

# **ASSEMBLY**

## **SUMMER 2008**

Press release 28-Jul-2008

### **ASSEMBLY SUMMER 2008 IS FULL OF DIGICULTURE AND GAMING**

**ASSEMBLY Summer 2008 starts at Hartwall Areena, Helsinki, Finland on Thursday July 31<sup>st</sup> and goes on 24h/day until Sunday August 4<sup>th</sup>. The 17<sup>th</sup> event is practically sold out and over 5.500 young computer enthusiasts are expected to participate from all over the world. During the long weekend the participants will compete for over 80.000 USD worth of prizes in various media and gaming competitions. The event is full of program such as seminars, concerts, robot wars and stunning computer demos!**

ASSEMBLY Summer is one of the biggest computer & media art festivals in the world. Now for the 17<sup>th</sup> time ASSEMBLY gathers young computer wizkids to Helsinki to compete against each other and to meet like-minded hobbyists, who are interested in using computers for creative purposes. A key aspect of the event is to have fun: play games, watch stunning computer demos, enjoy live concerts and check out the latest gadgets. The event goes on for 24 hours a day from Thursday to Sunday. Total prize pool for all competitions is over 80.000 USD (50.000 Euros).

The professional gaming competitions will sort out the championships of Finnish Gaming League (**Peliliiga**). The winners of four gaming competitions will represent Finland in the **World Cyber Games** (WCG) finales in Germany later this year, where participants from over 70 countries will be competing for prize pool of hundreds of thousands of dollars. Gaming is developing more into a professional sport in Finland and ASSEMBLY together with Peliliiga is supporting this nationally.

The concerts in ASSEMBLY this year are full of wonderful artists. British **Pixelh8** is one of the best known chip tune -musicians in the world and his music is born by programming old computers like ZX Spectrum and Commodore 64. **Der Tante Renate** is a German musician playing electronic music adding his personal indie style into it, creating energetic tunes with his instruments. Both artists are performing first time in Finland, in ASSEMBLY. The third band is Finnish **Desert Planet**, throwing a stunning bitpop concert in the event.

The long weekend is not without hardware hacking. Swedish **Markus 'Kinc' Hultin** and Finnish **Petri 'SF3D' Korhonen** will try to break once again computer overclocking record at ASUS' stand. The idea is to get the last drops of speed out of the ordinary home PCs by raising internal clock speeds and cooling the components – in ASSEMBLY it is done in extreme style with liquid nitrogen. Last year the record was broken, will the team be able to do it again and present the world's fastest "home PC" to the public?

The ARTtech seminars have a great line up of over 20 presentations, including Microsoft's **Paul Foster** speaking about robotics, director **Marko Mäkilaakso** presenting the upcoming Stone's War movie and Star Wreck team including **Timo Vuorensola** telling about the movie Iron Sky. Other seminar sessions cover various aspects of game development and changes seen in the gaming industry in the next few years.

AssemblyTV is a TV channel broadcasting highlights of ASSEMBLY, given in-depth background information about the event itself. The programming includes all competitions shown live along with demos, music, interviews and festival feelings from the venue. AssemblyTV will also take the cameras behind the scenes and tells what the 200 volunteer workers do in order to make ASSEMBLY Summer 2008 happen. AssemblyTV will be broadcasted over the national cable network reaching over 2.000.000 viewers and as an internet stream for international audience.

## More information about ASSEMBLY Summer 2008:

ASSEMBLY Summer 2008 will be held at the Hartwall Areena in Helsinki, Finland, in between 31.7. and 3.8.2008 (Thu-Sun). The event is open 24h.

### Contacts

Main organizer	Pekka Aakko	cell +358 40 556 3569
Main organizer	Jussi Laakkonen	cell +358 40 582 3959

### Internet

Website	<a href="http://www.assembly.org">www.assembly.org</a>
ARTtech seminars	<a href="http://www.assembly.org/summer08/seminars">www.assembly.org/summer08/seminars</a>
Media and Press	<a href="http://www.assembly.org/summer08/press">www.assembly.org/summer08/press</a>
Event Programme	<a href="http://www.assembly.org/summer08/program">www.assembly.org/summer08/program</a>
AssemblyTV	<a href="http://www.assemblytv.net">www.assemblytv.net</a>
Email:	<a href="mailto:pr@assembly.org">pr@assembly.org</a> (press relations)

### Ticket sales

Whole weekend ticket's price is 35 euro and it can be bought from ASSEMBLY ticket sales at the venue. Ticket sales is open 24h after the event starts on Thursday at 12:00

There are no day tickets available to ASSEMBLY.

### Press & media

The press has free entrance to the event with the Press Card from Finnish Journalists Association. In other cases, please use the above email address for accreditation. There is no special press conference held about the event, more information can be obtained from our Info desk.

### ASSEMBLY Summer 2008 main partners:

**ASUS, MICROSOFT, SAUNALAHTI, SAMSUNG and AMD**

### ASSEMBLY Summer 2008 sponsors:

**Jimms PC-store, Puolenkuun pelit, F-secure, Nokia, Everyplay, Flander, Vivendi Games, Scanbox, Dremel, ZyXEL, Frosmo, Mikrobitti, IRC-galleria, Metropolia, Kajaanin Ammattikorkeakoulu, Tekninen Korkeakoulu, Pelikone.fi, EADS Security, Welho, Hesburger, Nvidia, Wowza, Gocept, YIT and Esko Otava Oy.**