

CONTACT: Jennifer Wakefield
407.422.7159 or 407.617.0476
jennifer.wakefield@orlandoedc.com

Jackie Kelvington
407.898.8489
jackie.kelvington@orlandoedc.com

Metro Orlando's Digital Media Industry

What most people know about Metro Orlando starts and stops at the region's world-class entertainment industry. But take Orlando's leading entertainment industry, fuse it with technology and you get the convergence of several established fields in the region—including modeling, simulation and training; film and television production; theme park/ride show entertainment; and interactive and immersive entertainment. Together, these industries are collectively referred to as the "digital media" industry which is fueling the region's economic growth.

From the creation of one of the world's top selling video games (EA Sports Madden Football) to developing video games for multiple platforms to enhancing online gaming and more, Metro Orlando is where over 400 production companies engaged in digital media can be found. Among them:

- Blue Orb, Inc. – creates innovative products that enhance the online gaming experience seamlessly integrate gaming and text messaging
- Digitec Productions – offers full-service media production providing interactive services, film, video and audio production and post-production.
- Electronic Arts (EA) – produces one of the world's top selling video games, EA Sports Madden Football, among numerous other best selling titles
- i.d.e.a.s – produces entertainment, learning and marketing content for media and immersive platforms.
- Indra Systems, Inc. – specializes in information technologies, simulation/ automatic maintenance systems and defense electronic equipment.
- n-Space, Inc. – designs, develops and markets innovative video games for multiple platforms
- Lightmaker - a professional services agency that has been creating award-winning interactive experiences the world over since 1997
- Zeitgeist Games – company dedicated to creating fun and innovative casual games for web, PC and console platforms
- ECS - develops training programs for disaster management and catastrophe recovery efforts
- NBC Universal
- And the most recent of these companies is Vicon/House of Moves, a division of Vicon Entertainment, this is the only professional motion capture studio on the east coast with fully integrated film, video and audio facilities. House of Moves is the cornerstone for a "Creative Village" made up of digital media and creative arts companies and schools that is emerging in downtown Orlando.

Recognizing the demands to meet an increasing workforce for digital media companies, leaders in Metro Orlando worked together to form the University of Central Florida's Florida Interactive Entertainment Academy (FIEA). The school—located in downtown Orlando's "Creative Village"—was formed to give talented people a team-based, industry-led education, which best prepares them to succeed in the interactive entertainment industries. Here, a master's degree for students going into the interactive entertainment/gaming industry is offered. In addition, Full Sail University is based here. Geared toward the entertainment industry, this university has a round-the-clock schedule

and offers numerous degree programs, ranging from associates, bachelors and masters level degrees. Students here are immersed in a “real world” entertainment setting and go to classes upwards of 40 hours per week.

In total, more than 7,500 students in higher education annually enroll in digital media programs throughout the Metro Orlando region. In addition to programs at FIEA and Full Sail, programs are offered at:

- Valencia Community College
- Daytona Beach Community College
- Digital Animation & Visual Effects (DAVE) School
- International Academy of Design and Technology – Orlando

For more about Metro Orlando’s digital media industry, visit the “industry strengths” section of www.OrlandoEDC.com.