

# SXSW 2012

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Thuan Do, Peter Corbett and 11 other friends use Sched.org.



**Saturday, March 10** [Your shortcut to the best bars, BBQ and more in Austin @](#)

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5:00pm

Surviving the Night: An International ARG Tell All

**Saturday March 10, 2012 5:00pm - 6:00pm @ Palmer Events Center (Room 1-2) (900 Barton Springs Rd., Austin, TX 78704)**



Each Summer, thousands of people of all ages and interests participate in local variations of the alternate reality game known as "Journey to the End of the Night", a free, non-sponsored, community-supported race through the streets of major metropolitan cities. The rules are simple but the outcome is anything but: Players travel between checkpoints as fast as they can while avoiding being caught by chasers. Those who survive are rewarded while those who are caught become chasers themselves. Based on the successes of SFZero's model of collaborative gaming, Journey to the End of the Night has grown into an international cultural phenomenon and continues to fascinate new players year after year.

## Speakers



[Brandon Schmittling](#)

Creative Director | Cluster Media | \*\*\*Updated - Brandin is ...



[Markus Hametner](#)

Fin.io | CompSci masters student, consultant & developer in ...



[Sam Lavigne](#)

Co-founder | Situate | Sam is a game designer from San Franc...



[Sean Mahan](#)

Designer / Developer | SFZero | Sean W. Mahan is a game desi...



[Thomas Lotze](#)

Data Analysis Specialist | Grockit

Type [Interactive](#), [Panel](#)

Hashtag [#sxsw](#) [#Journey](#)

Theme [Gaming](#)

Level [Beginner](#)

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 <a href="#">Thomas Zorbach</a>	 <a href="#">Jacob Moschler</a>	 <a href="#">Rusty Kocian</a>
 <a href="#">Patrice Hall</a>	 <a href="#">Jenny Benevento</a>	 <a href="#">Nathan T. Wright</a>
 <a href="#">andrew22</a>	 <a href="#">Ryan Boyles</a>	 <a href="#">Laura Jordan Bambach</a>