

第二届中国游戏开发者大会日程
The 2nd China Game Developers Conference Agenda

2009年7月24日 July 24, 2009 第一天 Day 1		黄河厅 Yellow River Hall			3B 会议室 Meeting Room 3B			3C + 3D 会议室 Meeting Room 3C + 3D			世纪厅 Century Hall			
		在线游戏专场一 Online Game 1			在线游戏专场二 Online Game 2			单机/平台游戏和游戏外包专场 PC/Console/Outsourcing			赞助商专场 Sponsor Session			
No.	时间 Time	议题 Topic	演讲人 Speaker	时间 Time	议题 Topic	演讲人 Speaker	时间 Time	议题 Topic	演讲人 Speaker	时间 Time	议题 Topic	演讲人 Speaker		
	9:00-10:00	主题演讲: 创意-游戏的第一生命 Keynote: Creativity - Soul of game					9:00-10:00	讲座: 异地开发的领悟和机遇 Lecture: Distributed Development: insights and opportunities	Mark Van Ryswyk, EA Central Development Services, 全球外包业务资深总监 Mark Van Ryswyk, Senior Director Worldwide Outsourcing, EA Central Development Services	9:00-10:00				
1	10:05-11:00	策划 Design	讲座: 不仅仅是游戏: 盈利丰厚的游戏制作之路 Lecture: More than a Game: A Path to More Profitable Game Design	Cyrus Lum, GameDev Guru, 高级顾问 Cyrus Lum, Senior Consultant, GameDev Guru	10:05-11:00	安全 Security	讲座: 网游木马查杀策略 Lecture: Strategies for Detecting and Removing Trojan Horses in Online Games	卫鹏飞, 巨人网络, 软件安全工程师 Pengfei Wei, Security Software Engineer, Giant	10:05-11:00	讲座: 次世代游戏美术外包的管理经验 Lecture: Management of next-gen games art outsourcing	Robert Vernick, EA 上海, COO Robert Vernick, COO, EA Shanghai	10:05-11:05		
	11:00-11:15		Tea break				11:00-11:15	Tea break			11:00-11:15	Tea break		
2	11:15-12:10		讲座: 社区管理在游戏策划中的体现 Lecture: Implementation of community management in game design	颜科西, 网易, G工作室负责人 Cos Yan, Manager of G-studio, Netease	11:15-12:10		测试 Testing	讲座: 软件开发过程中对其脆弱性的自动化测试 Lecture: Automated Testing for Software Vulnerabilities during Development	Dave Weinstein, 微软公司, 高级安全开发工程师 Dave Weinstein, Senior Security Development Engineer, Microsoft	11:15-12:10	讲座: 在线游戏整案外包业务的需求管理 Lecture: Demand management of whole-game outsourcing for online game	夏立, 唯品科技, 品质与项目管理总监 Tommy Xia, Senior Director of Project Management Department, Winking	11:05-12:05	
Lunch														
3	13:00-14:00	讲座: 制作一款跨越东西方文化差异的游戏 Lecture: Develop a game that crosses Eastern & Western culture	J. Allen Brack, 暴雪娱乐, 制作总监 J. Allen Brack, Production Director, Blizzard Entertainment	13:00-14:00	运营 Operation	讲座: 在线游戏研发与用户行为数据挖掘 Lecture: Online game R&D and Data mining of user behaviour		陈德文, 畅游时代, 总裁 David Chen, President, ChangYou.com Limited.	13:00-14:00	主题演讲: 经典游戏的网络化以满足新的市场需求 Keynote: Digitizing for new consumers and new markets in an online world	Andrew Wilson, 副总裁暨 FIFA系列制作人, EA Andrew Wilson, Vice President & Executive Producer, FIFA franchise	13:00-14:00		
