

Mediatonic On The Beach

Creative Director Paul Croft Representing Mediatonic at Flash On The Beach 2009

22nd September 2009

Mediatonic's Paul Croft will be taking to the beach [this afternoon] to give a talk on Flash game design. Paul will be speaking as part of Flash on the Beach 2009's Elevator Pitch session, where 20 key figures from the Flash community speak for just three minutes apiece on a huge range of related topics.

Paul's talk, titled Epic Flash Games – Connecting to new players and platforms, will draw upon his work as Mediatonic's creative director to provide insights into how new types of consumer can be engaged and how new hardware platforms, and the increased connectivity they provide, can be integrated into Flash game design to provide deeper experiences unique to the Flash format.

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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 www.mediatonic.co.uk