



Forthcoming Events

Wednesday April 14th

Second Wednesday Workshop



THE FUTURE OF GAMING
NOVEL HUMAN-COMPUTER INTERFACES FOR HEALTH &
How will we interact with technology in the future?
12 noon - 6pm at the Serious Games Institute, Coventry, CV4 9EF

Click [Here](#) to book your place

World leading speakers from games, virtual worlds, education and health will demonstrate advances of bio-feedback and brain computer interface devices and show how they can be used in educational and health contexts (such as universities and for therapeutic purposes). The event will also include live demos of new human-computer devices.

The programme will include:

12.00-1.30pm **Lunch and Networking**

1.30-1.50pm **Using Brain-Computer Interfaces for virtual worlds:**

Prof. Sara de Freitas & Dr Ian Dunwell, Serious Games Institute, Coventry University

1.50-2.15pm **EEG and Eye Tracking technologies; implications for health and education:**
Ian Glasscock, Games for Life Ltd

2.15-2.40pm **Biofeedback games for health and therapy:**
Prof Pamela Kato, University Medical Center, Utrecht, Holland

2.40-3.05pm **Neurosky Games:**
John Ribbins, Roll 7 Ltd

3.05-3.35pm **Coffee Break**

- 3.35-4.00pm **Corwin Bell**
Vision Shift Studios
- 4.00-4.25pm **Break out sessions**
Prof. Sara de Freitas & Dr. Ian Dunwell
- 4.25-4.50pm **Feedback and Capture**
- 4.50-5.00pm **Closing thoughts**
David Wortley, Serious Games Institute
- 5.00-6.00pm **Drinks and networking**

Remember that you can also join our Second Wednesday events live by logging on to our virtual auditorium in Second Life at :- <http://slurl.com/secondlife/SGI%20Nexus/96/107/27>

Other April Events

April 21-22 CIPD HR Conference (Olympia London)

SGI can offer a great discount to Serious Games companies –

<http://www.cipd.co.uk/cande/hrd>

The HRD Conference and Exhibition offers practical solutions to your most pressing business needs in learning and organisation development.

10 reasons why you should be at HRD 2010...

1. Focus on specific areas such as coaching, OD or leadership or get an update across all areas of learning and organisation development.
2. Get practical tips and advice to improve individual and organisational performance.
3. Hear from leading HR and business speakers who are experts in their chosen fields.
4. Hear from leading organisations who are tackling the same business challenges as you.
5. Work through your business issues in practical workshops with like-minded peers.
6. Benchmark your existing approaches to learning and organisation development against speakers, organisations and your peers.
7. Network with people facing the same challenges as you at the event.
8. Join MyEvent to network with your peers before, during and after the event.
9. Take a look at the latest products and services in learning and organisation development at the exhibition.
10. Attend the OD all-day workshop and focus on the key area of modern HR.

If you have any seminars, workshops or conferences on immersive technologies that you would like to be included in this newsletter, please let me know

FREE GRADUATE PLACEMENTS

From now until the end of September, there is funding available to provide free graduate placements at businesses in the UK. These placements typically last up to 9 weeks of 20 hours per week. If you have a business that could make use of graduate skills on projects, this is a great “no

obligation” opportunity to get extra human resources into the organisation at no cost.

If you are a graduate from any UK university in recent years, and seeking an opportunity to use your skills and gain experience in a new business environment, you may also be eligible to participate in the scheme.

So whether you are a UK business or a graduate from a UK university, this may be a great opportunity for you or someone you know.

FAMILY MAPPING TOOL

The Serious Games Institute is actively involved in working with the Relate Organisation and BT to develop and research the innovative use of immersive technologies to support relationship counselling. This project extends the potential of interactive digital media and social networking technologies to reach families who have family relationship issues but do not wish to or cannot access traditional counselling services.

The family mapping tool can be accessed from the SGI web site (www.seriousgamesinstitute.co.uk) or via the Relate for Parents web site (<http://www.relateforparents.org.uk/>).

Hobson's Diary



On March 4th I attended the Office of Life Sciences Roadshow at Millennium Point in Birmingham. The event was organised by UK Trade and Investment and sought to highlight global market opportunities in this sector, particularly in China. It featured some very useful market statistics about the demand in China and presented some successful case studies. Immersive technologies are likely to have an important role to play in life sciences both for shaping behaviour and empowering users.

