

Control.

SPECIAL FOR COMPANIES & ORGANISATIONS
ABOUT APPLIED GAMES

SERIOUS GAMES

EVERYTHING
YOU NEED TO
KNOW!



BEST PRACTICES:

HEALTHCARE ■ TRAINING & SIMULATION ■ MARKETING & ADVERTISING
PLAYFUL INSTALLATIONS & PHYSICAL GAMES ■ RECRUITMENT



The effectiveness of Serious Gaming

One of the oldest ways that businesses and organisations train their staff is through learning by doing. This traditional type of training takes time and is a costly endeavour. A more effective method of learning is through Serious Gaming.

To be effective, Serious Games must incorporate cognitive, learning, and pedagogical standards into their content and structure.

IJSfontein Interactive Media would like to share a list of five reasons with you, underlining the effectiveness of Serious Gaming:

1. Development in knowledge, skills, insights and behaviour

Serious Gaming contributes to changes in knowledge, skills, behaviour and individual choices. A clear set learning goal is necessary to realize these changes.

Awareness and changes in behaviour, skills and knowledge are achieved by placing the user in a virtual playground.

2. Active learning and discovering; learning by doing

Serious Gaming is a modern way of learning new material. Playing games has become part of our natural instinct and is a powerful learning method. Therefore, implementing play into Serious Gaming has a great potential for education.

3. Practice and experiment in a safe environment

With Serious Gaming, users are allowed to practice and experiment in a safe environment. Within this private setting, Serious Gaming enables the user to experiment and try out different options, receiving feedback without fear or embarrassment.



Smartgate - The game, ACN

4. Just in time, just in case

The traditional style of education included reading information, being involved in a lecture, or watching a video. Because of these instruments, learners were bound to a certain time and place. Playing Serious Games allows the user to play where and whenever the user wishes to.

5. Low costs per user

The low costs per user are related to the amount of time it takes to educate or train staff.

Serious Gaming decreases the time needed to educate and therefore decreases the cost per user.

IJSfontein is a specialist in interactive communication and media productions. Among its clients are broadcasting companies, museums, (consumer) brands and non-governmental organisations. One of the chief competencies of IJSfontein is serious gaming and we have been doing it in the Netherlands for the last 15 years. We work for large clients as KPN, ASML, ABN Ambro, Erasmus MC, Schiphol/CAN, ThiemeMeulenhoff, Malmberg.

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Welcome readers...



■ **Why would any professional in their right mind think games have anything to do with their job?** Because games provide a meaningful tool for many different challenges.

In this magazine we'll show games for businesses and organizations, games with a goal different to entertainment: serious games. Games for marketers, for HR managers, for doctors, for trainers, for teachers.



Imagine employees voluntarily spending after work hours in a training module. Imagine potential customers actively involved with meaningful advertisement. Imagine doctors skilled in operations they rarely perform.

It's real. It's here today. It's called games.

Life is not one big game, but it should be. It can be.

Have a good read!

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>>WANT TO KNOW MORE ABOUT THE GAMESINDUSTRY? VISIT CONTROL-ONLINE.NL (DUTCH) OR CONTROLMAGAZINE.NET (ENG) <<

Serious Fun



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ABOUT CONTROL

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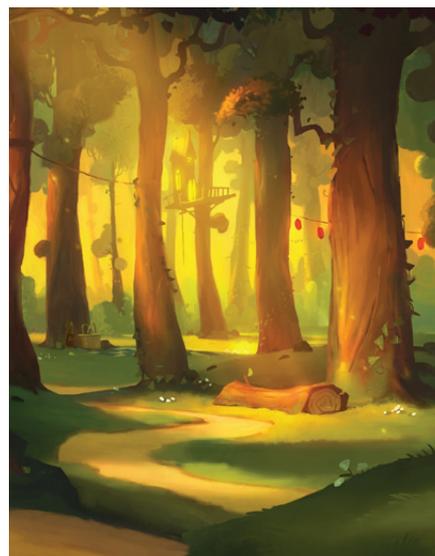
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Some of the best studio's, professionals and organisations in the Dutch Games Industry.



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Play is not exclusive to computerscreens and smartphones. The oldest way of playing is to engage in physical games. And these games and installations can be used for serious purposes as well.



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Serious games are actually delivering on their promise of impacting health outcomes. They can also be used to train medical staff.

