



## **Forthcoming Events**

### **Wednesday March 10th**

### **Second Wednesday Workshop**



**ARTIFICIAL INTELLIGENCE IN GAMING AND VI  
WORLDS FOR EDUCATIONAL AND HEALTH SE**

**Do you know what your avatar is doing ?**

**12 noon - 6pm at the Serious Games Institute, Coventry, C**

Click [Here](#) to book your place

In the near future many of us will have avatars and be a part of a virtual experience embedded with advanced artificial intelligence (AI) techniques. This event therefore considers the role artificial intelligence will play in intelligent machine-driven avatars of the future. The event will also look at how AI is currently being used in educational and health settings and in leading edge research, such as the Echoes project.

Leading specialist speakers from industry and academia will explore examples of artificial intelligence used today and will explore possible applications for this technologies in the future, igniting active debate and discussion.

The programme will include:

**12.00-1.30pm Lunch and Networking**

**1.30-1.50pm Adaptiveness in Gaming using Artificial Life techniques**  
Professor Sara de Freitas and Dr David Panzoli

**1.50-2.15pm User-adaptive Games: Opportunities and Challenges**  
Dr Vania Dimitrova, University of Leeds

**2.15-2.40pm Building an Autonomous Avatar for a Virtual World: Challenges and Opportunities**  
David Burden, Daden Ltd

**2.40-3.05pm Developing More Realistic Characters for Virtual Worlds: Developments in Human Like Minds**

Stuart Slater, The Institute of Gaming and Animation, University of Wolverhampton

**3.05-3.35pm Coffee Break**

**3.35-4.00pm Towards Adaptive Video Games**

Simon Colton, Imperial College London

**4.00-4.25pm Enhancing the learning and exploration of social skills by young children through intelligent technology An introduction to the ECHOES project**

Kaska Porayska-Pomsta, London Knowledge Lab Institute of Education University of London

**4.25-4.50pm Break out sessions**

**4.50-5.00pm Feedback and Capture**

**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 March Events

**March 23<sup>rd</sup> Westminster Forum on Smart Metering (London)**

Contact Kenny Pattie on [Kenneth.Pattie@westminsterforumprojects.co.uk](mailto:Kenneth.Pattie@westminsterforumprojects.co.uk)

**March 25-27 Thaisim 2010 Learning from Experience through Games and Simulation (Thailand)**

See [http://www.thaisim.org/en/thaisim\\_2010.htm](http://www.thaisim.org/en/thaisim_2010.htm)

**March 25-26 VS-Games 2010 – 2<sup>nd</sup> IEEE International Conference on Games and Virtual Worlds (Portugal)**

See <http://www.vsgames2010.org/index.php>

**March 25<sup>th</sup> Serious Games Workshop run by Playgen (London)**

Contact [kam@playgen.com](mailto:kam@playgen.com) or register at <http://bit.ly/bik1wT>

**March 29-30 Game Based Learning Conference (London)**

Register at <http://www.gamebasedlearning2010.com/>

**March 31<sup>st</sup> BECTA-X Future Learning Forum (Invitation only) (London)**

Contact Katz Kiely at [katz@just-b.com](mailto:katz@just-b.com) or see <http://www.becta-x.co.uk/>

## April Events

**April 14<sup>th</sup>**    **The Future of Gaming (Serious Games Institute)**  
Contact Sophie Bauer at [s.bauer@cad.coventry.ac.uk](mailto:s.bauer@cad.coventry.ac.uk)

**April 21-22**    **CIPD HR Conference (Olympia London)**  
SGI can offer a great discount to Serious Games companies –  
<http://www.cipd.c.uk/cande/hrd>

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

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## **Jobs at the SGI**

### **Technical Developer V-Trade Project**

The Serious Games Institute is pioneering the use of immersive technologies for the next generation on e-commerce solutions which use virtual worlds as an environment in which to experience a new exploratory retail experience closely integrated with both physical retail and manufacturing. Working closely with acknowledged industry partners, this is an exciting opportunity for a technical developer wanting to be at the forefront of prototyping these solutions

The postholder will undertake development within the ERDF-funded v-Trade project which will produce a V-trade demonstrator to stimulate debate and new developments in virtual trade technology, encourage and enthuse regional SMEs to adopt or increase ICT in their businesses, increase the competitive advantage of regional SMEs in an economically challenged global market, strengthen the position of the West Midlands as a leader in virtual trade technology and establish the seeds of co-operative collaborative trading spaces for SME manufacturers. The appointment will be based with the SGI full time. The post will include all the development work around the v-trade demonstrator, including undertaking feasibility studies, developing a user requirements specification and technological specification for the system. The postholder will work closely with the Project Manager and Director (Prof Sara de Freitas) to produce high quality outputs and the final demonstrator, working closely also with the SGI Applied Research team the post will be an important contributor to the Research Division.