On March 10th the SGI hosted a Second Wednesday Seminar on Artificial Intelligence (AI) in games and virtual worlds for health and education. With some top class speakers, the seminar highlighted the increasing use and sophistication of AI to model avatar and crowd behaviour in games and virtual worlds as well as demonstrating the trend towards personalised learning environments in which the technology adapts to user preferences and capabilities.

March 16th saw a Medilink hosted event in West Bromwich on Assisted Living Technologies, another core area of interest for the SGI. The event was facilitated by Alvolution (a division of Medilink) and its primary focus was on technology infrastructure for assistive living and smart homes. With the ageing population, better healthcare and increased lifespans there is understandable focus on the burgeoning cost of supporting elderly people, not just from a healthcare perspective, but also from pension and welfare payments which have to be funded primarily by the working population. Most of the attention is therefore centred around how to use technology to reduce the cost of care through helping to support independent living. However, my personal view is that there is another approach which is often not recognised or neglected.

The Information Society and Digital Revolution has had a disruptive effect on society and the

economy which has forced the redundancy of huge numbers of middle aged people who are typically not trained or equipped for the digital economy. These forced redundancies not only place a burden on social security but also lead to health problems caused by the stress of “being thrown on the scrapheap. Immersive technologies and smart homes could provide teleworking opportunities that tap into the skills and life experience of this section of the population so that as well as reducing the cost of welfare payments, technology could also help to improve health and wellbeing prospects and make a positive contribution to the economy.

I was also a speaker in a workshop session at the 2nd International Thaisim conference on learning through experience through games and simulation (http://www.thaisim.org/en/thaisim_2010.htm)



Thaisim speaker certificate

The Thaisim conference on learning through experience through games and simulation was my first visit to Thailand and a real eye-opener about the potential of games to support experiential learning. The conference was held at Rajamangala University of Technology Srivijaya, Thailand and was strongly influenced by the work of Dr David Crookall of the University of Nice, Sophie Antipolis in France.

It was Dr Crookall's practical games sessions that gave the conference its unique experience and value. During one plenary session, over 20 of the delegates formed 3 teams to compete in a game called “Replica” with the rest of the conference delegates acting as referees and observers. Each team appointed people into different roles with the objective of building a structure from lego bricks to exactly match a structure kept inside a box which could only be viewed by the “architects”. This game gave me a whole new insight into the best methodologies for games-based learning and the importance of good facilitation and reflection.

No sooner was I back in the UK than I was attending the second day of the excellent GBL (Games Based Learning) conference (<http://www.gamebasedlearning2010.com/>) held in London on March 30th. Advantage West Midlands (AWM) were event sponsors and helped to organise presentations and round table discussions on serious games with Mary Matthews from Trusim, Graeme Duncan from Caspian Learning, Richard Berg from Business Smart International and Professor Sara de Freitas from the SGI amongst the speakers. This session highlighted some very practical examples of how video games and immersive technologies can be effectively applied to such diverse applications as paramedic training, induction training for naval recruits and senior management skills development.

Still on the theme of learning technologies but completely different in format was the #Becta-X conference held the following day at the Wellcome Collection in London (<http://www.becta-x.co.uk/>). Like Thaisim, this event was not the usual parade of sector experts sharing their knowledge but a genuine attempt to use the latest social networking and collaboration technologies to make the conference as engaging and valuable as possible. The Becta sponsored event was organised by Katz Kiely of Just-b productions in Sheffield and featured live Twitter feeds from inside and outside the conference as well a live video feeds to and from a number schools around the UK, including my old village primary school in Wyberton near Boston in Lincolnshire on whose playing field I started my football career as a 14 year old.

Congratulations to Becta and Just-b on a very innovative and worthwhile experience.

Forthcoming International Conferences

There are a number of international conferences that the SGI will be supporting and/or promoting in 2010

London IMMERSION Forum - May 24th

Save the date for the IMMERSION Forum in London, focused on the future of games and immersive & social media.

This includes: virtual worlds, MMOs, social games, serious games, augmented reality and geospatial apps and search - across all platforms and devices (including: Facebook, iPhone).

