

## About Jack Dalrymple

Jack Dalrymple is an industry veteran at marketing games, SVP of Marketing at Bit Fry Game Studios, and founder of Cap and Cut a Boston based trailer house and creative design studio. As VP of Business Development at Cap And Cut he produced the game industry's first AAA Mixed Reality Game Trailers and Teaser Trailer for Facebook Oculus, Harmonix and Rock Band VR, compositing live real world gameplay footage onto simultaneous live game capture from the VR world, setting a precedent for this media style worldwide.

Jack led the marketing and PR initiatives to bring to market Ape Law's first-person horror adventure game and Oculus Launch Title, Albino Lullaby. As Lead Editor and Technical Director at WB Games' Turbine Studio from 2004 to 2014, he developed and edited more than \$10 million in marketing trailers and ingame cutscenes with over 9 million views online and built and managed one of the first live HD game capture cinematics studios in the world.

Jack mentors at MassDiGi, where he speaks and gives students direction and feedback on their game trailers, and guest lectures at Becker College and Northeastern University. His all encompassing approach to design, presentation and consistency across brand is leading the marketing development at Cap and Cut ([CAPandCUT.com](http://CAPandCUT.com)), who also maintains the highest quality mobile capture rig in the Greater Boston Area and is available for game marketing, game capture, and game trailer production for indie and AAA studios across the region.

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