15 Focus: Recruitment & Selection

Finding the right personnel can be tedious and time consuming. Why not let a game do the boring selection work for you? Chances are you'll find new motivated employees.

THE NEW FRONTIER

TRAFFIC JAMS, BE GONE

The future of serious games: Gameful Innovation

>> Game visionary Jeroen van Mastrigt-Ide explains how applied game design will make us start moving again.



At this moment I'm working on the projects I could only dream of 10 years ago. Like my personal 'man on the moon' project: the combination of in-car technology with game design principles in order to reduce traffic jams. Imagine earning power-ups by actually leaving home after rush hour and using them to drive extremely fast at night, or slow down other cars behind you. New technology that connects the real world to the virtual world enables play to move out of the box. This way it can be applied to real world contexts, goals and actions. There is a great need for this kind of gameful innovation in various sectors. Old models, old ideas simply don't fit anymore in real virtuality. The creation of the transport, the school, the museum and the hospital of the future all require game design thinking. We can't leave defining the future up to marketeers, empowerment coaches or trendwatchers. Gameful innovation and game design thinking needs to come from game designers. They are the ones that over the past decades have built the creative strategies, models, processes and tools to create meaningful play in relation to goals.

Over the past years, there has been a tremendous rise in the design, application and use of games for real world goals (the realification of games). We have seen many good, and many more bad examples of games for goals in various sectors such as healthcare, education, science and heritage. The rise in the popularity of these games brought along an enormous amount of terms to describe them: serious games, persuasive games, exergames, advergames, games for health, games for change, games for impact and so on.

The creative discipline involved in designing these games I call 'applied game design'. I do so, not to add yet another term to the ones that are already being used, but to describe the creative discipline of applying game design for real world goals and not the games themselves. Not only the game as a medium has matured, but also the discipline of creating games. Thanks to numerous conferences, festivals, awards, publications and research projects,

game designers are starting to understand what it takes to create meaningful play connected to various goals and various contexts. We have an idea on what strategies, models, processes and tools are needed to create great games for goals.

Recently, we have seen an expansion of the field of applied game design. The rise of smart phones, social networks, digital currencies, sensor based technology, the Internet of things, and trends such as crowd sourcing and the quantified self fuel the gamification of reality. Gamification is a form of applied game design and can be defined as the use of game design elements, principles and processes in relation not only to real world goals but also to real world actions.

I notice that the game designers who have worked hard to establish the applied game design discipline frown when they talk about gamification. They state that you can't reduce games

OLD MODELS, OLD IDEAS SIMPLY DON'T FIT ANYMORE IN REAL VIRTUALITY

to badges, leaderboards or currencies. Furthermore, they are afraid that these game design elements are used unethically. I sympathize with their concerns. But what I don't understand is that these game designers decide that they don't want to have anything to do with gamification or with the innovative trends that underlie it. Of course we see a lot of bad examples of gamification, but that is mainly due to the fact that a lot of marketeers, empowerment coaches and trendwatchers are trying to jump on the gamification bandwagon without having a clue on what (applied) game design actually is or what it may imply. The gamification of reality, and the trends that fuel it, are the new frontier of applied game design that needs to be creatively (and critically) explored.



Training & Simulation

PLAY TO LEARN

More and more professionals use games to train their **specialised skills**. There's a game for every trade. >>

Crane Simulator • For EMO, the largest transshipment terminal for coal and iron ore in Western Europe, VSTEP created a crane simulator for preparation and training of their future and current EMO dry bulk crane operators.



Above: In many countries around the world the military uses serious games for training soldiers.



Above: Levee Patroller ■

In the Netherlands, over 17,500 kilometres of levees protect the lowlands from flooding. Professional but often voluntary staff, called Levee patrollers, periodically inspect the conditions and stability of the levees. To train the inspection skills Deltares (Dutch national research institute for delta technology) developed the game Levee Patrollers (Dijk Patrouille). Purpose of the game is to find every potential danger in a realistic landscape and report it. A very important task for a country below sea level.

■ **Computergames can be the ultimate learning tool.**

By linking serious training to a fun game experience, learning becomes something people 'like to do', instead of 'need to do'. The results are spectacular.

