

REPORT Gamers-assembly 2012 -





Gamers Assembly 2012

President of the association **Futurolan**

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Association Futurolan

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Editorial

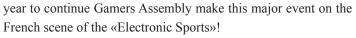
THIRTEEN YEARS! For many, the number 13 stands for bad omen. Well Gamers Assembly belies this superstition! Indeed, the 13th edition of the Gamers Assembly was again a great success, gathering more and more players of gaming in this mythical place the Palais des Congrès du Futuroscope : more than 830 players, nearly a hundred international players from all over Europe and even Asia, a «village partner» exceptional, over 90 000 € endowments distributed among the champions, more than 100 accredited journalists on the spot, including many national media, hundreds of thousands of views on our Dailymotion, not counting the 70 000 people affected per day via our Facebook page!

Yes, this year, the Gamers Assembly has not belied its reputation thanks to the commitment of its volunteers, its most loyal partners, first place in which the General Council of Vienne and Futuroscope and monitoring well other partners, and of course with the confidence of all communities of players, the Gamers Assembly has brought together the best of Gaming planet during those three days of intense competition.

New 2012: As always, the format of our event has adapted to changing practices of gaming, with the advent of online qualifications a few months before the event, the organization except as Trophies Starcraft II MEDION, MSI / NVIDIA League of Legends, Battlefield 3 French cup, or the unexpected «Op3n ShootMania» in any world premiere! The entry of the streaming video was also central in the year 2012, and hearings generated by many broadcasters present on site demonstrate the importance taken by this new medium in our most attractive events on the unmatched circuit « French Video Game Masters».

Report you hold in your hands you will discover all devices that have been implemented on the event, and allow you to relive all the highlights of this Easter weekend.

We thank you all, players, partners and exhibitors, media, visitors, and of course the whole team of 150 volunteers for the energy, confidence and loyalty that you show more and more every





I give you an appointement for the 14th edition, the Gamers Assembly 2013, from 30 March to 1 April 2013

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Thanks to all!

Désiré Koussawo

President of Futurolan Association

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Futurolan

Futurolan Association was created in 2000 by a few technofans. From the very beginning, this association has focused on the promotion of video games and LAN (local area network) games development. In 2009, it rejoined the LanAlliance federation and the Video Game French Masters circuit, becoming an essential stage in the French «Electronic Sports» season. The association proposes and organizes each year video game competitions in the department of Vienne, bringing together the best french and international gamers. In these competitions, can be found the GA'lloween occurring in "all saints" November and the Gamers Assembly in April Easter. The association lives through almost 40 full-time members, but during major events like the Gamers Assembly, there are over 150 volunteers.

Gamers Assembly in a few words

Gamers Assembly is one of the highlights of the year for all passionate gamers. It is one of the largest gatherings of online games and the very first edition took place Smarves in 2000. Gamers Assembly is a three days event, always during Easter weekend. Started in Smarves city,



The most important Amphithéâtre of Conference Centre, Poitiers

and organized at Saint Benoît city in 2001 and 2002, it is now, since 2003 at the Palais des Congrès of Futuroscope in the north of Poitiers city. The event is made of videogames tournaments and by a lot of various proposed activities and conferences. The tournaments are played Lan party meaning that several players are grouped in the same room, playing on computers interconnected via network. This year, for the thirteenth edition, 10 tournaments have been proposed and we welcomed more than 800 registered players with an hundred international players. Visitors are also increasingly as we welcomed over 3800 visitors this time.

The key figures of Gamers Assembly 2012

1 Web radio

4 Web TV

120 Press pass issued

20 Exhibitors

40 Partners

150 Volunteers

832 Registered Players

3 800 Visitors at the Conference Centre

11 000 Unique Visitors per day on the

site of the 2012 GA in the three days

90 000 euros endowments

300 000 euros budget

The Conference Centre, the perfect place



At the middle of the hotels, restaurants and services of the High Tech city and just 600 meters from the Futuroscope Park, the Palais des Congrès (convention center) benefits from a strategic location close to all the centers of interest. The Conference centre with its 3000m ² is a unique place allowing us to host a growing number of people.

Various spaces



3 halls of competitions.



2 amphitheaters which can welcome respectively 1200 and 150 places were given for the big matches and for the conferences.



1 Space out animation spread out on 300 m2 allowing to play a multitude of consoles (Nintendo Wii and 3DS, XBOX 360 Microsoft, hidden dance, Guitar Hero).



20 Stands exhibitors distributed on 600 m².



4 fitted out rooms welcomed press and VIPS.

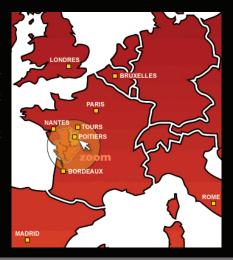


1 Space of pleasant restoration was accessible to the players and to the visitors..



How to come to Gamers Assembly

The location of the Palais des Congrès is also an advantage in terms of accessibility, with the Futuroscope TGV near, and the station of Poitiers just 12km away, placing Paris within 1:30 travel. The Poitiers-Biard airport is located 10km for the site and has daily flights from Lyon and London.



A unique and offbeat decor



Creation realized by ZO prod for the scene of Gamers Assembly 2012

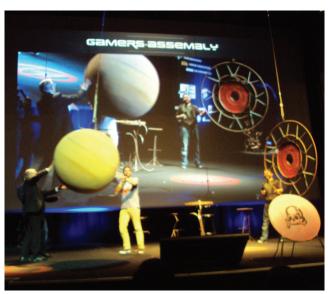
This year, the Gamers Assembly has relied on ZO Prod to decorate the scene of the amphitheater. Various sculptures made of recycled materials have been put in place. Colored lights and the look of these unique creations assured a certain mystery and intrigue during the three days.

ZO Prod is a group of artists acting within the street arts. It combines metal shappers, visual artists, screen printers, actors, musicians, videographers, designers ... all hardcore collectors. ZO Prod gives a second life to collected materials, recycling and staging them back for our eyes' pleasure.

http://www.zoprod.com/

A cheerful fearsome launch

The opening ceremony the Gamers Assembly 2012 took place Saturday, April 7th at 11am at the Palais Congrès Futuroscope. Event began in a full amphitheater filled with over 1000 people, players, visitors and partners.



Henri Colin , vice-president of the General Council of Vienne during the ceremony

During the ceremony, a presentation of the different tournaments was performed, allowing players to express their motivation and determination to win. The atmosphere was festive, and the various professional interventions and partners have been followed with the applause of the public. Then a live duel on the brand new video game of Nadeo ShootMania took place, revealing to the audience the very first images for the first time in the World. It was an opening ceremony full of emotion, which ended with a «gong» marking the beginning of the event.

SteelSeries released his new gaming F1 wheel



Frederique Vervich makes a demonstration of the new steering of SteelSeries

The Belgian racing driver Frederic Vervisch, double Formula 3000 champion in 2008, was present during the ceremony to present us a new gaming steering wheel created by SteelSeries. This device initially developed for SIMRA-CING, can be used for all car ra-



cing games. A special feature of this wheel is that it has no central support axle and works by detecting movement. It is almost as wireless as you just have to plug a USB cable to play. Car racing fans had the unique opportunity to try the new wheel SWR-S1 SteelSeries present at the Gamers Assembly.



NVIDIA introduces its new



Stephane Quentin of NVIDIA during the ceremony

New graphics card: the GTX 680



During the ceremony the manufacturer NVIDIA presents us his new graphics card: Geforce GTX 680. This card, which is at this time the most powerful one, comes with the fastest and most

efficient graphics processor (GPU) ever designed by NVIDIA. The focus is on reducing energy consumption, 104 watts at rest and 283 watts in load comparing to the AMD card, which uses about 101 watts at rest and 301 watts in load. Also the GTX 690 supports three 3D screens simultaneously or not, allowing playing in definitions up to 5760 pixels by 1080.

Quad-core processor Tegra 3 for mobile



NVIDIA also took the opportunity to present his latest quad-core processor Tegra 3 for mobile which is the first mobile

super processor in the world to provide this kind of performance on a wide range of mobile devices. This processor has a fifth energy-saving heart says «companion», it is specifically designed for tasks requiring little power as the active standby mode or playback of music files. Also thanks to the award-winning NVIDIA ® 3D Vision technology, it is possible to automatically convert in real-time 3D games and OpenGL applications

Gamers Assembly is trying to audiovisual



Model of Lan

As every year the Gamers Assembly outdid to offer its viewers an amazing show, punctuated by professional interventions, various shows as well as quality audio-visual.