4	14:05-15:35	讲座+座谈: 网络游戏中经济系统的控制 Lecture+Panel: Controlling economic system in online games	主持人: 蔡元喆, Interpret, LLC, 副总裁 Moderator: Michael Cai, Vice President of Research, Video Games, Interpret, LLC Eyjolfur Gudmundsson, CCP, 首席经济学家 Eyjolfur Gudmundsson, Chief Economist, CCP 夏冬, 完美时空, 研发中心-项目策划总监 Dong Xia, Project Planning Director - R&D Center, Perfect World 纪学锋, 征途事业部总经理, 巨人网络 Xuefeng Ji, General Manager of ZT Online Business Unit, Giant Network	14:05-15:35		讲座+座谈: CSP模式如何创新和发展 Lecture+Panel: Innovation and development on "ComeStayPay mode"	主持人: 西门孟, 光耀娱乐, CEO Moderator: Monte Singman, CEO, Radiance 程良奇, 完美时空, 研发中心-项目总监 Cheng Liangqi, Project Director - R&D Center, Perfect World 袁菁, 产品总监/主策划, 腾讯公司 Justine Yuan, Product Director/Major Designer, Tencent 陈浩健, 盛大游戏, 制作人 Haojian Chen, Producer, Shanda Games	14:05-15:35	座谈: 发包与接包方的不同需求和各自的期望 Panel: Different demands and expectations between outsourcer and outsourcee	主持人: Robert Vernick, EA 上海, COO Moderator: Robert Vernick, COO, EA Shanghai 张益嘉, 唯京科技, CEO Gary Chang, CEO, Winking Kevin Chu, THQ, 亚洲区在线游戏开发及全球拓展中心总监 Kevin Chu, Director of Asia Online Product Development and XDG, THQ 潘峰, 维塔士, 创始人兼制作总监 Feng Pan, Founder, Virtuos Games Ed Trillo, 外包总监, Foundation 9 Entertainment Ed Trillo, Outsourcing Director, Foundation 9 Entertainment	14:00-15:00			
5	15:35-15:50	Tea break				15:35-15:50	Tea break			15:35-15:50	Tea break			
6	15:55-16:55	讲座: 使用基于Flash工作流程创建游戏用户界面 Lecture: Designing Game User Interfaces with Flash Workflow	Ben Mowery, Scaleform, 中国大陆、台湾及新加坡地区总经理 Ben Mowery, Director, Scaleform	15:55-16:55		讲座: 网络游戏的游戏模式多样化的发展趋势 Lecture: Tracking the trends of online game genres from one to many	徐昱, Nexon 公司, CEO Seo Min, CEO, Nexon Corporation	15:55-16:55	讲座: 游戏艺术研发外包模式的转型和分析 Lecture: Transition of business model of game art outsourcing & analysis	关岱松, 盛大游戏, 艺术研发中心总监 Daisong Guan, Director of Art R&D Center, SNDA	15:00-16:00			
7	17:00-18:00	讲座: 如何让网游的交互设计及用户体验更产品化 Lecture: Bringing better user experience - How MMORPG UI is done	卢敬福, 金山公司, 《剑网3》产品经理 Lulu, Product Manager, Kingsoft	17:00-18:00		讲座: 虚拟世界, 网络游戏和社区网络的结合 Lecture: The Convergence of Virtual Worlds, Online Games and Social Networking	Jim Crowley, President & CEO, Turbine	17:00-18:00	讲座: 外包: 通往成功的捷径 Lecture: Outsourcing: The Fast-Track to Success	Ed Trillo, Foundation 9 Entertainment, 外包总监 Ed Trillo, Outsourcing Director, Foundation 9 Entertainment	16:00-17:00			

2009年7月25日 July 25, 2009 第二天 Day 2		黄河厅 Yellow River Hall			3B 会议室 Meeting Room 3B			3C + 3D 会议室 Meeting Room 3C + 3D			世纪厅 Century Hall				
		在线游戏专场一 Online Game 1				在线游戏专场二 Online Game 2				手机游戏专场 Mobile				赞助商专场 Sponsor Session	
No.	时间 Time	议题 Topic	演讲人 Speaker	时间 Time	议题 Topic	演讲人 Speaker	时间 Time	议题 Topic	演讲人 Speaker	时间 Time	议题 Topic	演讲人 Speaker			
	9:00-10:00	主题演讲：开启网游次世代画面的篇章——美丽的新世界 Keynote: Starting a new era of next-gen graphics in online game - A Beautiful New World			金宇俊, NCsoft, <Aion> 美术总监 Kim Hyung Jun, 'AION' Art Director, NCsoft					9:00-10:00	讲座：玩家需要什么样的游戏 Lecture: What kind of game would players prefer?	张晓明, 电脑报社, 副总编辑 Zhang Xiaoming, Deputy Editor-in-chief, China Popular Computer Week (CPCW)			
