9 March 2012 <u>eip.com/e/uacji</u>

EIP



## EIP support X Media Lab at Bath Digital Festival

EIP will be exhibiting at the <u>X Media Lab Bath</u> conference on 16 March, part of the <u>Bath</u> <u>Digital Festival</u>.

X Media Lab Bath is a major event bringing hundreds of digital media professionals together to showcase creative ideas in the digital entertainment industry. X Media Lab Bath consists of a one-day conference held at the <u>Assembly Rooms</u> in Bath, followed by a two-day mentoring programme for local businesses.

The conference itself features 18 keynote presentations by representatives from companies including Eidos, Sony, MTV, and YouTube.

<u>Matt Lawman</u> and <u>Ben Hoyle</u> from EIP's Bath office will be taking part in the conference events and networking, and will be on hand in the exhibition hall to answer any questions.