For this 2012 edition the "red wire" of the ceremony was: How to make a Lan. Various humorous and offbeat videos, showing the scenario of the French famous TV show «c'est pas sorcier» helped replying to this question. Then, an audiovisual production was also broadcast honoring the different partners of the Gamers Assembly, thanks to our partner **Obsidia.fr.**

A show worthy of Las Vegas

Especially for this occasion and to the pleasure of the spectators, the famous illusionist Mr Bertran Lotth, winner of the fourth Grand Prix Magique of Monte Carlo and holder of the «Golden Rod» and the

«Mandrake d'Or» dazzled the public in the Gamers-Assembly with magic tricks that plunged the room in an atmosphere of suspense and intrigue.

Bertran Lotth is present at Futuroscope, from April to September, for his new show «big illusions» in the theater Imagic.



They were present in Gamers Assembly 2012



Henri COLIN General Council of Vienne Vice-president of



Dominique HUMMEL Management board President Futuroscope



Alain CLAEYS Mayor, deputy Poitiers



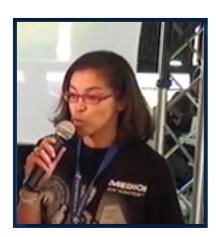
Florent CASTELNERAC NADEO Director



Frédéric OSTER MSI french subsidiary Marketing director



Nadia LOUNIS NVIDIA marketing Manager



Pernelle Steiner MEDION France Communication manager



Stephan Euthine LDLC Project manager



Gregory QUESTE EA France Community Manager

LES COMPETITIONS

What it's Starcraft?

What is Starcraft Starcraft is a game of real-time strategy developed by Blizzard Entertainment in 1998. It takes place in a distant universe where three races compete are to-



tal opposites. On the one hand, the Protoss warriors humanoids with powerful psychic powers. Second, the Terrans, humans recognizable by their oversized armor, sailing in huge vessels, the «battleships". Finally, the Zerg, a race of insects with an organic collective consciousness whose aim is the colonization of new planets, and the assimilation of the Protoss.

The first version of Starcraft was distributed to over 11 million copies worldwide, and its impact on the world of video game competition is unique and undeniable! Thus, South Korea, some meetings are televised and broadcast «Prime Time» on the bigger chains! Their best players are real stars and have lucrative contracts allowing them to live much of their passion. In September 2010, StarCraft ® II: Wings of Liberty TM has passed the 3 million copies sold worldwide in a month, thus affirming its status as the best selling PC game of 2010 and confirming the record set real-time strategy as quickly passed all the time!

If the competition on the first Opus Starcraft was mainly dominated by the Asian scene, including South Korea, the release of Starcraft II in late 2010 has allowed the emergence of a craze all over the planet, and champions high level appeared in the Old World and North America.

Trophy MEDION Starcraft 2

MEDION trophy appeared for the first time at the Gamers

Assembly 2011 and then won a huge success, before being extended into the Masters Final Game Video in Lille, then the ESWC in Paris, the 2011 Paris Games Week. MEDION Trophy Starcraft 2 is an event



composed of two tournaments, the Challenge «All Stars» and the Trophy «All Players». Con the two competitions.

The Challenge All Stars

Challenge the «All Stars» brings together some of the best French and international players. The Trophy «All Players», it brings together all players wishing to participate one day at a prestigious event.

New for 2012

The eight players in the competition «All Stars» were selected during a series of three tournaments online qualifiers who have gathered each between 64 and 96 participants. The first 2 of each stage were well qualified for the Trophy «All Stars», joining the two players named to the team «mousesports», including Dennis' HasuObs «Schneider, winner of the 2011 edition. The winner of each stage also won € 250 cash prize.

All Tournament Players

All Players for the tournament, more than 80 players who competed during the two days of the finals in three successive phases of hens followed by a tree playoff to win the grants brought into play by MEDION, this year more of 10 000 € endowments (cash and equipment) on the two competitions, including three laptops last generation, «MEDION ERAZER X6817». The final will see the famous Mana Bigs and compete to lift the Cup winner, with the first victory after a game of anthology!





Presentation of League of Legends

League of Legend is part of what we call a MOBA, it is a multiplayer online battle arena. This is a strategy game with RPG influences inspired mod DotA (Defense of the Ancients) Warcraft III, and also developed by the same people such as Steve «Guinsoo» Feak and Steve «Pendragon» Mescon, who joined the famous video developer Riot Games. We find in this game, different heroes (assassins, mages or creatures from chaos ...) and the player aims to protect them to win, all in a colorful fantasy world.

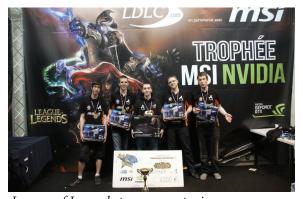


The League of Legends tournament

his year for the first time in Europe, MSI, the famous manufacturer of PC components and NVIDIA the first manufacturer of graphics components in the world have joined forces to offer an exceptional trophy gathering the best European teams. 4 qualifying tournaments were held, from which the eight teams were offered a place at the Gamers Assembly. These qualifying tournaments were held online between February 13 and March 24, each awarded up to \in 500.

The top eight teams have been invited to compete in sixteen other «teams» professionals, listed on the website of the «GA 2012».





League of Legends tournament winners

For this first edition, many European teams have therefore made the trip, with the presence of tops of discipline, such as Absolute Legends, the CLG or the Meet Your Makers. To allow as many to follow the competition, the games could be followed in French and English with our partners Millennium and Absolute Legends. These two webTV just broke audience records in connection with such transmissions. The publisher Riot Games has also joined the Trophy for teams to have a private server for reliable gaming environments for players. Also note the presence of a representative of the publisher, Quentin «KAEP» Chappet, Community Manager of the game for France

An unexpected duel

The grand finale on stage led to an unexpected duel with the victory of a French team, Sypher, who was not expected at this level, and who won against one of the favorite teams, the Absolute Legends, winning \in 4,000 cash prize and 5 graphics cards of last generation, the MSI GeForce ® GTX 560Ti. In all, MSI and NVIDIA have offered no less than \in 12000 endowment

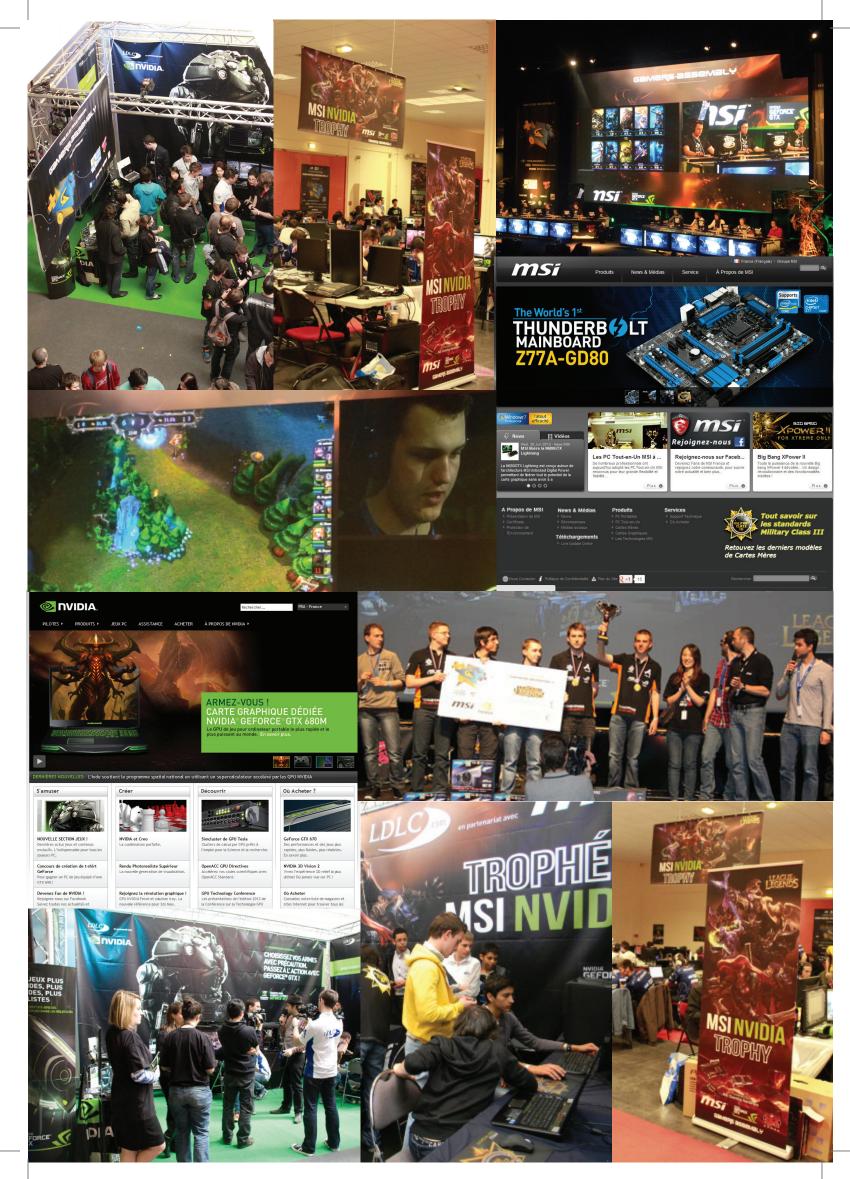
Zoom

for the top teams at the end of three days of fierce competition. Originality of this tournament, the MVP («Most Valuable Player») reward came to a player chosen by a panel of specialists to be the best player of the competition. Amaury 'Moopz' Minguerche wins a high-powered gaming laptop, the MSI GT783.

