



PLAYFUL BY DESIGN KEYNOTE SPEAKER

# Jani Penttinen

**IT'S HERE**

The Current and Future Impact of GenAI  
on the Game Industry and Its Professions



Jani is co-founder and CEO of Bitmagic, a pioneering AI company that has developed a platform enabling users to create fully playable 3D games from a single AI prompt. He began his career as one of the first game developers in Finland in the early 1990s. After being among the initial employees at Remedy and Housemarque, he moved to the U.S. to work at Westwood Studios, and later EA. (Entertainment Arts). Jani has founded and operated companies in China, Europe, and the U.S., taking on roles as a CEO, CTO, and in various engineering capacities. In recent years, he has focused on researching the use of AI in games, emerging as one of the foremost experts in generative AI.

## Featured Segments:

Demonstrate how Bitmagic utilizes AI for game components ●

Discuss the latest developments in generative AI and gaming ●

How to benefit from GenAI in career development ●

Discuss GenAI copyright issues ●

**NOV. 7TH**

**4PM**

**SPURLOCK MUSEUM**

600 S. GREGORY ST, URBANA



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