It's raging hot inside the cockpit, but the pilot doesn't seem to notice. He is fighting for his life and that of his passengers. Up ahead he can just about see the airport. Can he keep the plane in the air long enough to make it? Another explosion shakes the plane violently. How many engines left? The pilot shouts through his headset. They're not going to make it! The altimeter is spinning, they're going down! Mayday! The view turns black, the cockpit stops shaking. Lights go on and an instructor enters the small room. He turns to the sweaty pilot and asks in a calm voice: "So what went wrong, you think?"

REAL PRESSURE

Games and simulations are used frequently for the training of specialised staff. The reason is clear. It's an efficient, cheap and safe way to teach complex skills. Take the example above of the pilot in a flight simulator. When things go sour the screen just turns black. Planes simply do not crash in a professional simulator. Because the simulation seems so real so to the students, they experience a real sense of urgency and stress. And thus learn how to handle accordingly or how to prevent it from happening again without crashing millions of euros into the ground. Flying hours in a simulator are just as effective as flying a real plane.



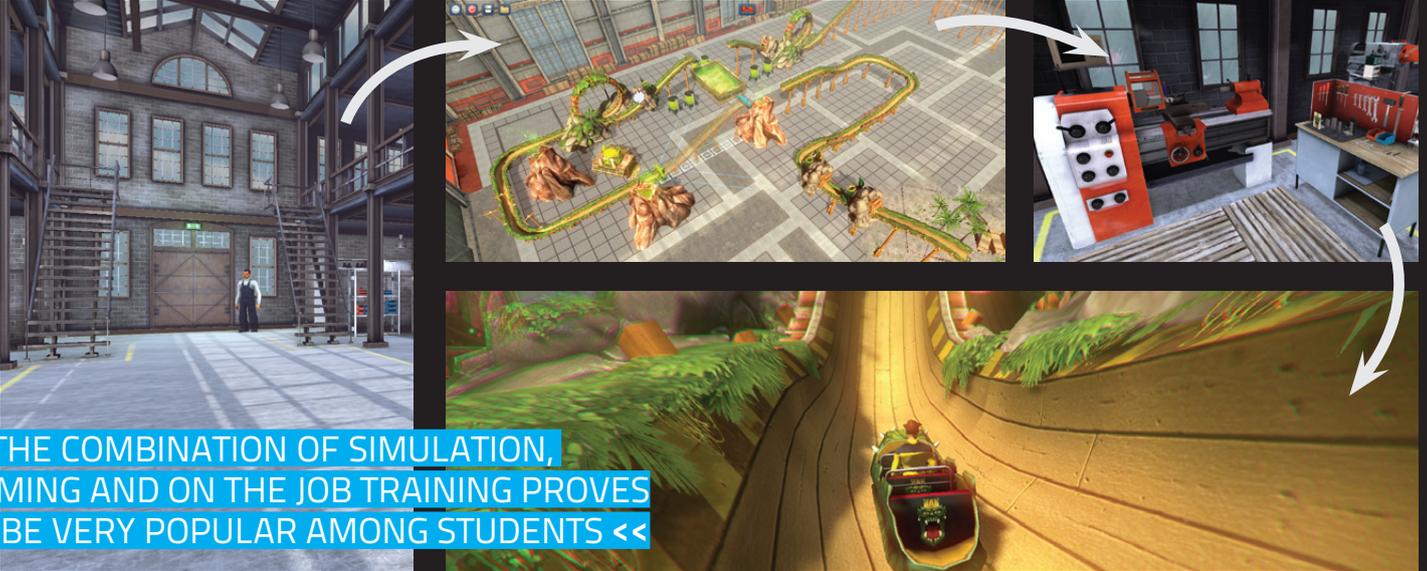
Left: Children ■ Good writing education gives is of great importance for children. It influences language development, reading comprehension and fine motor skills. Writing by hand is still essential, despite the increasing importance of computers. How do you make sure that children spend a lot of time practising the necessary movements? By making a game out of it. And that's exactly what Rotterdam based studio Ranj did with 'Juf in a Box' (Teacher in a Box). Students write using a stylus, equal to a regular pen in size, on a writing tablet and screen all-in-one. Because of this visual interface, Juf in a Box is intuitively understandable, which makes it appropriate for children starting at 4 years old. The method is used by both physical therapists and teachers.