What is a MOBA

Moba is an acronym for «Multiplayer Online Battle Arena.

This is a fighting game in which each player is a hero with powers within a team. The strategic aspect is a success factor, you must learn to coordinate and communicate to achieve victory. Moba is different from a classic fighting game as it is played exclusively online. Note that the term MOBA has recently emerged with the arrival of Dota 2, League of Legends or Heroes of Newerth.



ShootMania «The Surprise»

ADEO is known to be the makers of Track-Mania, the running game both fun and simple, fitted to the competition at all levels. World exclusive, NADEO proposed the first major live test of Shoot-Mania with gamers by offering numerous events on its stand and the opportunity for players registered for the GA2012 to participate in a challenge «OP3N ShootMania» parallel official tournaments. With NADEO, gamers were able to test a preview ShootMania, game developed from the perspective of fun, simplicity and competition where the sporting aspects of the game are emphasized. At the opening ceremony, the Gamers Assembly proudly welcomed Florent Castelnerac, NADEO leader and progenitor of the game, to present this brand new title



Duel between Florent Castelnerac and Speedy on ShootMania

Testymony of Florent Castelnerac

NADEO

And when asked the question "why this game?", the answer came quickly «My game is like doing an FPS for

passionate, but always in the spirit of the game. We really wanted to do it for FPS players because sometimes we simulate, copy it, but finally the central question was : «I'm an FPS player, I am a challenger and want competition, what do I need? «

We should also note the testimony of Nicolas Cerato, former manager of the Good Game team, now working in e-sport, especially in supporting ShootMania, and which explains the concept of the game» We are on version shoot of mania that is «pre-alpha», this version is very young. It will be gradually made available for everyone so as the tools to create own maps. We can say that it will look like TrackMania in the sense that we will be able to change the rules of the game quite easily, and build our own maps unleashing our creativity. Regarding the players, they seemed captivated by the game and awaiting the official version.



«Extra Surprise: a mini-challenge ShootMania was also organized in a duel on the SteelSeries booth / CDiscount»

The tournament Op3N ShootMania was very hotly contested and the show at the level of the present teams. The icing on the cake, for the delight of the spectators, the games were commented by the famous Chips and Noi, usually seen on League of Legends.

Congratulations to four finalists:

- * AAa.oldschool (sunscorcher, Winz and Raoul), tournament champions Op3N ShootMania
- * Allstars (Harts, and MoMaN Strenx)
- * Epsilon TF2 (Mitsy, bash and Stefan)
- * Branque (skyyart, man and plastered OuTrag3)

These are more than € 10 000 NADEO and its partners, Intel, LDLC, Asus, QPAD, Plantronics or Ouikos shared among participants.

http://www.nadeo.com/



Electronic Arts

Electronic Arts is one of the leading developers and producers of video



games for Windows and game consoles such as PlayStation2 ®, PlayStation ®, GameBoyTMColor, Gameboy Advance ®, the GamecubeTM and Xbox ®, PSPTM and DSTM.

The company received over 700 awards for its software in Europe and the United States and has performed more than 3589 billion in revenue for 2011. Among the best known franchises include for fighting games and racing: Need for Speed and Battlefield. For sports games: FIFA, Madden NFL Football, Fight Night, NBA Live and the Sims and Harry Potter games for the family.

French cup of Battlefield 3

The very first Coupe de France of first person shooter video game published by Electronic Arts, Battlefield 3, took place at the Gamers Assembly. Organized in collaboration with Electronic Arts France and its partners LDLC, Asus, CoolerMaster, Nvidia, the Coupe de France Battlefield 3 has grouped the sixteen best French teams of



Battlefield 3. For the occasion, a team of the publisher Electronic Arts was present throughout the weekend to support the community in this final stretch of competition. Gregory Queste, Community Manager France of the game, was able to meet the fans of the title.

A relentless competition

The online qualifiers occurred during several weeks on the web portal of the ESL (Electronic Sports League). The sixteen best French teams have qualified to compete in the finals of the EA Battlefield 3 Coupe de France. The sixteen competing teams were divided into four pools of four teams. All matches were played in 2 winnings, the first two teams from each pool advancing to the quar-



That's over 21 000 € of grants (5000 euros in cash and € 16 000 endowments material) distributed among the eight best teams, the 16 teams of five players competed fiercely for two days non- stop. Teams had to show what they were worth, develop strategies, coordinate actions, and to express their «skills» while keeping their coolness.

A mediatized tournament

The grand final was played in the auditorium of 1200 seats of the Palais des Congrès of the Futuroscope in Poitiers. The competition was won by the team aAa that has confirmed his status as favorite in the competition, and won the € 2500 cash prize, and the five LDLC RoG computers. Proof of the knowledge of the Coupe de France, the video posted on the website jeuxvideo.com has been viewed over 85 000 times and generated over 360 comments!

http://www.jeuxvideo.com/reportages-videosjeux/0003/00031999/battlefield-3-pc-coupe-de-francebattlefield-3-00000969.htm

Zoom Battefield 3

Since its release in October 2011 the popular Battlefield 3, has become one of the new standards of first person shooters (FPS) in the world. Two teams of five soldiers face off in the sumptuous surroundings offered by the game with the help of various weapons and vehicles where players must develop strategies to take over and win over their opponents. Each weapon has different capabilities and is useful in some situations: it is for players to adapt depending on the environment, their game style to defeat opponents. The spectacle of competition was more intense as the tournament host the cream of the best national players, motivated, equipped and prepared than ever to win.

Game One sends a «Game One Reporter» in South Korea

CAME ONE

Adelscott who won the tournament last year Starcraft 2 was chosen to be the next «Game One Reporter», he flew on April 21 in South Korea, the country of E-Sports. He becomes the guide and main subject of a report on the E-Sport and pro-gamers in the world. This coverage will plunge the audience into the culture of gaming.

For Marika J, the director of this documentary «It's also an opportunity to discover, through the prism of the E-Sports, all the Korean youth culture: the mahnwa (Korean manga), the K Pop or the country's gastronomy. «

TrackMania



TrackMania is a racing game released in November 21, 2003 PC. This game published by Focus Home

Interactive and developed by Nadeo offers an original approach to car games, as the absence of collisions between vehicles and particularly based on the fact that each player can create and easily share his own circuit. This year the Gamers Assembly proposed three tournaments to Trackmania players: Nations Forever Trackmania, Trackmania 2 Canyon and TrackMania United Forever.

40 players have challenged to win 350 euros in cash for the three tournaments and more than € 4500 of equipment and lots. For this 2012 edition, the event hosted players worldwide, making this an exceptional tournament GA! Frostbeule, hakkiJunior or Tamarillo,



cream of international riders have made the trip. The best French players were also present with Carl, YoYo or Rapt.

Team Fortress 2



Team Fortress 2 is a multiplayer online first person shooter video game based on the team. Developed by Valve Corporation, is the direct sequel to Team Fortress Classic.

The tournament brought together 22 teams from a community that has shown itself very present in this edition of the Gamers Assembly 2012, the Team Fortress 2 tournament lasted two days during which teams of six players have struggled to win Euro 6400€ endowments.

Counter Strike source



Counter-Strike Source is a strategic shooter multi-player who plays exclusively online. Based on the graphics engine of the game Half-Life 2, Counter-Strike: Source is the latest version of Counter-Strike.

The tournament Counter-Strike: Source was held over two days during the Gamers Assembly and saw 24 teams compete over France came to win their share of 6300 euros endowments at stake with the help of our partners.

Final podium: Qulaity Server, Uppermix, puis Mistral.Tt.

