



ICE 2007 "The World's Coolest Interactive Media Event"<sup>™</sup>  
Comes to Toronto, March 21 and March 22, 2007

From the Future of Media and Technology  
To the New Now of Interactive Products and Services  
ICE (Interactive Content Exchange) Has It Covered!

Keynote address by Robert J. Sawyer, with speakers from  
RIM, Amp'd Canada, Big Blue Bubble Inc., Heavy.com, Kaboose, TELUS

Toronto, ON, February 19, 2007 – ICE: Interactive Content Exchange, the world's coolest interactive media event<sup>™</sup>, comes to The Carlu in Toronto, Canada for two days of talk and trade with top producers, executives and entrepreneurs working across the diverse sectors of the interactive media industry. Presented by the New Media Business Alliance (NMBA), the trade association for interactive digital media content production companies in Ontario, ICE has become one of the most important stops on the busy interactive conference circuit.

"We're very excited to offer an expanded programme from last year's sold-out iSummit conference," says Ian Kelso, ICE 2007 Executive Producer and NMBA President. "For example, this year, we've added the ICE Market, which is a great opportunity for buyers and sellers to meet to do business."

This year's themes centre on 'You', TIME Magazine's "Person of the Year" for 2006, and the axis of the "new" media universe – and not just as a consumer of content, but as a creator, too.

Working outward from this starting point, ICE 2007 will explore the new and changing roles and relationships within the emerging media ecosystems, with panels focusing on gaming, mobility, social media, advertising and marketing, and industry trends. By rolling out specific case studies and distribution models from the world's top innovators, ICE will help deliver a better understanding of who "You" really is, and how media companies must adapt to engage the consumer in this "brave new world that has such people in it".

Noted futurist and award-winning author, Robert J. Sawyer, will provide a mind-expanding look into this "brave new world" when he delivers the ICE keynote on Wednesday, March 21<sup>st</sup>. Sawyer is the author of 17 best-selling science fiction novels and the winner of over 30 national and international awards, including Hugo and Nebula awards.

Other confirmed speakers include:

- Brian Seth Hurst, CEO of The Opportunity Management Company, and key player in the establishment of the Primetime Emmy Awards for "Outstanding Achievement in Interactive Television"
- Joey Jodar, Managing Director for Heavy Worldwide
- Dr. Michael Cowpland, President and CEO of ZIM Corporation, co-founder of Mitel Networks and founder of Corel Corporation
- Dave Sypniewski, VP of Marketing, Amp'd Canada
- Aaron Brown, Director, Retail Product Marketing, RIM

- Shel Israel, co-author of "Naked Conversations", the best-selling book on business blogging, and author of a new book called "Global Neighborhoods"
- Ryanne Hodson, co-author of "The Secrets of Videoblogging", the first book published about vlogging (video blogging)

A complete list of ICE speakers (and their bios) will be available as they are confirmed at <http://www.ice07.com>.

**ICE DETAILS:**

ICE 2007 is produced by the New Media Business Alliance, the trade association for interactive digital media content production companies in Ontario. Alan Sawyer, author of the 2006 report "The Future of Television in Canada", is Director of Conference Programming for this year's event. Kim Gertler, former Executive Producer of nextMedia, is Director of Production.

ICE 2007 is made possible with the support of the Department of Canadian Heritage through Telefilm Canada's Canada New Media Fund, the Ontario Media Development Corporation on behalf of the Ministry of Culture, and the Bell Broadcast and New Media Fund.



ICE 2007 is also supported by: TELUS, The Canadian Film and Television Production Association (CFTPA), CHUM Limited, UK Trade & Investment, Breakthrough New Media, Decode Entertainment, TechPEI (GamePlanPEI), PricewaterhouseCoopers LLP, and Corus Entertainment.

For information and complete registration details, go to <http://www.ice07.com>

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