Shanghai, the largest metropolitan area in China and the world with 19 million residents, has just opened a state of the art training centre for fire fighters. The 16 story tower lets the 20,000 fire fighters of the department train both live and in a virtual environment. Dutch serious gamestudio E-Semble has developed several incident command simulation suites with proprietary software to create a unique educational and training concept. The 3D exercise environments and the rescue professionals and vehicles all have a Chinese look and feel. Now the Shanghai Fire Brigade can visualize all types of incidents and disasters, according to their preferences.

ARMY

In many countries around the world the military uses serious games for training soldiers and treatment of veterans suffering from post traumatic stress. The US Army even developed a game to help with recruitment (America's Army). The simulation used by NATO members is Virtual Battlespace Systems developed by Bohemian Interactive Australia. The system enables the practice of small unit military tactics in an interactive multiplayer 3D environment. The platform provides real-time scenario management facilities, customized vehicles and equipment, user-definable mission scenarios, and variable environmental conditions. At a time of shrinking budgets, these tools are viewed as relatively inexpensive supplements to larger, costlier training equipment while also providing a surprisingly realistic training experience. 

THEME PARK S(T)IMULATION



>>THE COMBINATION OF SIMULATION, GAMING AND ON THE JOB TRAINING PROVES TO BE VERY POPULAR AMONG STUDENTS <<

Above: Students get familiar with all the tools in a realistic setting. They get instructions on how to use the machines to build parts for their own roller coaster. And when they're done, they get to ride it themselves.

Students design their own **roller coaster**. Then build it using realistic equipment. The best part: they get to ride it. >>

CASE INFO:

CRAFT Mechatronica

Client:
Kenteq Centre of Expertise for Technical Skills
www.kenteq.nl

Developer:
Little Chicken Game Company

Development time:
6 months

■ **Why this game?**

Kenteq is the Centre of Expertise for Technical Skills. It provides services and products for employers and employees in metal, electrical and mechanical technology, and focuses on the development of technical craftsmanship. For Kenteq, CRAFT Mechatronica is a vehicle to research the application of serious gaming to vocational education. The game is based on a unique combination of simulation, gaming and on the job training.

■ **How did the game come about?**

After an elaborate market orientation and pitch process among the ten most important serious game developers, Little Chicken Game Company was selected to develop the CRAFT Mechatronica game. The game concept was developed in close collaboration between Kenteq, Technical University of Delft, and Little Chicken.

In the first phase, Little Chicken has produced a demo of the game. The aim was to produce a qualitative serious game with a strong learning component, but also to create a gameplay experience similar to those of current console games. The concept was developed over a three month period. The actual production took approximately six months.

■ **What are the goals of this game?**

The game demo was produced to test the Kenteq Game Model, which states that skills can be taught effectively by a combination of virtual and actual procedural training, and intrinsically motivating gameplay. The game is currently being used in a pilot study by Kenteq and Technical University Delft among 100 students of Mechatronics. Based on the results, the demo will be developed by the three parties towards a full innovative educational tool with international aspirations. So far the demo has been very well received by

industry members and educational parties.

■ **So how does the game work?**

CRAFT Mechatronica (or CRAFT as players call it) is set in a theme park workshop, where students get familiar with all the necessary construction tools. They are taught how to use the machines to build parts for their own roller coaster. Players are rewarded with virtual credits for participating in the simulation and actively using all of the equipment. Credits can be spent on new materials to create more elaborate tracks for their own roller coaster. After building a track, the player gets to take the roller coaster for a spin! A very effective and fun way to get players involved in the game. In order to assess the transfer of information, students are examined on a regular basis. The combination of simulation, gaming and on the job training proves to be a potent mix.

CRAFT

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M E C H A T R O N I C A



Visit www.kenteq.nl/craft

kenteq

TU Delft Delft University of Technology

LITTLE CHICKEN game company

AdverGaming

PLAY YOUR BRAND

The advergaming market is bigger and more booming than ever. There are several ways to let a fun filled game **promote** your brand. >>

■ Since the boost of 'digital media' as a marketing communication tool about eight years ago, we've seen a shift in promotion budget from television to the internet. It's remarkable to see that digital media evolved in a very traditional and slow way. From static banners (ads) to interactive ads (moving and clickable), to 'take-overs' (interactive moving banners) to digital video (prerolls on YouTube and in banners). Popular online games have had a fanbase of millions of players for years but it has taken brands quite a while to realise the true potential of this medium.

