



EEDAR
CONTEXT IS EVERYTHING



Greg Short

BIO PRESIDENT & CHIEF EXECUTIVE OFFICER

As President and CEO, Mr. Short oversees the strategic vision and growth of EEDAR.

Mr. Short provides more than 15 years' experience in managing product development for proprietary enterprise data services, digital publishing technologies and community monetization offerings for leading interactive entertainment firms.

A serial entrepreneur, Mr. Short has successfully founded and operated numerous companies related to interactive entertainment including consumer online media, business print media, social integration services and professional research. In 2006 Mr. Short co-founded EEDAR with Mr. Geoffrey Zatzkin with the goal of increasing video game industry profitability through disruptive, data and technology driven research services.

Mr. Short is a frequent speaker at leading conferences on industry trends and emerging market conditions and guest lectures with numerous universities on business topics related to the interactive entertainment industry.

Mr. Short sits on a number of advisory boards related to interactive entertainment, is a patented inventor, and is a graduate in law from the University of Queensland, Australia.

ABOUT EEDAR

Founded in 2006 by video game industry veterans, EEDAR is the largest specialty video game research firm in the world.

Leveraging a proprietary database of over 50 million internally researched data points from more than 20,000 physical and digital video game products, EEDAR is the sole provider of end-to-end integrated data analysis solutions that allow for the examination of every factor influencing the success of past, present, and future video game titles.

EEDAR's well-known services include GamePulse® (a continuously updated application converging data for physical and digital game industry research), DesignMetrics® (game title forecasting and analysis), Editorial Insights (Mock Reviews and outlet bias), discovery and recommendation technologies, investor due-diligence, expert testimony, and custom research services.

EEDAR is based in Carlsbad, California and has been recognized by Forbes Magazine as one of America's Most Promising Companies and also holds the Guinness world record for the largest collection of videogame facts and information.

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