We will focus on a range of key issues, including; monetisation, use-cases, 'the race to 3d', game-changer technologies and micro-transactions (including virtual goods).

The Early Bird of only £129 ends 12 April (£299 thereafter).

The award submissions close on 26 April and bookings for the Forum and the evening party are now open - and bookings are coming in fast now.

www.immersion10.co.uk - Forum and Awards

<http://magicmixer.eventbrite.com> - Evening Party

Milton Keynes Open University - British Institute for Learning and Development (BILD) 2010 – June 10th **Learning and Development the Next Five Years**

There is increasing emphasis on learning, skills and qualifications and positioned at a high level on the national agenda. This places considerable responsibility on the learning and development profession to consider the ways in which new and potential learners can develop skills for their job or for career and leadership development in the workplace. This conference provides the opportunity for Learning & Development professionals to update their knowledge of a range of initiatives to better equip and engage learners and increase the impact of learning. See <http://www.thebild.org/Events/UpcomingEvents/HJTOPU>

Topics include:

- Strategic skills development
- Emotional intelligence
- Employee engagement
- Human capital
- Emerging trends in learning technology

Delegate profile

- Learning & Development professionals seeking to keep updated with current trends and national issues
- Companies and government organisations committed to the development of their staff
- Professionals and practitioners in further & higher education
- Providers of vocational and work based learning seeking to apply good practice
- All those offering learning and concerned with choices of media such as e-learning, mixed

- media or classroom based delivery and other providers of training
- Learning & skills councils, chambers of commerce, sector skills councils, business links and regional development agencies
- Organisations with learning centres including those offering learning direct
- Local learning partnerships, adult & community learning practitioners and curriculum development professionals
- Business support and research organisations
- Individual practitioners and consultants

Speakers confirmed so far:

- [Peter Cook, Human Dynamics, Academy of Rock](#)
- [Prof Mike Campbell, UKCES](#)
- [Geraldine Harrison, Rolls Royce](#)
- [Neil Twogood, Performance Consultants](#)
- [Alan Fletcher, The Open University](#)
- [David Wortley, Serious Games Institute](#)
- [Andrew Mayo](#)
- [Geoff Stead, Tribal Group](#)
- [Brian Bishop and Chris Brannigan, Caspian Learning](#)
- [Williams Johnson, Great Place to Work Institute](#)
- [Peter Butler, BT](#)
- [Dr Peter Honey](#)

Price:

£99 + VAT BILD Members

£250 + VAT Non Members (includes one year's individual membership)

Moscow E-Learn Expo 2010 – June 16/17 – Speaking/Exhibiting Opportunities

This event is Russia's premier event for learning technologies and combines key presentations with an exhibition. The SGI, working in partnership with organisations such as Autocad, Cisco and Ambient Performance have both exhibited and presented at this prestigious event.

There is a great demand for international expertise to both present and exhibit – see <http://www.elearnexpo.ru/eng/> and/or contact Alla Khaikina at Khaikina@ite-expo.ru for more details.

Digital Earth Summit in Nessebar, Bulgaria – June 12 - 14

The Third International Conference on Cartography and GIS is being held in the resort town of Nessebar, Bulgaria and sees the gathering of a galaxy of international experts in discussing and presenting how the latest digital earth technologies can be applied for a diverse range of topics which include sustainable development, climate change and disaster planning and management.

For more details see <http://www.cartography-gis.com/digitalearth/>

6th International Conference on Intelligent Environments (IE10) in Kuala Lumpur – July 18 – 21

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/>

IADIS International Conference

Web Virtual Reality and Three-Dimensional Worlds 2010

Freiburg, Germany

27 - 29 July 2010

<http://www.web3dw-conf.org/>

***NASTEC'2010 in Redmond, Seattle, USA - August 25 -27**

3RD ANNUAL NORTH AMERICAN SIMULATION TECHNOLOGY CONFERENCE

See <http://85.255.193.245/cms/?q=/cms/%3Fq%3Dnode/1311>

DIGIPEN INSTITUTE OF TECHNOLOGY [<http://www.digipen.edu>]

Organized by ETI Sponsored by EUROSIS Ghent University St.Anne's University

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"

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If you no longer wish to receive information from us, please reply to this newsletter with the word UNSUBSCRIBE and accept our apologies