

You are receiving this newsletter because I believe you have an interest in immersive technologies. If you would prefer not to receive regular updates on the serious application of these technologies, simply reply to this email with the word UNSUBSCRIBE and I will remove your name from our mailing list.

Please note that I will be happy to email you any **presentations** or **articles** (after publication) referred to in this newsletter – just send me an email at d.wortley@cad.coventry.ac.uk

Forthcoming Events

Wednesday June 30th

V-Trade Forum Workshop



INAUGURAL FORUM
NEXT-GENERATION VIRTUAL COMMERCE SOLUTIONS
June 30th
at the Serious Games Institute, Coventry, CV1 2TL

Click [Here](#) to book your place

This event will be an inaugural meeting to outline the potential of immersive technologies to transform virtual trading solutions beyond traditional e-commerce. This event heralds the start of the ERDF V-Trade project to develop innovative solutions for bringing products to the market through a virtual trading space. V-Trade will build a virtual demonstrator platform where companies can set up a trading space to showcase their products and services to a global audience. V-Trade will remove the logistical and financial barriers to building relationships across the globe.

There will be opportunities for companies to become part of the V-Trade network and benefit from this European funded project

The programme is as follows:

<p>09:30 Registration and coffee 10:00 Welcome 10:05 The Big Picture - Next Generation Solutions 10:30 The V-Trade Project 11:00 V-Trade – The Commerical Dimension 11:30 Virtual Worlds and the Value Chain 12:00 Q&A 12:30 Lunch, networking and V-Trade demonstrations 14:00 Close</p>	<p>Professor Sara de Freitas (Chair) David Wortley (SGI) Dr Panos Petridis (SGI) John Andrews and Ian Hunter (ICE) Justin Bovington (Rivers Run Red)</p>
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Other Forthcoming Events

Play for Your Life
How Serious Games can Transform your Health
Thursday June 24th 09:00 – 16:15

Centre for Excellence in Computer Games Education, University of Abertay Dundee, Dundee, DD1 1HG

This exciting event will raise awareness of the potential of gaming – whether physical or digital – with regard to its possible utilisation in areas of sports and consumer wellness. Building on the strong games-development expertise in the Dundee area, the event will explore the key themes and future projections of market leaders, such as Microsoft and its Project Natal, whilst also looking, in depth, at some real Scottish business case studies and cutting edge university expertise. As well as a stimulating line up of speakers there will be the opportunity to participate in interesting workshops and also to try out some cutting edge gaming solutions. The day will conclude with the launch of the WHI White Paper looking into *Sports Wellness and ExerGaming* and a discussion around how we can take advantage of the opportunities it presents.

See <http://www.wellnesshealthinnovation.org/Events/WHI-Events/Play-for-Your-Life-How-Gaming-can-Transform-Health-Event/?d=352> for more details

Academy of Marketing Conference

July 6th – 8th

Ricoh Arena Coventry

The conference, themed 'Transformational Marketing' addresses the role of marketing in driving organizational, social, community and environmental change. In parallel to David Glen Mick's vision for the Association of Consumer Research (2006) (p.2); transformational marketing focuses on "*activities that strive to respect, uphold, and improve life in relation to the myriad conditions, demands, potentialities, and effects of consumption*", recognises the importance of engaging in conversation with customers and consumers, facilitated through changes in technology (Kumar, 2008); and focuses on research which carries significant implications for both theory development and social action (DeBerry-Spence, 2008).

David Wortley, Director of the SGI will be part of a roundtable discussion on "*Corporate Social Responsibility and Environmental Issues in Marketing*"

See http://www.academyofmarketing.org/index.php?option=com_content&view=category&layout=blog&id=54&Itemid=222

1st International Workshop on Serious Games Development & Applications

July 8th

University of Derby

The aim of this workshop is to bring together a group of experts to discuss issues concerning all aspects of serious applications of games technology, e.g. engineering, education, healthcare, city planning, production, crisis response, and training.

If you have any queries, please contact Dr Minhua Eunice Ma (m.ma@derby.ac.uk).