Let us note the presence of 3 women's, eXtensive! Girls, Buykey Girls and Team Sypher Ladies, who knew how to bring a little of charm in this

Call of Duty Tournaments

GALLOFDUTY

Two Call of Duty tournaments have been proposed this year: Call of Duty 3 Modern Warfare and Call of Duty 4. Modern Warfare 3 has attracted 20 teams of five players from all over France to try to win the championship of the Gamers Assembly on their game as well as € 5250 donations of hardware and cash.

And Call of Duty 4 it is not less than twenty-eight teams of five players who made the trip to the Gamers Assembly to compete for grants of 9300 euros brought into play.

Podium COD 4: Punchline!, LFSG, Sakge

Podium COD MW3: oXmoze, Punchline!, Evokate

Free Agents



Gamers Assembly also provided more than 1000 euros in prizes to gamers, the «free players», not wishing to participate in the competition but to the event itself.

The 13th edition of the Gamers Assembly has received 50 «free players».

The Final Scene

Gamers Assembly 2012 proposed three large competitions rooms. On the ground floor we found the players of League of Legends, Counter-Strike Source, Team Fortress2, Call of Duty 4 and the free players, a total of more than



500 players. On the first floor was the second room housing the players Starcraft 2, Battlefield 3, Call of Duty Modern Warfare TrackMania 3 and a total of over 300 players. The great amphitheater seating 1200 seats could accommodate larger games. The finals were played on stage in a festive atmosphere, and many spectators were present to encourage or to simply discover the world of video games.

Podium COD 4: Punchline!, LFSG, Sakge

Podium COD MW3: oXmoze, Punchline!, Evokate

Seniors trophy

During the Gamers Assembly held the third edition of the Seniors Trophy that opposed four homes on the Wii Bowling: the «Jardins de Camille» at St. Benoît, the «Jardins de Charlotte» in Neuville, the «Jardins Salomé «at Fontaine le Comte and the» Pontreau St. Lucien « at Lencloitre.

Fifteen players showed up for this



tournament. The trophy was won this year for the third consecutive time by the nursing home the «Jardins de Camille» of St. Benoît who won a tour and lunch at Futuroscope for 4 people.



The General Council of Vienne



The General Council of Vienne made the choice of modernism and new technologies involving once again this year in the Gamers Assembly 2012 as Main Sponsor. Mr Henri Colin, Vice President of the General Council of Vienne, was present at the Opening Ceremony of the Gamers Assembly where he wished all Gamers and visitors a weekend of passion and discovery. «Firstly I wish to greet everyone, and especially because the team recruited 150 volunteers to organize such an event, hat. Cheers to you all and to all of you

who will pass a weekend in our department. I wish you a weekend of excitement and discovery during this event because there is much to do. I think the Futuroscope is the ideal place, the name has a deeper meaning, it is primarily the future and how would it be like. And finally you imagine every day through video games. «

The General Council of Vienne has trusted our event since its very first steps, allowing it to become today an international-scale event.

Departement Actions

The General Council of Vienne, like every year, is doing a lot within the department, especially in economic development, with the ambition to create conditions for a balanced growth throughout the territory. The Department also acts for several years for sustainable development to serve the people of Vienne. The action program will be the departmental base for an application for official labeling «Agenda 21» at the Ministry of Ecology, Energy, Sustainable Development and the Sea. Other measures were also taken into agriculture, land use, education, tourism ...

For more information see: http://www.cg86.fr/



Henry Colin, Vice-president of the General Council of Vienne at the opennig ceremony



Zoom The tourist centers

The Vienne is not limited to Futuroscope, there are other major tourist location throughout the county. These include for example: The Valley of monkeys in Romagne with more than 30 species of primates and 350 animals in total freedom. Planet of the Crocodile in Civaux, the Giants of the Sky in Chauvigny, Snake Island in Trimouille and many more opportunities for discovery and entertainment. These attractive poles can boost the territory, recreating locally the effect of development induced by Futuroscope. The major tourist centers cover areas and various tourist attractions: from the attraction of high technology for the Futuroscope, to the areas wildlife, culture and sports.

The Futuroscope



The Futuroscope was back alongside the Gamers Assembly for the 2012 edition, with a strong involvement in the realization of the event. Beyond its logistical support to the Futuroscope relayed the communication device of the Gamers Assembly: publication on its website, kakemonos deployment throughout the Park, showing the logo of the Gamers Assembly on the «ball» of the building mythical Digital City, travel news and host of journalists and VIPs, etc. ...

Also, on the occasion of 25 years, in addition to the usual rewards of players (over 150 entries and stays at the Futuroscope) all players was graciously invited into the park Monday, April 9th from 15h to discover all the Park's attractions, including the new flagship in 2012: «The Little Prince».

Futuroscope updates its website



To celebrate its 25 years, Futuroscope Park is surrounded by the Agency Far Sensio interactively, Lab 555 and FLAG systems to give a facelift to its Internet portal to make it more attractive deals offered to visit the Park. Cleaner, more colorful, more intuitive this is what emerges when comparing the previous

website to that line for several days. Find information on attractions and events, find practical details or reserve tickets has never been easier.

Prepare your trip to the Futuroscope has never been so fast and to celebrate its 25th anniversary on the Futuroscope has prepared lots of surprises to discover now on *www.futuroscope.com*.



Zoom

About the Futuroscope

Futuroscope Park (Department of the Vienne, near Poitiers), the second theme park in France, annually hosts 1.8 million visitors. It owes its success largely to a unique position in the leisure market, responding to a dual mission fun and educational.

The renewal of content with an offer ever more interactive and sensory («Arthur, the 4D Adventure» best attraction in the world in 2011, «The Little Prince», «Eyes Wide Shut, Paths in the black», …) has allowed the Park to host since it opened 25 years ago, more than 40 million visitors. More than 30 experiences await visitors to an unforgettable stay with family or friends.

MEDION

MEDION[®]

Our partner MEDION was present on the village partner at this twelfth edition to show the public its product line. MEDION is now one of Europe's leading manufacturers of digital entertainment products. The MEDION business model, proven over 25 years nationally and internationally, is

designed to offer the consumer, together with partners in trade, product trends and innovative consumer electronics to high-end features, attractive design, the cutting edge of technology, optimum quality and excellent value / price and to set them early at the disposal of a large clientele

A quality range of products

The MEDION products range includes all the large public electronics. Whether for desktop computers, laptops, LCD or LED TVs, DVD recorders, MP3 players, navigation systems or mobile phone tariff own: with MEDION, the partner benefits from a single source of electronics supply, most comprehensive trade and a quality / best price possible. MEDION offers many more services, particularly in the areas of telecommunications (mobile MEDION), downloads and online services such as its photo service. In addition to manufacturing innovative multimedia products with attractive design and development of new offerings for consumers, others MEDION significant advantages are its own IT structure very efficient, its highly competent logistics and customer service specialist



For more information see: www.medion.com/fr/

MEDION Contest

With the announcement of Starcraft 2 MEDION Trophy a few weeks ago, the manufacturer MEDION had decided to reward the fans for their enthusiasm and their loyalty with the new edition of the Trophy Starcraft 2 Gamers Assembly.

Therefore MEDION had organized an online contest where participants were very likely to subscribe. The players have tried to win: a 17 LCD MEDION Akoya, a notebook MEDION ERAZER 17 and two helmets MEDION ERAZER for a total value of more than 1000 euros.

Mousesports famous team challenges players and visitors

On the occasion of the Gamers Assembly, MEDION has allowed all players and visitors who wished to participate in duels against Starcraft 2 players of the professional team in Germany «Mousesports». «Mousesports» was formed in 2002 in Berlin,



Germany, starting with a Counter-Strike team. The team started participating in modest tournaments, and their successive victories allowed them gradually to access renowned international tournaments.

In 2006, when teams of the G7 (group of seven largest worldwide teams) were created, naturally Mousesports has been among the founders, combining at this time the largest European sections on Counter-Strike, Warcraft III,

Quake 4 and Unreal Tournament.

On the occasion of the challenge to the public, they were many to come to defy the three very talented players of the Mousesports team and prove that they knew how to manipulate the mouse and to express the «skill». The team was present at the Gamers Assembly MEDION on the stand all day Monday, April 9 and the players and visitors were able to try to win a lot of beautiful MEDION brand gifts.

NVIDIA



Our partner NVIDIA, the world leader in visual computing and the inventor of the graphics processor (GPU) was present in the partner village. He offered to everyone, visitors and gamers to try games in three dimensions via a system of 3D glasses. NVIDIA has also proposed various tournaments to participants on the stand to win lots of prizes, including two Asus Geforce GTX 680 and a Full PC. Not to mention the big news, the new mighty GeForce GTX 680 was introduced by NVIDIA during the opening ceremony.





