

# GLOBAL Domination

By Ray Gilley

»» "When the goal is to rock the whole globe; Imma be the future"

— "Imma be,"  
Black Eyed Peas



Thanks to our region's world-class theme parks, Metro Orlando is known worldwide as a leader in entertainment. For years and behind the scenes, a \$13.4 billion technology industry has grown to include sectors such as modeling, simulation and training; optics and photonics; software and hardware; and many others. The blending of these two industries — entertainment and technology — has the power to rock the globe. And there's nowhere better positioned to be at the center of that revolution than Metro Orlando.

A study designed to evaluate our region's prominence in this emerging field found that Orlando is already one of the 12 largest clusters in the nation for entertainment technology.

Most notable were the four "pillars" of our digital media industry — film and television; theme parks; modeling, simulation and training; and interactive and immersive entertainment.

Realizing the potential, this community has clearly laid the foundation to achieve our goal for Metro Orlando's digital media industry, which, simply stated, is this: "Global Domination!" We are confident that this lofty goal is achievable. After all, each of the ingredients for success are found here — workforce, specialized education and a nurturing creative environment.

More than 400 entertainment technology companies already call Metro Orlando home, including Electronic Arts' (EA) Tiburon studio, makers of one

of the world's top selling video games, EA Sports' *Madden NFL*, among numerous other best-selling titles. Other up-and-coming companies include n-Space (Florida's largest head-quartered digital media company), IDEAS, Gen2Media, ZeeGee Games, and Helios Interactive — all of which you'll read about in this issue of *Texture*.

To provide the necessary workforce for this industry, Orlando has extraordinary educational assets, including the University of Central Florida's Florida Interactive Entertainment Academy (FIEA) — a graduate level interactive/gaming program; Full Sail University; the Digital Animation and Visual Effects School (DAVE); Valencia Community College; Seminole State College of Florida; and Daytona Beach Community College.

And because of the synergy and collaboration between the various industries that call Orlando home, we are seeing the continued emergence of brand new industries with close ties to entertainment technology, such as medical simulation and "serious games" development.

When you add it all up, our goal of "global domination" doesn't seem so far off. And with continued growing assets, such as downtown Orlando's *Creative Village*, it looks like "Imma be the future" for Metro Orlando.

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