1	10:05-11:00	美术 Art	讲座：赋予角色生命 Lecture: Bringing a Character to Life	Hytham Morsy, 动画总监兼培训师, 育碧成都 Hytham Morsy, Animation Director and Trainer, Ubisoft Chengdu	10:05-11:00	讲座：优秀游戏策划的全面培养 Lecture: To train an excellent game designer	刘勇, 资深游戏设计师、独立讲师 Yong Liu, Senior Game Designer, Independent Lecturer	10:05-11:00	讲座：游戏的制作和发展 --戴着镣铐起舞 Lecture: The evolution of game production --Dancing in the chains	余非, Gameloft (智乐软件), 大中华区总经理 & 游戏设计总监 Yu Fei, General Manager for Greater China & Chief Game Designer, Gameloft China	10:05-11:05	CryENGINE: 在60分钟内创建一个全新游戏关卡! CryENGINE: Create a new level in 60 minutes	Sascha Gundlach, Technical Account Manager, Crytek		
	11:00-11:15		Tea break			11:00-11:15	Tea break								
2	11:15-12:10		讲座：如何运用先进的光影技术来提升画面吸引力 (Lighting, Shadowing, GI) ? Lecture: Upgrading attraction of game appearance with advanced lighting skills (Lighting, Shadowing, GI)	沈黎, 英佩数码, CTO Shen Li, CTO, Epic Games China 林楠, NVIDIA, 资深图形技术专家 Lin Nan, Senior Software Engineer, NVIDIA	11:15-12:10	讲座：中高级游戏人才的保留 Lecture: Retention of Intermediate and Senior Talents	萧泓, 完美时空, 人力资源及行政管理副总裁 Robert H. Xiao, VP of HR, Perfect World	11:15-12:10	讲座：移动互联网时代对游戏产业的影响 Lecture: How will 3G drive mobile games?	殷康, 思科总部CTO办公室, 中国区总监 Kevin Yin, Head of China Strategic Technologies, Cisco CTO Office	11:05-12:05	您获得的不仅是先进技术 - Unreal Engine 3与Atlas授权全解析 More than cutting-edge technology - Licensing Unreal Engine 3 and Atlas	刁劲朋, Epic Games China, 副总裁 Diao Jin Chong, Vice President, Epic Games China		
Lunch															
4	13:00-14:00	程序 Programming	讲座：混合型P2P网络架构的开发 Lecture: Developing Hybrid P2P network structure	Bang Kyung Min, EA旗下韩国J2M工作室, 总经理暨执行制作人 Bang Kyung Min, General Manager & Executive Producer, J2M Studio, EA Korea	13:00-14:00	讲座：海外公司开发团队的管理工具和方式 (绩效, 工作流程, 质量管理等) 分享 Lecture: Management tool and method (performance evaluation, work process, quality control) for dev teams in overseas companies	Hugues Ricour, EA, 资深制作人 Hugues Ricour, Senior Producer, EA	13:00-14:00	案例分析：如何将成功的游戏带入手机 (Heroes Lore) Case Study: Bringing EA's successful title to mobile (Heroes Lore)	Vaughan Wallis, EA Mobile Korea, 研发总监 Vaughan Wallis, Development Director, EA Mobile Korea	13:00-14:00	GPU通用计算体系CUDA及其应用 An introduction CUDA and Its Applications	Ashu Rege, NVIDIA, 全球开发者技术总监 Ashu Rege, Global Director of Developer Technology, NVIDIA		
5	14:05-15:35		讲座：大世界网络游戏服务器中的负载均衡技术 Lecture: The load balancing technology in large scale online worlds	Simon Hayes, CTO, BigWorld	14:05-15:35	座谈：MMO游戏开发人员组织架构 Panel: MMO game development team structure	主持人/Moderator: John Ma, Head of Operations, MTV Games; CEO, Symbio Digital Entertainment 洪晓健, 搜狗畅游, CTO Jack Hong, CTO, ChangYou.com 萧泓, 完美时空, 人力资源及行政管理副总裁, Robert H. Xiao, VP of HR, Perfect World 宋仕良, 巨人网络, CTO Shiliang Song, CTO, Giant Network 何旭东, 第九城市, 副总裁兼研发中心总经理 Oliver He, Vice President & General Manager of R&D Center, The9	14:05-15:35	讲座：手机游戏的网络程序, 内存以及3D图形。 Lecture: Network programming, memory and 3D drawing on mobile games.	Hiroshi Makabe, CEO, MCF Co., Ltd.	14:10-15:10	使用APEX模块为游戏集成物理效果 Using APEX to Create Dynamic Scenes in Your Games	朱嘉元, NVIDIA, PhysX技术支持工程师 Jiayuan Zhu, PhysX Support Engineer, NVIDIA		