MSI





For this 13th edition, MSI famous worldwide manufacturer of high tech materials, chose to support the greatest French video game competition, the Gamers Assembly. MSI currently operates in over 120 countries, has already sold over 150 million motherboards and graphics cards 100 million and won over 8000 awards. In addition of being present with the Trophy MSI / Nvidia, MSI had a partner stand in the village, allowing visitors to play and test the game League of Legends.

Competitions and 3vs3 matches have been proposed and many graphics cards, motherboards, and other goodies can be won. It was also an opportunity to discover the new range of branded products, including the exclusive card MSI GD55-Z77, and laptops GT780, GT783 and GT70, the newest computers Gamers coming from the manufacturer.

http://fr.msi.com/

PNY



PNY, the manufacturer of storage devices, RAM, latest gene-

ration high performance graphics cards was a partner in the 2012 edition of the Gamers Assembly providing material endowments to the most talented players. PNY has allowed players of Call of Duty Modern Warfare 3 Tournament to win Professional SSD hard drives 120GB SATAII 6GB/s and memory kits (RAM) 8GB 1600MHz XLR8.

Now they can upgrade their computer by multiplying its speed of execution, even in the heavier tasks, with the latest innovations in data storage and RAM.

http://www3.pny.com

Mad Catz et Cyborg



The manufacturer of computer peripherals Mad Catz for gamers and its hard-core gaming specialized brand Cyborg were partners in the Gamers Assembly and offered last generation devices for players or participants.

Mad Catz products and Cyborg were designed with the main objective of significantly improving the experience and comfort of regular players to enable them to live their passion for gaming. Counter Strike Source players were able to disco-

ver the latest Cyborg products with mouse and headphones.

http://www.cyborggaming.com/fr/

http://www.madcatz.com/

Poitiers



The city of Poitiers brings every years great support to the Gamers Assembly. Poitiers is the regional capital, university town. The city bears the mark of its rich history

and is also recognized as a dynamic and enjoyable city. The city of Poitiers combines human scale and high level services.

Whether its education, culture, recreation, heritage or environment, Poitiers offers a high quality of life.

http://www.poitiers.fr/

Riot Games



Riot Games is a publisher and developer of high quality online video games. The main mission of the American studio is to gather as many players as they can find in the world! Founded in 2006, the company launched its first game in

2009, and League of Legends is the beginning of a very successful history since we are now over 11 million players online every month.

This year, Riot Games is providing technical support to the Gamers Assembly, one of the largest European event in the field of video game competition. Note the presence during the weekend of the Gamers Assembly of Quentin «KAEP» Chappet, Community Manager France of the game, especially coming from Ireland to meet the fans of the game; dedicated gaming servers were also deployed at the tournament to ensure the best playing conditions for participants.

The city of Saint Benoit



The City of Saint Benoît supports the Gamers Assembly since its very first step, and it was this city who welcomes Futurolan Association, organizer of the event. Located in the department of Vienne (Poitou-Charentes), Saint Benoît is part of the Urban Community of Greater Poitiers. The City of Saint Benoît has a very protected natural heritage, where everyone can come and stroll along its shores and its waterways to discover a remarkable flora and trees, and a rich fauna. The City also has a rich and varied architectural heritage, with a beautiful Romanesque church, an abbey dating from the 7th century, and many other monuments to

discover. The city of Saint Benoît also hosts another event held annually on All Saints by the association Futurolan : the GAlloween. http://www.ville-saint-benoit.fr/

Roccat



The mark Roccat, which becomes famous since its creation in 2007 by creating ring roads for player in the uncluttered design and facili-

tating the handling, decided to support Gamers Assembly on 2012 by offering to the players of numerous prizes among its products specially conceived for the high-level gaming. Roccat has offered to the players: keyboards ROCCAT Arvo, mice, helmets ROCCAT Kulo as well as mouse pads ROCCAT Taito Kingsize 3MM.

http://www.roccat.org/

Zalman and Bacatà improves the reliability and the life expectancy of your computers



The company Bacatá European importer of components computing, ring roads and multimedia accessories for the general public as well as the Zalman Developer of pro-

ducts for DESKTOP PC are partner of the Gamers Assembly 2012.

They offered to the players of the subsidies to allow them to improve the cooling and the performances of their computers.



Thanks to the subsidies of these two partners, your computer will win in reliability and in duration and life, protect your components of any risk of overheating or degradation by using a case and cooling systems specially studied for the demanding users.

He(It) you we make gain(win): cases HTPC HD135S, hard disks SSD 60 GB, radiators CNPS10XFLEX as well as ventilators ZMSF3



http://www.bacata.net/

http://www.zalman.com

Buy Key



BuyKey society, which sells licenses for video games on the internet and partner Gamers Assembly has offered players discount coupons 10%, 20%, 30%, etc.. valid in its online store with a total value of $\in 3000$.

In addition to coupons BuyKey also offered to players of Norton Antivirus for a value of € 2000 to allow players to browse, download and play safely. With BuyKey you can buy the latest games lately you've always wanted to own but you have not yet acquired.

The team sponsored Girls Buykey BuyKey was present at the Gamers Assem-2012 where they finished 4th in the Amateur Tournament.



Buykey Girls in competition

http://www.buykey.fr/

Ask your questions with Balloon



Balloon is a company that offers innovative solutions to improve the links between the conference speakers or event organizers and the audience or the public present on site. With Balloon any person holding a

cell phone, computer or tablet can ask relevant questions and get answers immediately. Gamers and visitors were able for the duration of the event to ask their question and reply to surveys posed on the website votrequestion.

Educate yourself with the CNAM

Ecole nationale du jeu et des médias interactifs numériques

ported the Gamers Assembly, including conference attendance of students at the National School of Games and Interactive Digital Media (ENJMIN). They were able to give advices and experience feedbacks on the different steps to create a video game.

The ENJMIN, situated in Angouleme, is a public institution of higher education and research, created under the status of «Institute of the National Conservatory of Arts and Crafts.» This property offers several training and retraining: A Master Game and Interactive Media, a specialized Masters Interactive Digital Experiences, training, inter and intra company and validations acquired.

The CNAM was also a partner of the tournament League of Legends with the provision of a fleet of 40 PC for the finals of the competition.

The CNAM is a high education institution dedicated to training throughout life. It gives those who want the tools to leran, at any time of their lives on site and CNAM, in their actual jobs or remotely.

And this year the Conservatory of Arts and Crafts has sup-



ENJMIN students during the conference on the creation of the video games

http://www.cnam.fr/

FSP



FSP Group is a manufacturer of computer and electronic power supplies. The company, based in Taiwan, was founded

in 1993, its capital is 62 million U.S. dollars. It has received ISO 14001 and ISO 9001. In France, FSP Group sells power supplies for computers under the brand name: Fortron.

This is one of the key brands in power ranges, offering global range from ATX to Flex ATX. Currently, FSP Group is the third largest power supplier in the world! FSP was a partner of Gamers Asssembly 2012 and offered participants what it takes for an upgrade of the main components of their computer with high-end power supplies. Players and Team Fortress 2 Trackmania were able to win Aurum Hexa power supplies, and UPS.

http://www.fsp-group.com/

Conference on the violence and the video games



Eric Leguay, digital media consultant and Vanessa Lalo, a clinical psychologist were both present at the Gamers Assembly 2012, and spoke on the theme of risk attributed to video games, and crossed a France / China perspective around video games. The first conference dealt with the question of humor of the danger of video games, so the public could see the various contradictions and shortcuts that «demagogeek» do not hesitate to pronounce on the theme. Several French "celebrities" have been targeted by Eric Leguay: Jacques Cheminade, Eric Raoult, Nadine Morano, Alain Delon or Laure Manaudou.

TECHNICAL PARTNERS

VeryGames



A major event such as the Gamers Assembly could not take place without technical partners. For the fourth consecutive year, VeryGames, technical partner of the Gamers Assembly, could provide all its experience and expertise to the competition to

takes place in the best technical conditions. During these three days, players were able to compete on their servers fitted for competition: the PRO XtreM DediGames. VeryGames specializes in network games, hosting and outsourcing services for individuals and professionals. VeryGames has attracted a demanding and knowledgeable public. It is now the European leader for web hosting with more than 10000 servers in Europe.

http://www.verygames.net/ http://www.verygames.net/



LDLC



The online retailer LDLC, specialized in selling computer components for every kind of

customers, was a partner in this new 13th edition of the Gamers Assembly.