European Games Convention Online

July 8th – 10th

Leipzig Convention Centre

From 8 – 10 July 2010 everything at the Congress Center Leipzig (CCL) will revolve around browser, client and mobile games. This is serving to further promote the successful business field of the GCO as a recognised networking platform for the national and international online and mobile games sector. Developers, publishers, professionals and representatives of the media use the GCO to establish (new) contacts and initiate business transactions. Over 30 companies await you in the trade exhibition. International participation is higher than ever before: exhibitors from Germany, Brazil, Bulgaria, Belgium, China, Israel, Canada, Austria, Poland, Latvia, Taiwan, South Korea and the USA have all booked their involvement.

As a registered trade visitor you can enjoy the benefits of the Business Matching Tool in advance, establishing business contacts in a targeted manner. Why not make an appointment with exhibitors and trade visitors today to meet them at the GCO? There is particular demand for Business Matching amongst international participants looking for an entry to the European market.

The Business Talks with distinguished panels and presentations also make the GCO a central forum for international trend analysis and knowledge transfer. Over 40 international speakers will discuss themes such as social games, mobile games, financing and international markets. In co-operation with the TwoPi team the world's first Community Manager Conference will take place on Friday. One of the goals of this conference is to make experience gleaned from the collaboration between community and marketing managers tangible.

Participation in the Business Talks is already included in the price of the trade visitor ticket. All information about the programme can be found at www.gamesconvention.com

<http://www.gamesconvention.com/en/programme/business-talks/programm/>

Register today, quickly and simply online:

<http://www.gamesconvention.com/en/trade-visitors/registration/>

6th International Conference on Intelligent Environments (IE10)

July 18th – 21st

Monash University (Sunway Campus) Kuala Lumpur Malaysia

Intelligent Environments are everyday settings such as homes, offices, hotels, restaurants, shops, hospitals, teaching-rooms, stage/studios, manufacturing environments, cars, trains, aircraft, boats, cities, public spaces and electronic clothing/fashion that are equipped with advanced networked computer based systems, which enable better or new lifestyles for people. For example, such technology can lead to design of living environments that are more comfortable, usable, productive, secure, caring, social, entertaining or energy efficient.

Each year, the International Conference on Intelligent Environments provides a leading edge forum for scientists, researchers and engineers from industry and academia to present theoretical and practical research results on Intelligent Environments, their multiple aspects and their application in various domains of activity. IE'10 is the sixth edition in a series of highly successful conferences that were organized in Colchester (UK), Athens (Greece), Ulm (Germany), Seattle (USA) and Barcelona (Spain) in the past five years; in 2010, the IE conference will take place in Kuala Lumpur (Malaysia) hosted by the Monash University.

The IE'10 conference program will include workshops, invited lectures and special sessions of full and short papers and posters. Topics of interest include (but are not limited to) Ambient Intelligence, Ubiquitous/Pervasive Computing, Intelligent Agents,

Context Awareness, End-User Programming, Human-Computer Interaction (Speech, Vision and Haptics), Smart Sensors, Affective Systems, Wearables (smart clothes, digital fashion etc), Domestic Robotics, Virtual & Mixed-Reality, Middleware, Networking, Communications, Development/Testing/Evaluation Methodologies, Building Architecture, Art and Design, Cultural, Social, Legal and Ethical Aspects of Intelligent Environments. Other issues of interest include novel computational models and new theories that support advances in these areas.

The SGI, in partnership with SHASPA Research Ltd is running a workshop on the application of SHASPA technologies (www.shaspa.com) to leverage the power of virtual worlds and social networking technologies to create intelligent environments that both save energy and deliver personalised services to stakeholders.

For more details see <http://intelligentenvironments.org/conferences/ie10/>

Hobson's Diary



April, May and June have been packed with activities and developments beginning with a SEACOOP webinar delivered on April 6th to delegates at an EU – South East Asia collaboration event in Singapore. Using web conferencing technologies I delivered a **presentation** on the theme of “Tomorrow’s Cities” in which immersive technologies which integrate virtual and physical spaces can be used to develop smart environments suited to the needs of tomorrow’s society.

