

Serious Games

New markets, new ways of working



« You learn more about a man in an hour's play than in a year of conversation »

Plato

Thanks for information from rhône-alpes numerique



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Game industry is driving innovation

The computer world owes several innovations to the game industry:

- ❑ **Sound cards** developed for additional digital-quality sound to games. Currently in business applications and vehicles.
- ❑ **Graphics cards** and **3D accelerators** were developed for games and graphical user interfaces.
- ❑ **CD Rom drives** were developed for mass distribution of media in general, however from the game industry we got higher speeds.
- ❑ **Joysticks** were developed mainly for playing games. Now used in several other applications.



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New requirements on knowledge

Learning faster : a modern requirement

- More skill requirements
- Rapid evolution of skill sets
- Skills change over our lifetimes

Learning tools are evolving with technology

- Easier
- More accessible
- Better
- Cheaper



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Video games and teaching are merging

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Video games : a new culture

- ❑ Now involves **most of the population** (average age of players 35 y, 35% women)
- ❑ Has become a **major leisure pursuit** (above television and cinema)
- ❑ **Mature** business
- ❑ **Costs** have come **down**

Games let you

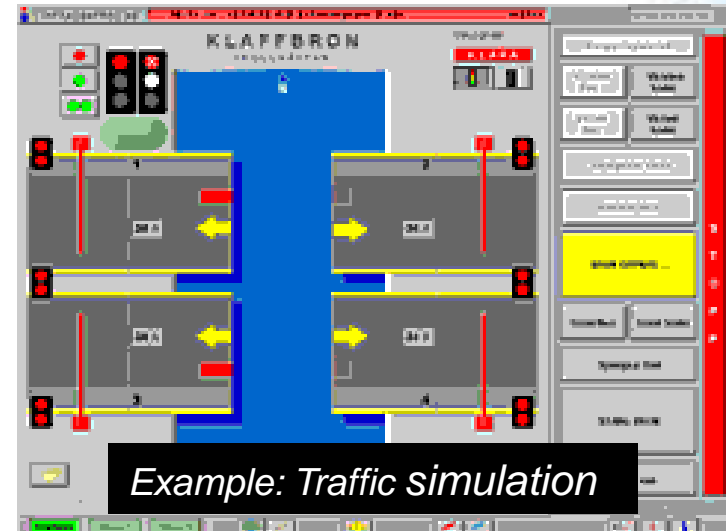
- ❑ Experiment and learn rules by trial and error
- ❑ Construct hypotheses
- ❑ Solve problems
- ❑ Develop strategies



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Gaming - part of applications

- ❑ Applications developed from the video environment
- ❑ Some games-related, some not



For instance within transport, education, construction, defence, public service, health, design, planning, commerce and administration

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New markets – focus on business value

Advantages

- Total Immersion
- Personalisation
- Evaluation
- Progression
- Attractive
- Mobile
- Can be replayed



Click & Build – Elektrogames

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Examples



- ❑ Food Force for the World Food Programme (United Nations)
- ❑ Builds awareness of the planet's food problems with logistic skills etc

- ❑ Ergonomics and Health programmes
- ❑ The problems with long term absence
- ❑ Improved recovery

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Examples



- ❑ Learn about managing and leading a team through interactive game play
- ❑ Produced by Simulearn (USA)
- ❑ Used by 100+ business schools
- ❑ Better retention and practical application skills for users
- ❑ Reported 20+% improvement in skill levels



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Summary

- ❑ The game concept have proved to **increase motivation** and **quality in learning**.
- ❑ Gaming is a **mature business**. Video and computer game industry sold for about \$7 billion in the US in 2005.
- ❑ **People are used to** and skilled in gaming environments.

Serious Games can gain business value when used for:

- ❑ **Education**
- ❑ **Development**
- ❑ **Simulation**
- ❑ **Communication**

