13 will be held on Saturday 5<sup>th</sup> October 2013 between 10:00am and 2:00pm at the Bay Arena in St. Julian's.**

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### **About Pixie Software**

Pixie Software is a locally owned independent digital game development studio, focusing on casual games for mobile platforms and web browsers. Founded in 2012, Pixie Software works with a team of highly talented developers, designers, artists and musicians to create challenging, fun and exciting games.

[www.pixiesoftware.com](http://www.pixiesoftware.com)

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