To find out more about this post Click [HERE](#)

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## **Hobson's Diary**



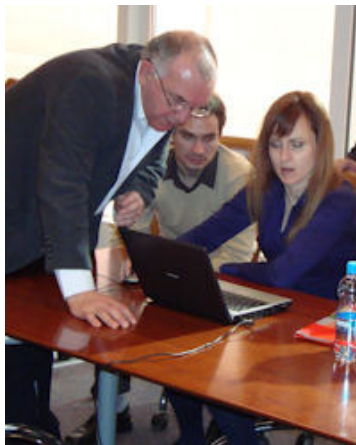
February began with a focus on the use of immersive technologies for energy management and climate change, one of the SGI's core areas of interest. With a growing awareness of and concerns about global warming and environmental sustainability, increasing attention is being paid to how we can best bring about the necessary changes in our attitudes and behaviours.

Immersive Technologies such as video games, virtual worlds and social media can play an important role in not only helping us better understand the world around us but also engage, challenge and

motivate us to alter our behaviour in critical ways. The level of interest in and effectiveness of technologies which support this increased engagement in and understanding of environmental issues is evidenced by such phenomena as Smart Metering (EU Research shows it can reduce domestic energy consumption by around 10%) and environmental-based games like Floodim ([www.floodsim.com](http://www.floodsim.com)) and the climate challenge game ([http://www.bbc.co.uk/sn/hottopics/climatechange/climate\\_challenge/](http://www.bbc.co.uk/sn/hottopics/climatechange/climate_challenge/))

In early February I was engaged in discussions and a seminar in Lichfield organised by EU Connects to explore ways in which immersive technologies could be even more effective in tackling the climate change issue. The SGI is already a partner in an innovative approach to these solutions as a founding partner in SHASPA ([www.shaspa.com](http://www.shaspa.com)) and the concept of “social energy meters”. We continue to push the frontiers of how we use games, virtual worlds and social media to make a difference to our environmental future.

I was also involved in 2 LUDUS workshops in February in Sofia and Ljubliana.



Ljubliana LUDUS Workshop

The LUDUS project is an EU funded initiative to support the development and use of serious games in South East Europe and consists of a number of workshops and other activities designed to raise awareness of and build partnerships for a successful serious games sector.

The Sofia workshop held in Bucharest was the second event in the Bulgarian capital and was attended by around 100 delegates from industry, academia and regional development. It included a very lively discussion moderated by Roumen Nikolov

The Ljubliana workshop incorporated demonstrations and delegate use of a number of serious games including Playgen's Floodsim game and Pixelearning's Business Game. This was my first visit to Ljubliana and I left very impressed by the city and my hosts, Bogo, Gregor and Lidija.

February saw the launch of a significant new release of Second Life which is now in Beta testing. I have been trying out this new version and have been very impressed by its new interface and the way it connects the physical and virtual worlds. The header to this newsletter is a screenshot from the new version.

To find out more and to download the beta version, go to [www.secondlife.com](http://www.secondlife.com)

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## Museums and Heritage Sites

Another area where there is a growing interest in the potential of immersive technologies is museums and heritage sites where the Serious Games Institute is actively involved in projects in the UK and internationally. I have developed some content (a datasheet and videos demonstrations) that provides some useful links and also some guidance on the types of solutions that are available and where and how to use them.

If you would like a copy of the datasheet, please drop me an email

[d.wortley@cad.coventry.ac.uk](mailto:d.wortley@cad.coventry.ac.uk) .

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## EU FP7 Project Successes

Last month we learnt that 3 FP7 project bids the SGI is involved as a partner in have been successful and have now entered the negotiation phase. The GALA and SEGAL projects are “Network of Excellence” (NoE) proposals which are now likely to merge into a single bid and this, together with the successful ALICE (Adaptive Learning via Intuitive/Interactive, Collaborative and Emotional systems) bid represent a significant and valuable contribution to our European partnership initiatives.

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## Forthcoming International Conferences

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

### **Computer Games and Allied Technologies (CGAT) 2010 Singapore – April 5/6**

This is an annual event that is attracting a growing number of delegates and presenters from industry and academia. The SGI involvement will be represented by Oliver Goh, CEO of SHASPA Research UK Ltd who will present a paper on Games, Virtual Worlds and Social Networking development trends and how they can be applied to serious global issues such as energy management and climate change.

Singapore is a very significant player in the use of immersive technologies and the integration of physical and virtual environments which they call “co-spaces”

For more details visit the CGAT site at <http://www.cgames.com.sg/>

### **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](mailto: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/>

## **6<sup>th</sup> 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](http://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

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## **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](mailto:d.wortley@cad.coventry.ac.uk))

Best Regards

David Wortley FRSA  
Director

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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**