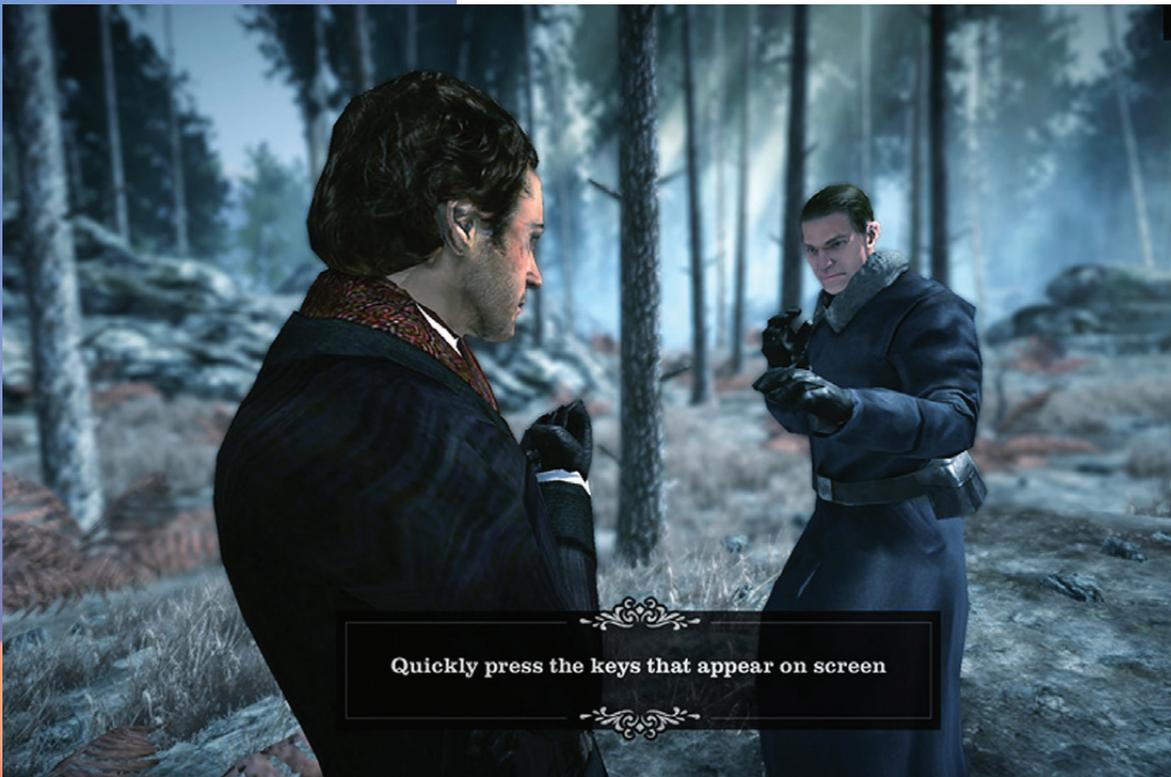
YOUTUBE AND FACEBOOK

Reasons why brands have hesitated to get involved with games are most likely the associations with 'child-play', potential violence (in a very small percentage of all games) and the nerdy/geek niche feeling to it. This has changed dramatically since the coming of YouTube and even more so since Facebook, where actually 50% of all people are logging in to play their favorite games like FarmVille, CastleVille and CityVille or one of the many different types of games. Finally, the iPhone and iPad have contributed to more brands getting involved with games. Recently Google has added the menu option 'Play' to their task-bar so we can conclude that gaming is more mass-media than ever.

ABOUT THE AUTHOR

Bart Hufen is author of the book 'A Brand New Playground' and owner of BrandNewGame. He advises brands on how games can be used to achieve marketing objectives or to train staff (for instance). Download his book (English) for free: brandnewplayground.com





Left: Hollywood made in Holland • Sticky Studios makes high quality 3D web based games for clients like Warner Bros and Nickelodeon. The image here is a still taken from the game for the movie [Sherlock Holmes - A Game of Shadows](#) (2011), starring Robert Downey Jr. and Jude Law. For the movie Sucker Punch the Dutch studio created [Sucker Punch Annihilation](#), which won them a Dutch Game Award last year. Impressive graphics and build in social features made this a fan favourite that still is played long after the movie went out of circulation.



Above: Raveleijn. The game - developed by Litte Chicken - is a well-thought through digital experience of the actual fairy tale and extends the experience from the theme park.

