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What's Next for the Web? "Web + Everything"

Inverge 2008 conference provides interdisciplinary glimpse into the heart of Internet and media convergence's next evolutions

Portland, Ore. — July 30, 2008 — Inverge 2008: the interactive convergence conference (www.inverge.com) will take place Sept. 4 - 5 at the Armory in Portland's Pearl District (128 NW 11th Ave.). In its second year, Inverge brings together digital thought-leader presenters and attendees from multiple disciplines to explore business opportunities resulting from the digitization of media, the democratization of distribution, and the proliferation of connectivity.

The program features keynote-level speakers from arenas as diverse as consumer products, advertising, interactive, telecom, immersive environments, academia – even toy design – to examine the blurring line between media channels, physical and virtual worlds, and producer versus consumer. Attendees will acquire actionable tools to leverage this communication shift and a crystal ball-peek, courtesy of the world's top digital media innovators, into the new platforms and applications likely to emerge in the next 3 - 5 years.

This unique blend of disciplines expands the audience's understanding of convergence to a big-picture view through entertaining and "ah-ha"-inspiring presentations. The two most popular presenters from last year's conference are returning to the Inverge stage for 2008, including Joshua Green from MIT and Renny Gleeson of Wieden+Kennedy (also Master of Ceremonies).

Inverge 2008 Presenters:

- Andy Mooney, Chairman, Disney Consumer Products, The Walt Disney Company
- Tony Uphoff, CEO, TechWeb
- Joshua Green, Research Manager, Convergence Culture Consortium at MIT (back by popular demand)
- Renny Gleeson, Global Digital Strategies Director, Wieden+Kennedy (emcee)
- David Card, VP & Research Director, JupiterResearch

- Karl Long, Product Manager of OVI.com and Games, Nokia
- Chris Heatherly, VP/GM, Disney Electronics; CTO, Disney Toys, The Walt Disney Company
- William Swartout, Director of Technology, USC Institute for Creative Technologies
- Marc Scarpa, director MySpace LIVE! and Live Nation Verizon VCAST Mobile Performances
- Ed Lantz, President & CTO, Vortex Immersion Media; Founder & Chair of Harmony Channel.
- Paul Matthaeus, Founder, Chief Creative Officer and Chairman, DIGITALKITCHEN
- Scott Kveton, Chairman, OpenID Foundation; VP of Open Platforms, Vidoop
- Richard Rosen, President & CEO, Rosen; originator/chief architect of the Brand-Interaction Marketing & Advertising method; author of *Convergence Marketing*

The Portland region is emerging nationally as a strategic center for technology, design and the arts; *Business Week* recently named the city the "Leader of the New Urbanism". As part of an emerging Portland-area "event cluster," Inverge is integrated with four other events in Portland over the same multi-day period: the Time-Based Arts (TBA) Festival, an annual convergence of contemporary performance, dance, music, new media and visual arts projects; MusicFestNW, a four-day, multi-venue showcase of 100+ local and national musical acts; the First Thursday Gallery Walk, a monthly mix of open-to-the public art shows and special events; and the reemergence of the Portland Creative Conference.

The two-day Inverge conference runs from 8:00 a.m. – 5:00 p.m. on both days. Early-bird prices are \$395 in advance and \$495 at the door; one-day passes are available for \$199. *Inverge 2008 is also offering a limited time 2-for-the-price-of-1 discount: register two people at once and receive 50% off with the Discount Code "2for1NEWS."* For more information, please visit <http://inverge.com/register>.

Inverge is sponsored by the Portland Development Commission and additional sponsors 52 LTD and Wieden + Kennedy.

For more information and to purchase tickets: www.inverge.com

For more information about the Time-Based Art Festival: www.pica.org/tba

For more information about MusicFestNW: www.musicfestnw.com

For more information about First Thursday: www.firstthursdayportland.com

For more information about the Portland Creative Conference: www.cre8con.com