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[Sony's Sending Its Most Influential Names at the Edinburgh Interactive Festival](#)

SCE's Peter Edward, Director of PlayStation Home will be there too, so...

To keep it short and simple, those influential names are: Jamie Macdonald, Vice President of [Sony](#) Computer Entertainment Worldwide Studios Europe; Paulina Bozek, Executive Producer of SingStar; Peter Edward, Director of [PlayStation Home](#) Platform Group. The report says that SCE's trio will discuss what lies in store for social networking and creative gaming on the [PS3](#). As you can imagine, PlayStation Home will be a hot topic, but why don't you check out what each and every one of the three does for the company exactly, so you can understand just how important the Edinburgh Interactive is for Sony: - **Jamie Macdonald** joined SCE London Studio in 2001 as its first Director and has been responsible for introducing and establishing such major new global franchises as EyeToy, SingStar and The Getaway. - **Peter Edward** has been with SCEE as a producer since 2000, and now as Director of the Home platform, he has been responsible for the development of the Home end-user experience, for the global presence of both game and non-game brands inside the Home world, and for the coordination of the global activity within the platform. - **Paulina Bozek** joined SCEE as the producer of SingStar in 2003 and since its release, the SingStar series has been one of the key games in bringing social gaming to mainstream audiences. I don't know about Paulina Bozek's SingStar but I can tell you that Peter Edward's keynote will be interesting as hell. After all, Sony still has a lot of unveiling to do as far as PlayStation Home is concerned. Here's Jamie Macdonald saying a few: "We are delighted to be part of the Edinburgh Interactive Festival for 2007. The festival has become an important annual event, bringing together creative and commercial aspects of the interactive entertainment industry, and providing a forum to showcase and discuss new trends in our ever evolving industry." Check out [this link](#) for full details of the festival program and events. The same address can be used for registration and booking.