



Serious Games Interactive

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SERIOUS GAMES
INTERACTIVE

HOME FORUMS REGISTER YOUR ACC

THE OFFICIAL ARMY GAME®
AMERICA'S  ARMY.

GAME INTEL REAL HEROES DOWNLOADS COMMUNITY SUPPORT MEDIA ABOUT U.S. ARMY

NEWS & ARTICLES FORUM HOT TOPIC

“If it wasn't for “America's Army”, there would have been no war in Iraq!”

AMMO VAE TRUE SOLDIER MISSION DEPOT EVENTS

MBS MBS

★ SQUAD ROLES

INTELLIGENCE

NETWORK STATUS

A A F I

We salute our newest Real Heroes

CURRENT VERSION

Americas Army: Special Forces Overmatch

Version: 2.8.3.1

What's new...

SERIOUS GAMES
INTERACTIVE

Why use games
Who we are
What we do
Cases
Q&A

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Who we are

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Challenges

- Employees today thrive with different ways of learning.
- Companies meet physical barriers to effective and efficient learning.
- Keeping employees up-to-speed is ever-important.
- Learning should be driven by motivation, not obligation.
- Learning and training is key to corporate performance!

Serious games

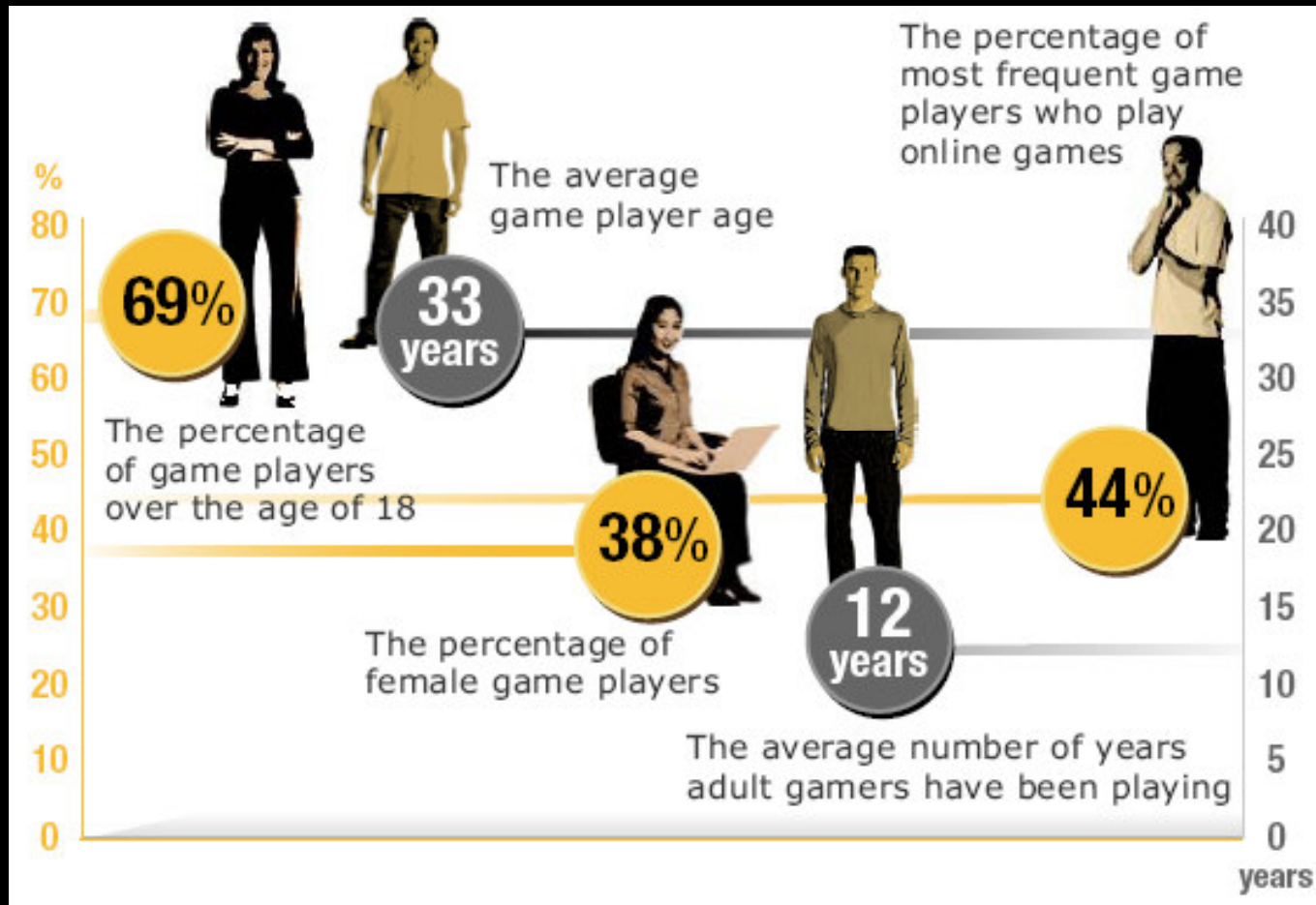
*“The use of games or game dynamics not just to entertain the player, but also to inspire a specific **action**, affect a certain **behavior or attitude**, or to ensure a given **learning objective or understanding**”*



