

Mediatonic at Developer Conference

Creative director Paul Croft to talk on convergence in the online space

10th July 2009

Mediatonic, the London-based social gaming specialist, is confirmed to talk at this year's Develop conference, taking place next week. Titled 'Practical Applications of Online Convergence', and forming part of the conference's Develop Evolve track, the talk will see Mediatonic's creative director Paul Croft outlining how the company's work has produced valuable creative and business insights for working within the most dynamic mediums the games industry has ever seen.

Paul Croft will be presenting with a sizeable repository of data drawn from Mediatonic's three years working with high-profile entertainment and technology clients. Using a variety of platforms from traditional browser-based Flash to social networks such as Facebook, Mediatonic has developed a reputation for delivering high quality and compact gaming content, as well as refining a workflow and development methodology to streamline the entire process from initial concept to final delivery. With the young London-based company also branching out into 'after hours' projects and developing its own gaming IPs on digital platforms such as iPhone, the talk is set to impart considerable wisdom for anyone looking to embrace the potential of online convergence.

Paul Croft's session takes place at the Develop Conference's Evolve day on the 14th July, starting at 4:15pm.

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About Mediatonic

Mediatonic was formed in 2005 to produce high-quality browser-based social gaming solutions for clients predominately within the entertainment industries. Based in the west end of London, England, Mediatonic's team of 20 is dedicated to creating the best games they can, packing each release with passion, love and the utmost attention to detail. For more information, visit: <http://www.mediatonic.co.uk/>