	15:35-15:50		Tea break			15:35-15:50	Tea break								
6	15:55-16:55	讲座：虚拟化技术与游戏的结合 Lecture: Integration of virtual reality technology in games	黄晓虎, 盛大游戏, 技术保障中心总监 Tiger Huang, Director of Technical Support Center, SNDA	15:50-16:50	讲座：效率, 重点和质量: 如何使用Agile和Scrum重新定义游戏的研发过程。 Lecture: Efficiency, Focus and Quality. How agile and scrum are redefining how games will be made	Hermann Peterscheck, NetDevil, 制作人 Hermann Peterscheck, Producer, NetDevil	15:50-16:50	讲座：泛网络游戏模式的应用 Lecture: Applications of Pan-network Game Model	陈刚, 格锐数码, 总经理 Gavin Chen, General Manager, Greatelsot Co., Ltd.	15:20-16:20	为网络游戏开发适应多种配置的图形特效 Implementing Scalable Graphics in Online Games	林楠, NVIDIA, 资深图形技术专家 Nan Lin, Senior Software Engineer, NVIDIA 杨林, 金山软件, 西山居游戏工作室高级开发经理 Lin Yang, Senior Development Manager of SeaSon Game Studio, Kingsoft Corp			

7	17:00-18:00		讲座: 游戏地图的自动生成 Lecture: Game Level Automatically Generation	林伟, 网易, 资深程序主管 Wei Lin, Senior Program Manager, Netease	16:55-18:00	音乐音效 Audio	讲座: 游戏音效中的混音技术 Lecture: Mixing in the Game Audio	张磊, 育碧上海工作室, 高级音效设计师 Lei Zhang, Senior Audio Expert, Ubisoft Shanghai Studio		16:30-17:30	DirectX Compute与DirectX 11全面介绍 An Introduction to DirectX Compute and DirectX 11	倪天芸, NVIDIA, Developer Technology 组成员 Tianyun Ni, NVIDIA, Member of Developer Technology team	
2009年7月26日 July 26, 2009 第三天 Day 3		黄河厅 Yellow River Hall			3B 会议室 Meeting Room 3B			3C + 3D 会议室 Meeting Room 3C + 3D			世纪厅 Century Hall		
综合专场 1 - 程序 Special Session 1 - Programming				综合专场 2 - 美术/管理 Special Session 2 - Arts/Management				综合专场 3 - 策划 Special Sessions 3 - Design				赞助商专场 Sponsor Session	
No.	时间 Time	议题 Topic	演讲人 Speaker	时间 Time	议题 Topic	演讲人 Speaker	时间 Time	议题 Topic	演讲人 Speaker	时间 Time	议题 Topic	演讲人 Speaker	
1	9:00-10:00	主题演讲: 下一个世代 - 万亿次浮点运算时代的游戏开发 Keynote: The Next Generation-Game Development in the Teraflop Era	Tim Sweeney, CEO, 技术总监, Epic Games Tim Sweeney, CEO & Technical Director, Epic Games										
	10:05-11:00	讲座: 精益开发 Lecture: Lean Development	Danny Isaac, 资深制作人, EA Danny Isaac, Senior Producer, EA	10:05-11:00	讲座: 多平台游戏作品的美术概念设计及制作流程 Lecture: Art conception and production pipeline on a hand-held included full platform title	廖俊豪, 育碧上海, 艺术总监 Junhao Liao, Art Director, Ubisoft Shanghai	10:05-11:00	讲座: 如何把故事性游戏开发技术运用到大型多人在线游戏 Lecture: Story-Telling and Story Game Production Techniques applied to MMOGs	Steve Gray, Executive In Charge of Production, Tencent	10:00-11:00	是时候将您的游戏移植到DirectX 11了(DirectX 11概论以及移植的策略) It's time to port your game to DirectX 11. (An overview of DirectX 11 and porting strategies.)	吴弘文, AMD, 高级ISV工程师 Owen Wu, Sr. Developer Relations Engineer, AMD	