Game-based learning

- A complementary approach to traditional methods.
- Can be used independent of time and physical space.
- Combines graphics, gameplay, and technologies to create compelling learning experiences.
- Exploits the users' desire to actively seek experiences and offers relevant learning (collaborative) outcomes in the process.

Broad audience...





Value to customers

The value of game-based learning typically falls in one of three categories:

- ✓ **Effectiveness:** customers / employees will be able to perform a task or process better;
- ✓ **Efficiency:** customers / employees will be able to perform a task or process cheaper;
- ✓ **Innovation:** customers / employees will be able to change the way a task or a process is performed.

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Background and team

- Serious Games Interactive (SGI) was founded in 2006 in Copenhagen, Denmark.
- We develop serious games that contain an inseparable combination of “playing”, “learning” and “story-telling”.
- We are a cross-disciplinary team of 15 people with strong roots in research.

Our portfolio

Flagship titles

- Global Conflicts: Palestine (2007)
- Global Conflicts: Latin America (2008)
- Global Conflicts: Africa (E2009)
- Playing History (E2009)

Client projects

- OD: Bolivia Burns (2007)
- DR & Danida: Mayas Adventure (2007)
- DR & Danida: Babu's Team (2008)
- Nykredit: The Parallel World (2008)**
- Experimentarium: Darwin (2008)
- EUN: The Phoenix (E2009)
- LEGO: Online marketing game (E2009)
- Undisclosed: Online multiplayer marketing game (E2009)