As a technical partner, LDLC has provided all the powerful 30 computers used on the main scene of the amphitheater, arena of the strongest moments like the opening ceremony and the



finals of major tournaments. Logistics partner, LDLC also arranged for delivery of various technical equipment, necessary for the successful completion of the event. Beyond its technical support, LDLC was also present in full force within the village, its dedicated webTV, and his

«team» of professional gamers, the "LDLC Team».

http://www.ldlc.com/

HP and Saclak Network



This year still we were able to count on our partners Saclak Network

and HP to supply us, respectively, an Internet connection very broadband and a heart of successful network. Saclak Network, local operator of networks and service provider of electronic communications in Poitou-Charentes, is the official operator of the Gamers Assembly.

Saclak Network supplied very Broadband necessary for the connection of the demonstration to the Internet world network with not less than 200 Mb / symmetric.

Http://www.saclak.net/



And HP company of IT technology, supplied the infrastructure and the professional solutions which go portable ring roads up to the waiter of company among the most powerful of the world.

Thanks to HP Gamers-Assembly was able to benefit from a heart of network of the demonstration(appearance): the HP E5412 zl, so allowing to connect all the tables players in gigabit.

Http://www8.hp.com

MEDIAS PARTNERS

Gamers Assembly in honor on France 3Poitou-Charentes TV channel



This year, France 3 Poitou-Charentes has again offered full coverage of the event. Several reports have been broadcast on the channel before, during and after the Gamers Assembly, with an interview of the main players in the organization, player introductions, and a focus on the entire installation and technical logistics of the events. For the 4th consecutive year, France 3 Poitou-Charentes has also broadcast the finals live on its Dailymotion platform.

Through this platform, reporters from France 3 Limousin Poitou-Charentes have achieved and present to the public interviews and exclusive reports live from the Gamers Assembly 2012. The journalist and presenter Regis Mazabraud, a devotee of the Gamers, reported on the atmosphere in the halls and corridors. He was able to present teams present, and even papygeeks of the Seniors Trophy!

France 3 has also established a contributory blog http://gamers2012.tumblr.com/ where users can find videos, photos and all the news of the event.

http://poitou-charentes.france3.fr/gamers-assembly

Game One

CAME ONE®

Game one is the TV Channel for «digital generations», the first thematic channel 15-24 years old in France. Belonging to the MTV Network, it is broadcast in France within 9.5 million homes, exclusively on cable, satellite, ADSL and mobile. On the occasion

of the Gamers Assembly, six daily announcements were showed on the week preceding the event. A TV crew was also on site to cover the whole event. A report could then be distributed in the newspaper shortly after the event, presented by the star presenter, Julien Tellouck. GAME ONE channel has also used the event to shoot images in a new report focused on the French gaming.

This documentary, beyond the Gamers Assembly, concentrated his attention on the international esport, far from the stereotypes that we know, with a shoot in South Korea. Strypsteen «Adelscott» Benedict, played professional team Millenium was filmed by a camera crew especially brought onsite for Game One. Right after the Gamers Assembly, the report continued at the heart of Seoul in South Korea, still with Adelscott with all expenses paid for a period of one week in this emblematic country of esport. A full report has been made and broadcast on the world of eSports .

Gamers Assembly on the air



NRJ extended its global partnership with the Gamers Assembly proposing a communication campaign of national scope that started April 11. Indeed, it is not less than 1,000 spots of the Gamers Assembly advertisements that were broadcast on local stations of the Grand West but also national!

The national campaign began with daily announcements on local radio NRJ great western Brest, Rennes, Nantes, Saint Nazaire, La Baule, Angers, Tours, Orleans, Niort, Bordeaux, Toulouse and on the national station. NRJ is the assurance of optimum visibility with over 6 million listeners every weekday and a core target of 15 to 35 years in line with the hearing of the Gamers Assembly.

MEDIAS PARTNERS

Canard PC

CANARD PC

Canard PC, bimonthly launched in 2003 (published the 1st and 15th of each month), offers tests and exclusives on all the latest video games in development by adding a touch of sarcastic humor. Canard PC Hardware in 2009 was born by detaching itself from the original magazine and offers testing of all new material for computer peripherals player. Anything that can attract a player to make his new war machine last generation is sifted and tested in every way imaginable. After announcing the event in

its pages, a team of Canard PC was present all along the event and could report for this weekend of competition on a double page in its release of May. Thanks to our partner Canard PC, visitors and players were also able to discover the hardware and video games from a different perspective, as 40 subscriptions were offered during the event.

Zoom

Focus on ... fast expend of streaming

The development and proliferation of channels through different internet platforms such as Dailymotion, Twitch.tv or Own3d.tv allowed the emergence of streaming. The purpose is streaming online broadcast of images and streaming content.

Then, tournaments, matches or other events can be broadcasted live to the delight of spectators. Millennium, Team-aAa, or EsportsFrance.com are French media dedicated to the news of e-sports. They can aggregate several hundred channels of streaming video. These flows then attract an average of 50000 simultaneous viewers each night, and can collect up to 250 000 online viewers during major international competitions. Recently the famous platform Dailymotion GameCred and social network dedicated to video games have joined and created a community portal dedicated to streaming that allows the watch of e-sports competitions.

But the big news is the fact that Internet users can now create their own broadcast channel and create and distribute their own programs by commenting or relaying their images «in game».



The French Masters of video game



Mastersjeuvideo.org

Circuit of French Masters Video Game, is above all the most important competition of eSports in France, it takes place over several dozen steps approved throughout

the hexagon. The national ranking of the circuit evolves over a sports season, from October to June, depending on performance of individual players and teams of five or six members. At the end of the season the best players of each game will qualify for the national finals and compete - among others - for the title of champion of France of video games.

Like every year, the 2011-2012 season was marked by several major events that have established themselves by their quality and reached national or even international. They were held in all corners of the hexagon and have grouped together several thousand players. The highlight of the season, the Gamers Assembly proposed a 6-sanctioned tournaments «Masters Series», the highest level of certification that exist on the circuit: Counter-Strike: Source, League of Legends Starcraft 2: Wings of Liberty Team Fortress 2, Call of Duty 4 and Trackmania Nations. The stage of the Gamers Assembly was essential for players to achieve to qualify for the final post-season, and thus win the championship of France!

http://www.mastersjeuvideo.org/

Esports Media Partners

Many partners were media eSports of course mobilized on site, with over 100 press accreditations, TV, radio, print, web TV, Internet radio, and influential bloggers! Millennium, Team-aAa, EsportsFrance, Hi-ScoreTV, Vakarm, Obsidia.fr, etc. ...

So many media have allowed the live tournaments to be really live, with news and events and therefore allowed to absent fans during this weekend to enjoy also the show.

EXHIBITORS PARTNERS

The quality village by LDLC:

LDLC



Major participant in the sale of computer hardware and

multimedia on the Internet and in stores, LDLC specializes in products for integration in devices such as multimedia. As stated above, LDLC was strongly present with this all-star brand village, gathering some of the largest manufacturers and accessories manufacturers dedicated to gamers.

Thus, visitors and the players were invited to discover the latest hardware and software of leading manufacturers of equipment and accessories for gamers: Asus, MSI, NVIDIA, Antec, Cooler Master, CMStorm, so many brands that have managed to bring original content and fun for all ages. A LDLC shop was also available to buy all of the products offered in the village of LDLC Brands.

http://www.ldlc.com/

Cooler Master CM Storm over boost the performance of your PC

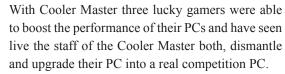


Gamers Assembly welcomed in the partners village two major brands of Gaming : Cooler Master and CM Storm.

Cooler Master Company which develops solutions for heat dissipation for professionals and individuals is a

partner of the 2012 edition of the Gamers Assembly and provided players with many prizes to reward their performance. Cooler Master, it is a range of innovative products constantly updated with the technological advances of the time by producing cooling systems such as radiators, chassis, enclosures, waterblock, telecommunications equipment, etc So many products essential to ensure players safety and comfort on a daily basis when they indulge in their passion. Cooler Master's brand dedicated to gaming,

CM Storm, offered players the following lots of helmets 5.1 CM Storm Sirus, mice CM Storm Inferno, the CM Storm Enforcer boxes and a box Cooler Master Cosmo 2.







ASUS launches for the first time its PIT STOP at Gamers Assembly



The greatest fear of a Gamer is to see his computer crashed during the competition, and that is why they need a PC with high performance and reliability.

But we are still not immune to failure or a technical problem. That is why for the first time in France, Asus opened his PIT STOP at Gamers Assembly.