	11:00 - 11:15	Tea break		11:00 - 11:15	Tea break		11:00 - 11:15	Tea break					
2	11:15-12:10	讲座: P2P技术在网游方面的应用 Lecture: Applications of P2P technology for online games	顾新春, 第九城市, 资深开发经理 Xinchun Gu, Senior Development Manager. The9 Co., Ltd	11:15-12:10	案例分析: 动态概念设计 Case study: Dynamic conceptual design	辛鑫, 资深概念艺术家 Xin Xin, Senior Concept Artist	11:15-12:10	讲座: 在中国开发影视授权改编的游戏所面临的机遇与挑战 Lecture: License-based games development in China: Opportunities and challenges	Stanislas Mettra, 育碧上海, 创意总监 Stanislas Mettra, Creative Director, Ubisoft Shanghai	11:00-12:00	AMD Tessellation 以及 Cross fire 程序写作技巧 AMD tessellation and Crossfire programming tips		
Lunch													
3	13:00-14:00	讲座: 如何提升3D引擎的(渲染)效率以适应大型3D MMOG应用需求 Lecture: Improving (rendering) efficiency of 3D engine to meet the demand of	李毅, 完美时空, 研发中心-3D引擎总监 Yi Li, 3D Engine Director - R&D Center, Perfect World	13:00-14:00	讲座: 未来游戏图像技术展望 Lecture: Future of Gaming Graphics	Carl Johns, 全球商务总监, CryTek Carl Jones, Director of Global Business Development, Crytek	13:00-14:00	讲座: 网络游戏的心理学 Lecture: Social Psychology in Online Games	王世颖, 总监兼游戏制作人, 第九城市 Shiying Wang, Director & Producer, The9 Co. Ltd	13:00-13:30	DirectX10, 10.1以及PerfStudio2概论 Overview of DirectX10, 10.1 and PerfStudio 2.	吴弘文, AMD, 高级ISV工程师 Owen Wu, Sr. Developer Relations Engineer, AMD	
4	14:05-15:35	讲座: 网游中物理引擎的使用 Lecture: Effectively using a physics engine application in online games	陈泉, NVIDIA, PhysX技术支持工程师 Quan Chen, PhysX Tech Support Engineer, NVIDIA 毛海滨, 目标软件, 副总裁 Jerry Mao, Vice President, Object Software 李永泉, 趣味第一, 研发技术总监 Yongquan Li, R&D Technical Director, QWD1	14:05-15:35	讲座: 何苦做3D? Lecture: Why bother to make 3D Games?	冯骥, 腾讯公司, 主策划 Yocar Feng, Lead Designer, Tencent	14:05-15:35	案例分析: 游戏数值平衡性(工具使用) Case study: Balancing game data	Taewon Yun, 暴雪娱乐, 中国区技术总监 Taewon Yun, Platform Operation Director, Blizzard Shanghai	13:30-13:50	DX 10.1在游戏项目中的应用 How to adapt DX10.1 in online game	曾鹏翔, 麒麟游戏, 首席技术官, 副总裁 Zeng Pengxiang, CTO & VP, Beijing Kylin Network information	
5	15:35-15:50	Tea break		15:35-15:50	Tea break		15:35-15:50	Tea break					
6	15:50-17:20	讲座: MMORPG分布式服务器架构理念 Lecture: The Theory of Distributed Server Architecture of MMORPG	尹红春, 巨人网络, 征途服务器的构架师 Hongchun Yin, Designer of ZT Online Server Architecture, Giant	15:50-17:20	案例分析: 大型MMORPG游戏开发流程 Case Study: MMORPG development process	郑铨必, NDOORS公司, 游戏设计总监 Jongpil Jung, General Manager, NDOORS	15:50-17:20	讲座: 网游服务器端开发中可视化工具的设计和实现 Lecture: Visual Tools for MMO game development	沈黎, 英佩数码, CTO Shen Li, CTO, Epic Games China	14:20-15:00	AMD 多核编程技术及针对游戏平台优化策略 AMD multi-core programming technology and optimization strategy for gaming platform	陆璐, AMD中国工程实验中心, 高级软件开发工程师 Lulu, Section Manager, Software Development, China Engineer Lab, AMD	