You can find more information about SEACOOP at <http://eurosoutheastasia-ict.org/>

The same week I wrote an **article** for the ICT in Education Newsletter web site – see <http://www.ictineducation.org/newsletter/>. The article was on the theme of Educational Technologies

On April 22nd – 23rd the SGI shared an exhibition stand with the Relate organisation at the HRD conference and exhibition as well as speaking on the future of making a **presentation** on “The Challenge of the Digital Native Generation” in one of the workshops. The exhibition stand was also supported by TPLD who specialise in immersive collaboration and learning spaces.



SGI / Relate stand at HRD Olympia

On April 27th I was pleased to attend my first RSA new members welcome meeting where I met Andrew Oliver of Blitz Games whom the SGI sponsored at an honorary degree ceremony at Coventry University. Andrew and his twin brother Philip are the inspirational founders of Blitz Games who have some very exciting innovations in their pipeline

The next day I visited Millennium Point in Birmingham for a special event to promote and showcase Birmingham Science Park. Amongst the inspirational speakers were Codemasters who demonstrated their capacity for realistic games engine visualisation. Video games are a real regional strength for the West Midlands.

On 29th April I was a guest speaker at a University of Westminster Forum on the theme of “Public Engagement for Researchers in Arts, Humanities and Social Sciences”. My **presentation** was on “Public Engagement for Researchers” and was part of an interesting programme of speakers from a variety of backgrounds.

May 2nd saw me make a **presentation** at the Technical University in Delft on “Immersive Technologies and the Integration of Physical and Virtual Worlds”. The invitation to present came from SiSi Zlatanova whose department has a strong emphasis on geo-informatics. The presentation was video and is available on YouTube at <http://www.youtube.com/watch?v=hfqWSn-VERg>

In May I was also interviewed for the Times on Line newspaper by Carol Lewis whose [article](http://business.timesonline.co.uk/tol/business/related_reports/mapping_british_business/article7129977.ece) was published at http://business.timesonline.co.uk/tol/business/related_reports/mapping_british_business/article7129977.ece

From Times Online

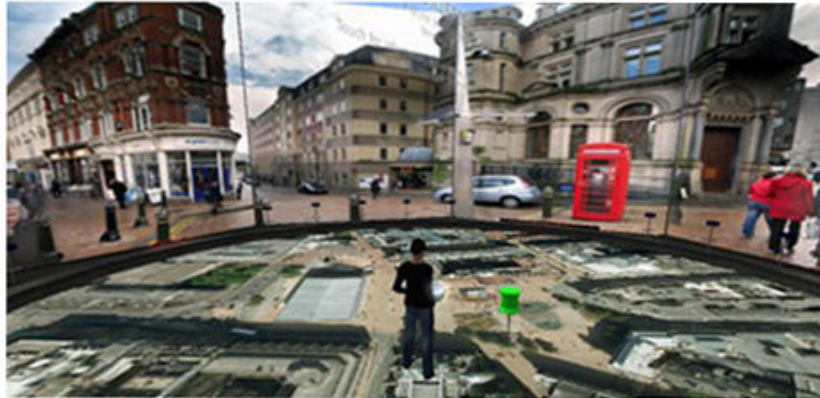
May 18, 2010

supported by

Lloyds TSB | Corporate Markets

Gaming is a serious business

The West Midlands has a long history of game development, but The Serious Games Institute is taking it way beyond the realms of entertainment



Carol Lewis

MAPPING BRITISH BUSINESS

Previously published articles

Article list

FOCUS ON SCIENCE



Open innovation

On May 12th I delivered a **presentation** on the V-Trade project to delegates from the regional Manufacturing Advisory Service (MAS) at the Coventry Technocentre

On May 19th I delivered a **presentation** at Warwick University on Immersive Technologies and data visualisation to a group of researchers involved in Biosciences.

May 20th I visited some of the SGI industry partners at the ITEC conference held in London's Docklands where Professor Sara de Freitas was a keynote speaker and the exhibition included stands manned by Ambient Performance, Caspian Learning, Daden, Playgen and VSTEP, a Dutch company specialising in virtual environments for emergency service training.