Players were able to find on the stand a technical team of LDLC.com technicians always ready to advise and find a solution quickly and efficiently in case of trouble. Asus components of last generation were also made available in partnership with Intel.«As a successful and innovative brand, we had to find ways to be closer to gamers and accompany them on big events. We wish to make a real difference to the players and tell them they can count on us when problems arise. The initiative goes in this direction and is open to all players whether they are users of ASUS products or not. «Karim Ouahioune, ASUS Gaming Manager.

Note, a special operation completely original with the organization of a special evening Pizza Event: in fact, Asus offered for a whole evening to players to register on its dedicated website Asus «Republic of Gamers», to get a voucher that allows them to get free slices of pizza and ASUS colored energy drinks! Innovative concept that of course had a great success, causing several traffic jams in the village of LDLC brands!

http://fr.asus.com/

Antec



O u r partner Antec, reference in the

manufacture of power supplies for over 25 years, was present at the Gamers Assembly to present its range of gaming products.

On the Antec stand, visitors were able to challenge the girls team sponsored by Antec LDLC on Starcraft 2. The famous commentator Starcraft 2 «Anoss» commented the matches live on the Antec booth via WebTV of the Team-LDLC. com. Many gifts were brought into play through various contests: T-shirts, various accessories such as H2o 920 Watercooling Fans and many goodies.

http://www.antec.fr

EXHIBITORS PARTNERS

FNAC space



Self-service for the public FNAC area allowed players to experience all the new game consoles last generation: Microsoft Xbox 360 accessory Kinect, Nintendo Wii, and Nintendo 3DS. People could participate in challenges to win many gifts with the dedicated team of animators. An afternoon of entertainment was proposed a few days before the event in Poitiers FNAC Forum Area, in the commercial

center of the Cordeliers, allowing the public to qualify for the challenge Mario Kart Wii Gamers Assembly 2012.

http://www.fnac.com/







Entertainment every public association with Spirit-Lan

The association Spirit-LAN specializes in organizing events and video games entertainment. With its experience, the Spirit-LAN regularly puts its expertise available to provide demonstrations of initiations, exhibitions and forums on prevention benefits and harms of video games and the Internet.

During the Gamers Assembly, the association proposed actual music games: Guitar Hero, DJ Hero, Dance Dance Revolution, board games with hyper realistic racing bucket seats, consoles and games for younger with their partner VTECH.

http://www.spirit-lan.com/

Red Bull gives wings to the GA



This year, Red Bull was responsible for giving wings to all participants of the Gamers Assembly entertaining them with an outdoor 4x4 vehicule equipped with a high-powered

sound system, a giant screen broadcasting videos of the brand and a Playstation allowing players to play.

Red Bull also outfitted the VIP area and staff area with furniture for relaxation and fridges filled with the sacred drink. Finally, the hostesses in the colors of the brand pleased us with a distribution of Red Bull cans at will for all visitors.

http://www.redbull.fr

EXIA



ÉCOLE SUPÉRIEURE D'INFORMATIQUE

Exia, the school academy of computer science, 50 years experience, part of the group Cesi, was present at

the Gamers Assembly and suggested many events throughout the long 3 days weekend spent in the heart of the French temple of gaming.

Exia aims for excellence for all students offering them a promising future in the sector of new information technology and communication. Visitors with a passion for computer science could learn more about the course proposed by Exia, thanks to the students on the stand at the Gamers Assembly.

http://www.exia.cesi.fr/

EXHIBITORS PARTNERS

MIAB AMIB: Leave your message



message in a bottle

In all different activities of the Gamers Assembly, the public had the opportunity to make

discoveries and experiment with new products of all kinds.

The stand A Message In a Bottle (MIAB), fits into this logic of experimentation since the public could make a small video clip of 80 seconds or less and try to be as well seen by all participants of the weekend! A simple principle, but which opens up many possibilities. For example sent a MIAB to a friend who could not come to the event, give a snapshot feel, and at the same time, share with everyone...

Find a selection of these original messages on the website of our partner http://www.miab.fr/

Enermax



«Enermax Technology Corporation» was founded in 1990 by a group of young professionals that has established itself through a willingness and enthusiasm, combined with specialist knowledge of

the market for new technologies. Can be counted among the main products carefully designed by the brand, simple and industrial enclosures, power supplies, server towers, CPU fans, mobile racks and other peripherals Enermax whose unique design comes from a high performance production line.

Like every year, Enermax has supported the Gamers Assembly for the thirteenth

edition by providing grants to players and hardware by offering a contest open to all on its stand located in the village partners. Visitors and players were able to discover the many Enermax products and try to walk away with one of them. Among the prizes offered, could be found accessories (adapter for Notebook, fans, audio accessories) and high performance power supplies.

http://www.enermax.fr/



Gigabyte



GIGABYTE[™]

The pioneer and leader in innovations for Gigabyte motherboards was

present at the Gamers Assembly to present to the public its new line of products.

Visitors could see a demonstration of CPU overclocking, cooled with liquid nitrogen. The goal of overclocking is to increase the processor frequency that governs the calculation speed of the machine. It is thus possible to «boost» the power of the hardware. PCs were also available on the stand to allow visitors to test the game Shift 2, Street Fighter IV and The Witcher 2. Finally, Gigabyte hardware was also offered on the Call of Duty 4 tournament.

http://www.gigabyte.fr/

EXHIBITORS

Gamers tested Ghost Recon Online:



During the 13th edition, Ubisoft presented a preview of the new generation of Free Multiplayer shooters: Ghost Recon Online. Players were able to test the alpha version of the game on Sony

VAIO PC and play as a member of the Ghost elite unit using weapons and latest technology to fight their enemies on the battlefield. Ghost Recon Online offers a gaming experience on PC of high quality while providing access to basic content for free. An open Ghost Recon tournament was proposed, and the winners have won multiple gifts given by the animators of Frequence3.

Customize your clothing with OUIKOS



Ouikos the clothing brand, specializing in e-sports, meets the demand of players who want to customize a garment with the colors of their team. Ouikos offers quality textiles, with an impeccable and original graphic quality of the models. Ouikos continues to grow and work on new E-sport products always best suited for the players always asking for improvments.

A stand Ouikos was present at the event and players were able to force their luck in a competition organized by Ouikos to win T-shirts in the

colors of the collectors Gamers Assembly 2012. The T-shirt specially designed for this year's event was also available for sale on the Ouikos website and on the stand during the three days of the Gamers Assembly



For more information see: http://www.ouikoscom/

SteelSeries and CDiscount



SteelsSeries, one of the leading manufacturers of peripherals and accessories for players including headsets, keyboards, mice, software and sliding surfaces was present in the stands, in partnership with CDiscount. This stand offered every products on sale during the event. It was possible for visitors to test the products specially designed for Gamers.

And additional surprise, a ShootMania duel tournament was also organized on the booth. "Joust mode" 1vs1 was in fact being demonstrated on the stand Steelseries / CDiscount and publicly accessible. Steelseries and CDiscount have also proposed an Op3n Joust tournament on Shoot-Mania which took place throughout the weekend and during which players were able to duel the legendary player «Harts».

http://www.steelseries.fr/ http://www.cdiscount.com/

Askew



Askew is a registered brand coming from cyberculture, and specializes in making clothes for Gamers. Various textile products and accessories can be worn by all (and stamped Gamers) were present on the stand of the Gamers Assembly. More than just a brand, Askew has a mindset, designed by players for players.

http://www.askew-wear.com/

























































CANARD PC













Key figures

30

Press articles

15

Radio announcements

50

bulletin board 4x3

350

Number of posters put in all Poitiers agglomeration

3000

Number of programs Distributed 100

Several hundreds of articles referenced on Web

50

Decaux advertising face

5000

Number of Flyers distributed

60

Kakemonos displayed all around the event site

72

72 hours of live on France 3 web site 1000

Spot on National and Local NRJ stations



Communication material

Many communication media were broadcast to increase the visibility of the event. Deploying a visual display of very dense urban agglomeration, with a network «MUPI-Senior» of 50 large format panels 320 cm x 240 cm and 50 «lollipops» bus shelter located on the 12 suburban districts of Poitiers representing nearly 130 000 inhabitants!

Over 250 A2 size posters were distributed throughout the city of Poitiers, on shop windows or public frequented places. «Street-Marketing»: Flyers around 5000 and 3000 programs of the event were distributed in the upstream part of the event through the streets of Poitiers, and throughout the weekend at the Palais des Congrès.