Our references

Nykredit

unicef 



Atlantsammenslutningen


Experimentarium[®]
- DU BLIVER SJØVT NOK KLOGERE



Operation Dagsværk
Oplysning **Stillingtagen** Handling

Danida



Mellempfolkeligt Samvirke
Indflydelse til verdens fattigste

DR





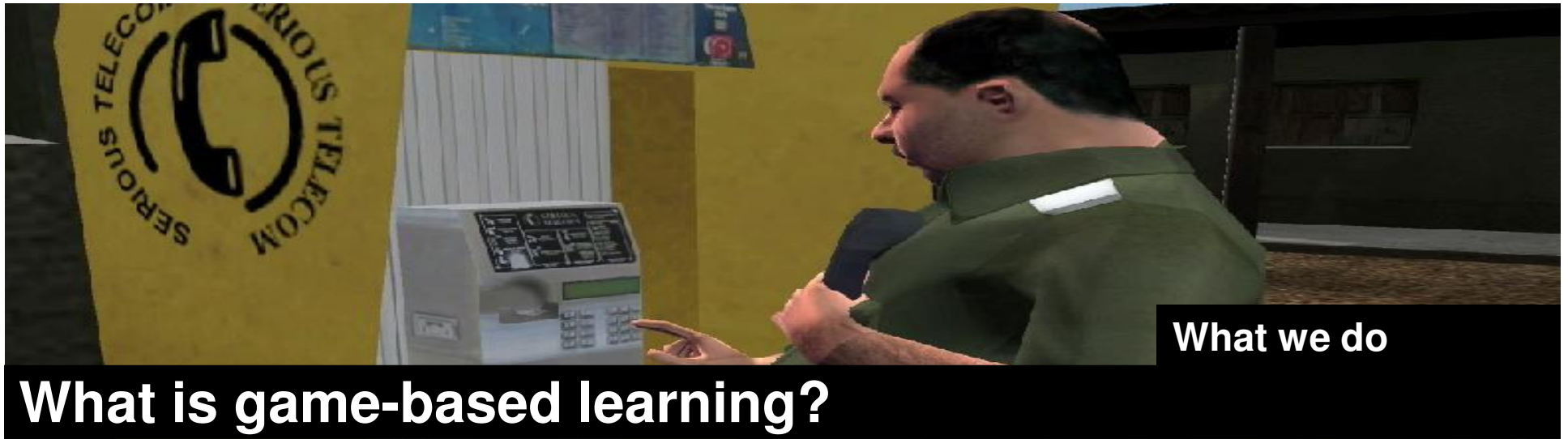
Who we are

Significant press coverage



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What is game-based learning?

Problem-centered learning...

...When solving problems = satisfaction.

Games presents interactive spaces...

...Where your choices have consequences.

Game-based learning address authentic and relevant problems...

...integrating game and learning experience.

PC/MAC CD-ROM

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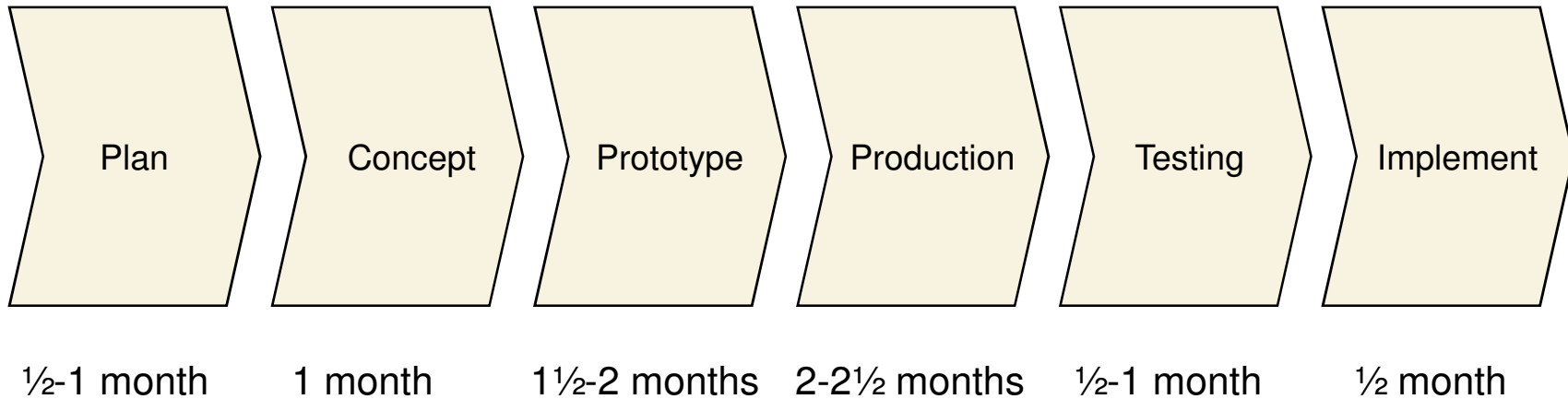


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What we do

Development process



Development time for average game – 6 to 8 month

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Who uses serious computer games

- **The military pioneers game-based training and recruiting.**
- **The emergency and healthcare industry uses game and simulation tools to help patients.**
- **Educational institutions take advantage of games to teach.**
- **Enterprises focus deploys games for marketing and training.**

Source: Forrester Research: It's Time To Take Games Seriously, August 19 2008.

