

For immediate release

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HPX DIGITAL

Web – Mobile – Gaming – Startups – Design – Marketing

Oct 17-19, 2012 • Halifax • In partnership with FITC

Halifax Pop Explosion launches HPX Digital Conference

featuring Reddit co-founder & startup investor Alexis Ohanian and social strategist Amber Mac

[Halifax Pop Explosion](#) today introduced the [HPX Digital Conference](#), a major 3-day event for digital and interactive creators and related disciplines from Eastern Canada, the United States, and beyond. Hosted at the Atlantica Hotel, the conference will be held on October 17, 18, and 19, during the Halifax Pop Explosion.

“Like the musical explosion of the early ‘90s for which our festival is named, there is a similar outburst of youthful energy and opportunity for digital creators in our region right now” says **Executive Director Jonny Stevens**. “HPX Digital is for those geniuses building mobile apps, developing games, designing for the web, starting up their companies, and building opportunity. Growing up in Lunenburg in the ‘80s, I never would have thought there would be two game developers based there, employing people, and contributing to the cultural and economic fabric of small town Nova Scotia, yet here we are.”

HPX Digital is an interactive and participatory experience curated by [FITC Events](#) (Future, Innovation, Technology, Creativity). The conference will feature visionary speakers in areas including Gaming, Mobile, Web, Startups, Design, and Marketing, and will showcase the exciting things happening within the technology sector in Nova Scotia and beyond. Attendees will have the opportunity to take in business networking opportunities, social events, and of course the exciting musical performances that Halifax Pop Explosion is known for worldwide.

Confirmed keynote speakers [Alexis Ohanian](#) (investor in over 50 startups and co-founder of the most popular social news website on the internet, Reddit) and [Amber Mac](#) (social strategist, technology host, and journalist) will kick off the conference. Additional speakers will be announced in the coming months.

HPX Digital is presented in partnership with FITC Events, a leader in delivering design- and technology-focused conferences and seminars worldwide which inspire, educate, and challenge attendees. Since 2002, FITC has brought together like-minded professionals and students in

Toronto, Amsterdam, Tokyo, San Francisco, Chicago, Seoul, New York, Los Angeles, and now Halifax. FITC events provide the professional development and networking opportunities needed to keep attendees up to date on the rapidly changing industry they work in.

Registration is now open for HPX Digital but space is very limited - only 300 spots will be made available for this exclusive and exciting event.

Partners for HPX Digital include: Innovacorp, NSBI, MGImedia.ca, and FITC Events.

To register for HPX Digital or for more information visit www.halifaxpopexplosion.com/digital

Follow HPX Digital on Twitter @HPXDigital

For more information on FITC Events please visit www.fitc.ca

For more information on Alexis Ohanian please visit www.alexisohanian.com

For more information on Amber Mac please visit www.ambermac.com

About Halifax Pop Explosion

HPX is the Halifax Pop Explosion, a 5-day music, media, culture, and technology festival that takes place annually during the third week of October in the heart of Halifax, Nova Scotia.

Established in 1993, the first HPX hosted 26 bands in 3 venues over 3 days, while 2011 saw the festival explode to over 183 bands in 20 venues and 1200 delegates and over 20,000 fans.

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