

Steve Peters

Founding Partner / Chief Creative Officer at No Mimes Media

Los Angeles, CA, US

Emmy®-winning transmedia experience designer, consultant, speaker and digital content strategist.

Biography

An Emmy®-winning experience designer, Steve Peters has worked on some of the biggest and most innovative interactive experiences to date. He's co-founder of No Mimes Media and hosts the StoryForward Podcast, a show about the future of entertainment. Previously, Steve was at Google's Niantic Labs, and was VP of Experience Design at Fourth Wall Studios. His specialties include: geolocation games, AR/VR, experiential marketing, immersive gaming, interactive creative direction, alternate reality game design, user interface design, music production, and sound design. Steve founded the Alternate Reality Gaming Network in 2002, has guest lectured at schools including USC, Georgia Tech and Cal Arts, spoken at media conferences around the world, and projects he's worked on have won multiple awards including an Emmy®, Cannes Lions Grand Prix Awards, SXSW Web Awards, and Webby Awards.

Availability

Keynote, Moderator, Panelist, Workshop

Industry Expertise

Computer Gaming, Entertainment, Design

Areas of Expertise

AR / VR, Location Based Games, Game Design, Transmedia, Entertainment

Sample Talks

Transmedia: Beyond the BS

Everyone's talking about Transmedia Storytelling: What it is, what it does, and how it's the solution to all of our problems. Lots of numbers and anecdotal evidence are being bandied about, but does transmedia really engage multitasking audiences and show us the future of entertainment? Does every character need a Twitter account? Where does the hyperbole end and the entertainment revolution begin? Steve gets past the guru talk to share what really works and really doesn't.

Event Appearances

The World as Your Canvas: Telling Location-Based Stories

GDC 2017

Pokemon Go and AR Games
Bank of America / Merrill Lynch Investor Conference

Virtual Reality Panel
Film Com

ARGs Aren't Dead!
MOSO Conference 2015

ScreenWest Interactive Media Seminar
ScreenWest Media Series

Experience Designers: Why Hollywood Needs More of them
Veritas University Design Summit

Closing Keynote
MOSO Conference 2014

Creatively Using Social Media for your Web Series
New Media Expo 2014

Screenings Series: Multimedia Storytelling
Digital Hollywood Content Summit

Keynote: Telling Compelling Brand Stories Across Media
Fuse Chicago

Closing Keynote
International Conference on Intelligent User Interfaces

Mentor Session
SXSW Interactive

Beyond Rear Vision Thinking
SPAA Conference

Fourth Wall Studios Keynote
Createasphere Entertainment Technology Summit

How Not To Pitch Your Project
StoryWorld Conference

Breaking Down the Walls
Digital Hollywood Content Summit

Connecting Content Across the Screens
Variety's Multiscreen Summit

How the Future Will Tell Stories
Distrito Cinema Transmedia Seminar

Guest Lecturer
University of Southern California/Annenberg School for Communication

The Evolution of Gaming Behaviors
Storyworld Conference

Transmedia Artists Guild: New Media Needs New Representation
SXSW Interactive

Experience Designer: The Next-Generation Film Director?
Transmedia Victoria

Keynote: The Future of Entertainment
Canal+ Annual Meeting

Transmedia in the US: Three Emerging Trends
New Media Days 2010

Transmedia and Alternate Reality Games
Film Independent's 2010 Filmmaker Forum

Transmedia Storytelling: How the Future Will Tell Stories
From Story to Legend

Shattering the Fourth Wall with Social Media - How the future will tell stories
The Pixel Lab

Are ARGs Always a Promotion?
USC/UCLA School of Theater, Film and Television: Transmedia Hollywood: S/Telling the Story

The 10-Minute Transmedia Experience
SXSW Interactive

Buzzword Watch: Transmedia SXSW
Nat'l. Association of Television Program Executives (NATPE) Conference

Rules of Engagement
ARGFest 2008

Alternative Narratives

Don't Kill Your Darling film director's conference

Fireside Chat ? Designing ARGs

DIY Days LA

Extending the Experience: The New Storytellers

Power to the Pixel 2009 London

Alternate Reality Games and You

Barcamp LA

ARGs and Full Media Storytelling (Guest Lecturer)

California Institute of the Arts

You're Living Your Own Private Branded Entertainment Experience

SXSW Interactive

How Game Play, Social Networking and User Generated Content are Re-Shaping the Playing Field

Cannes Lions International Advertising Festival 2008

What Can the Video Games Industry Learn From Alternate Reality Games?

SXSW Interactive

Accomplishments

Emmy Award

Outstanding Creative Achievement in Interactive Media, Original Interactive Television Programming for Dirty Work on Rides.TV (Fourth Wall Studios).

2012 Guinness Book of World Records: Gamer's Edition

Made the Guinness Book for founding the longest-running Alternate Reality Games website.

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