Case: Nykredit

Platform: Single-player, web-based

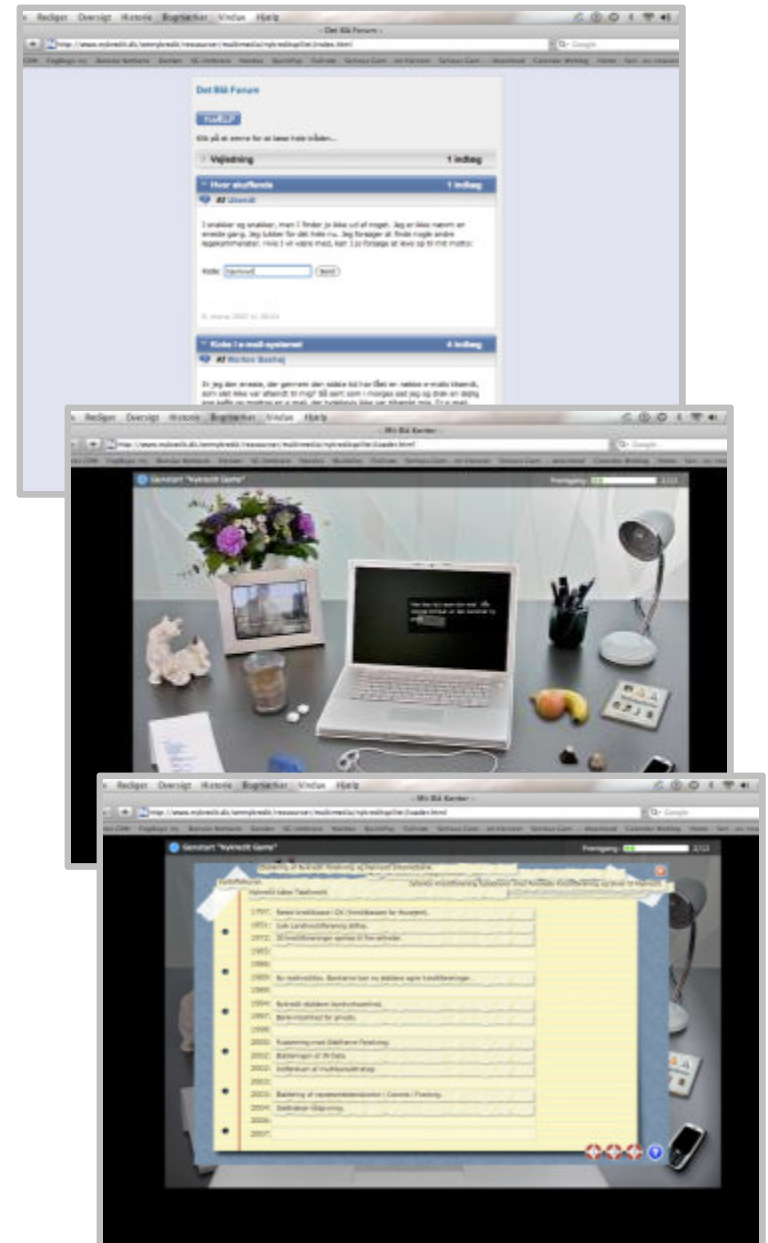
Technology: Web 2.0 & flash/html

Playtime: 60 minutes

Game: Aim to reach employees before job start when they are highly motivated. Presents company as innovative and interesting while delivering facts and information in a compelling context.

Target group: New and potential employees

Try it at www.detblaaforum.dk



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THANKS!

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