Screenshot from Rescuesim by VSTEP

May 24th was the date of Martine Parry's Immersion Conference In London where I met with our Italian E-Vita project partner Lucia Pannese.

On June 2nd I was a guest at Cisco's Executive Briefing at their Bedford Lakes Headquarters. This event involved inspirational presentations on the use of technology for CSR applications and strategies. Amongst the speakers was Ellen McArthur and a senior manager at Marks and Spencer.

The next 2 days were spent as a guest of the Bulgarian Life Long Learning EU project for whom I made regional **presentations** at whistlestop seminars in Gabrovo and Veliko Tarnovo.

On June 10th I was an invited speaker at the annual BILD conference at the Open University in Milton Keynes (see <http://www.thebild.org/Events/UpcomingEvents/HJTOPU>) where I made a **presentation** on Immersive Technologies and the Future of Learning. From here it was a quick dash to fly out to Sofia to be met by Martin Stoianov of the LUDUS project who drove me to Plovdiv for a regional workshop presentation in partnership with Roumen Nikolov of Sofia University.

Immediately after the workshop it was a train journey to Nessebar in Eastern Bulgaria for the ISDE workshop on Digital Earth where I made another **presentation** on “Social Networking and Immersive Technologies for Community Engagement”. The ISDE events are amongst the best I am involved in, not only for the quality of the delegates and presentations but also for their organisation of cultural activities.



Temenoujka Bandrova and Milan Konecny – Organisers of ISDE 2010

Back in the UK for only one night before travelling to Moscow for the annual E-Learn Expo event (<http://www.elearnexpo.ru/eng/>) where I chaired a panel of experts which included Graeme Duncan of Caspian Learning and Richard Berg of Business Smart International, both of whom were visiting Moscow for the first time. As well as a **presentation**, I also ran a workshop live demonstration of Second Life where I was joined by participants from Singapore, Holland, Lithuania and the UK. The live demonstration of the SGI Nexus island (<http://slurl.com/secondlife/SGI%20Nexus/96/107/27>) attracted a great deal of excitement and interest.



Richard Berg and Graeme Duncan in Red Square

On June 16th an **article** “Miracles for the Ageing Population” was published in the Health Global electronic publication. This questioned some of the current approaches to using technology to support independent living. You can view the article on pages 68-69 by clicking on the link below :-



Health Global June Edition

See <http://edition.pagesuite-professional.co.uk/launch.aspx?referral=mypagesuite&pnum=&refresh=bJ07P4o1zD13&EID=553a245b-87b2-495e-8930-45f8089e69ab>

Digital images from many of these events are available on the SGI Flickr web site

See :- <http://www.flickr.com/photos/seriousgamesinstitute/sets/>

Opportunities for Funding and Collaboration

The Serious Games Institute is very proactive in seeking and developing collaborative projects involving immersive environments such as virtual worlds, serious games and social networks. Since our opening in September 2007 we have successfully collaborated with our industry, university and public sector partners on a range of projects that have generated income and business development opportunities both in the UK and overseas.

In 2010 we will continue to explore new avenues, especially in our core areas of interest which include Technology Enhanced Learning, Health, The Environment and Sustainable Development, Smart Spaces (Integrating physical and virtual environments), Interface technologies, Emergency Planning and Disaster Management, Artificial Intelligence and Robotics, Virtual Commerce, Collaboration and Networking, Mobile and Wireless, and Relationship Management.

If you are interested in partnering the SGI – please drop me an email (d.wortley@cad.coventry.ac.uk)

Best Regards

David Wortley FRSA
Director
The Serious Games Institute
"Immersive Experiences with Serious Benefits"
Coventry University Enterprises Ltd
Unit 6
Coventry Innovation Village
Coventry University Technology Park
Cheetah Road
Coventry
CV1 2TL
SGI Reception Tel: +442476158201
Mob: +447974984351
Skype ID: davidwortley
EMail: dwortley@cad.coventry.ac.uk
Web site: <http://www.seriousgamesinstitute.co.uk/>

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