Posters were equally distributed inside the Palais des Congrès: tarpaulins, vertical banners, hanging banners of any size and many A2 size posters or pacifiers 120 x 176 cm were made to dress the convention center, thus ensuring visibility to all our partners. The logos of all our partners were also represented on the various walls kakemonos sponsors located throughout the convention center in strategic locations, always for the sake of visibility. Privilege of our key partners, each player will receive a tshirt of the event at the colors of the General Council of Vienne and Futuroscope.

Buying space

To reach a wider audience, visuals announcing the Gamers Assembly were inserted in many media:

- Insert a half-page was inserted in the pages of our partner Canard PC in March 2012 with an audience of more than 24 000 copies nationally.
- The essential weekly «7 in Poitiers» of 3 April 2012, the event displayed in the first and last cover, published 50 000 copies around the city of Poitiers.
- The monthly «technopolis», broadcast on the technology park of Futuroscope, announced the event in its editions in March and April 2012, published 10 000 copies of the entire area in Poitiers and Jaunay-Clan.



LANpin de Pâques
La chasse aux ceufs,
pour le week-end de
Pâques, c'est ringard.

De toute façon, avec le réchauffement climatique, à
9 h 30 le matin tout aura déjà
fondu, alors que vous serez encore en train de faire la grasse
matinée. Tandis que vous serez encore en train de faire la grasse
matinée. Tandis que vous serez de
lez trainer vos guétres du côté
de Potitiers, et plus précisément
du Futuroscope, entre le 7 et le
9 avril, vous tomberez sur pas
loin de 900 joueurs qui s'en
donneront à cœur joie à l'occasoin de la Gamera Assembly,
et un bon gros paquet d'exposante qui vous feront profiter des nouveautés 2012.
Dans une ambiance conviviale de sandouiches frites,
au son des ventilateurs et des
TAÄLLICE; qa défouraillera
sur Call of Duty (Modern Warfare 1 et 3), Team Fortress 2,
Counter-Strike Source, League
et Legends, Starvarů 2. Et ça
fera de vilains exoès de vitesse
sur tous les TrackManisa du
monde connus. Et puis surtout, les joueurs pourront tester en exclusivité galactique
ShooilMania Storm. En ousis.
Le programme complet sur

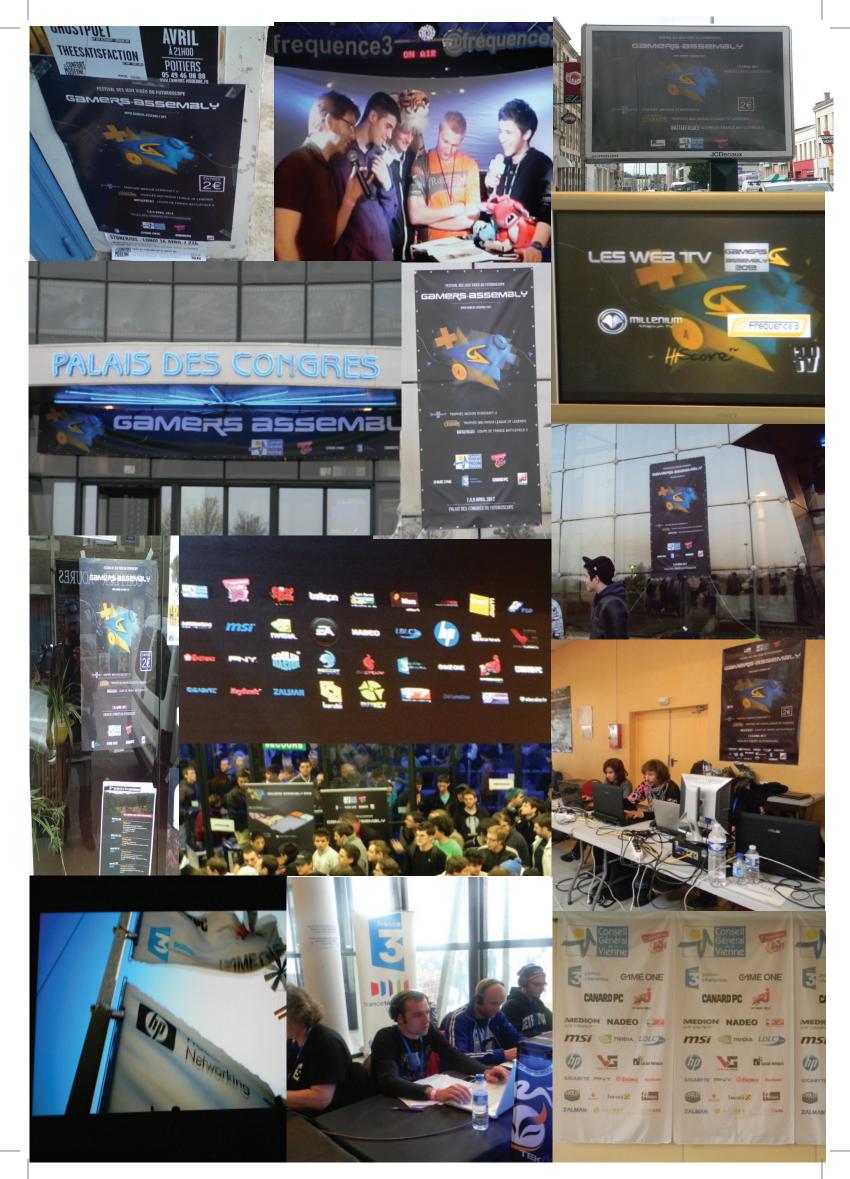




Web Supports

Concerning web media, Gamers Assembly had its own relay communication with the official website of the Gamers Assembly, and social networks Facebook, Twitter and Dailymotion.

Many of our partners also relayed information via their own sites or Facebook pages: the General Council of Vienne, Futuroscope, Medion, MSI, Nvidia, Electronic Arts, NADEO and many others.



Media coverage

Television





TV: 4 major TV stations in France broadcasting the images of the Gamers Assembly, Poitou-Charentes in regional television, Canal+, LCI and GameOne for national chains. Numbers of reports have been made locally.

CANAL+ CAME ONE

Radio



The event was also widely covered by many WebTV and WebRadio ensuring the onsite direct live. This coverage was available during the three days of the Gamers Assembly 2012 with echoes even during the days and weeks that followed.





The team from France 3 was present at the Gamers Assembly and provided a live event throughout the weekend with also many reports broadcast on both Dailymotion and on the website France3 Poitou-Charentes. A special Gamers Assembly channel (hub) assured the media coverage of the event live on the website of our partner Dailymotion gathering and merging all the images of all our media partners as France3 Poitou-Charentes, MilleniumTV, HiscoreTV and many others www.dailymotion.com/hub/Gamers-Assembly-2012

Press

The national press has widely expose the Gamers Assembly 2012. Among the media covering the event please note our partner Canard PC, a Gamers Assembly's partner, who right after announcing the event before it occurred, did a report of a double page, as well as the magazine specializing in gaming events Joystick Video Magazine that also has published a double page story on the event.

Regarding the Regional Daily Press, CentrePress, LaNouvelleRépublique, Info Eco or «En deux mots Poitou-Charentes» were the main headlines relaying the news of the Gamers Assembly 2012



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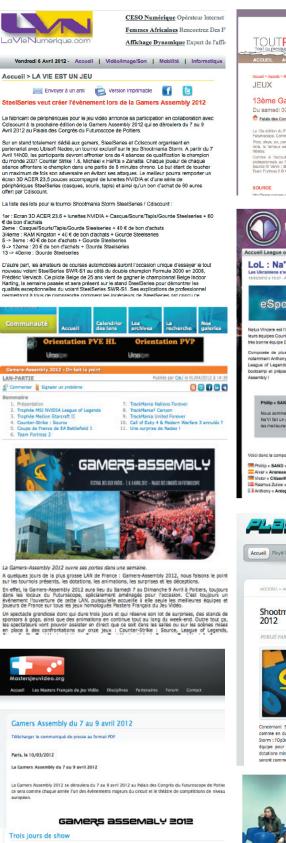


www.dailymotion.com/hub/Gamers-Assembly-2012

Other Web benefits

Gamers Assembly 2012 has benefited from excellent visibility, especially on the web where our partners, players, bloggers or journalists have been very active. Measured Web benefits were exceptional for this 13th edition, including hearings with sites of France Television, Jeux Video.com, ITR News, the French Agency for Video Game (AFJV) LaVieNumérique.com, ToutPoitiers and specialized sites on eSports as Millenium, EsportsFrance, Team-aAa, Actulan, Obsidia.fr and many others.













La Gamers assembly vous Remercie de voirre confiance

WWW.Gamers-assembly.netr