>>> IN-GAME ADVERTISING BECOMES REALLY INTERESTING IF BRANDS CAN ADD 'AD VALUE'



Above: Grolsch Air Hockey for iPhone. An ideal 'waiting playmate'.

The advergaming market has also evolved since 2005 and is bigger and more booming than ever. But it's not just advergaming that can help brands to achieve their promotional objectives. There are more options.

PRODUCT PLACEMENT

Product placement is a very well known form of promotion inspired by the film industry and has the complexity that most of the in-game products have to be encoded during production of the game. This means brands (and their product managers) have to think years ahead and most of them are unable to.

IN-GAME ADVERTISING

In-game advertising is mostly appreciated by gamers (and thus more effective) in games where we feel that advertising is 'part of the common environment'. Like in a football stadium, in city streets, on an NBA Basketball court, etc.

But in-game advertising becomes really interesting if brands can add 'ad value' in terms of gameplay and - here comes the magic word: EXPERIENCE - in a form that I call branded content. Joseph Pine (author of the worldwide bestseller The Experience Economy) predicted ten years ago that brands need to create

valuable experiences and there is no other medium that can create relevant, valuable and lasting experiences like games where the consumer can determine the outcome of the on screen action.

VISUALLY ADAPTED GAMES

Visually adapted games are games that already exist (like air hockey) but where the visual style is adapted to the visual style of a brand, like in the case of Grolsch Air Hockey for iPhone. An ideal 'waiting playmate'.

ADVERGAMES

This type of advertising can engage consumers for hours, weeks or even months, like Efteling (a Dutch theme park) did with one of their fairy tale experiences: Raveleijn. The game - developed by Litte Chicken - is a well-thought through digital experience of the actual fairy tale and extends the experience from the theme park.

Dutch Game Studios have traditionally been very strong in the creation of advergaming. With Sticky Studio's Hollywood blockbuster moviegames like Green Lantern, Sherlock Holmes and Wrath of the Titans, to Weirbeard's Disney tie in Phineas and Ferb, big brands love to be associated with games.



"ANWB RULEZ! YIELDED OVER 90,000 DOUBLE OPT-IN REGISTRATIONS."

ROADSIDE ASSISTANCE

If the roadside assistance organisation needs assistance, it turns to **developer MAD multimedia**. Here's why >>



Above: Whether it's explaining people how hard it is to help everybody at the same time (top) or getting kids to know you (below), games turned out being the perfect medium.

CASE INFO:

A host of games for ANWB (roadside assistance)

Client:

ANWB

Developer:

MAD multimedia

Development time:

Varies, between 2 and 3 months

Below: MAD developed a GPS app for the ANWB that makes walking through the Dutch public parks extra fun.



Why these games?

The collaboration between the ANWB (Dutch roadside assistance) and the Groningen-based MAD multimedia has proven to be quite fruitful. The companies first partnered in 2006 and since then MAD multimedia has developed eight games/apps for different ANWB targetgroups and campaigns. The ANWB chose the goals for these games after which both companies embarked on extensive brainstorm sessions to finalise the concepts. Development was an intense collaboration with several feedback moments. Changes of the design during development, which contributed to the end result, were no exception.

How did the games come about?

In 2006, the ANWB wanted to promote their driver training, so the duo came up with a game for 17 to 20 years olds, named 'ANWB Rulez'. In this game the player must complete a couple of challenges on a driving test track after which he's being judged. It turned out to be pretty popular, especially the part in which players could compete against other wannabe drivers. Due to this success, 'ANWB Rulez' was relaunched in 2008 to celebrate the 125th anniversary of the ANWB.

In 2011, in honor of the 65-year anniversary of the 'Wegenwacht' (roadside assistance), MAD developed a promotional engagement game for iOS and Android devices. In the 'Weg Pech'

app you need to help stranded passengers back on the road. You need to solve all the breakdowns as quickly as possible, taking multiple alerts into account. Besides providing a fun experience, the game also teaches how difficult it can be to help everyone as quickly as possible; a perfect game to play whilst waiting for the roadside assistance!

That same year, MAD multimedia developed a GPS app for the ANWB that makes walking through the Dutch public parks much more fun. The 'In Het Park' app provides interactive information such as routes, quests, the history of the park and various facilities and activities. In addition, there are several hotspots on the route that activate questions and mini-games. This app is also available for both iOS and Android devices.

For creating brand awareness in children, ANWB created a special 'ANWB Explorers' club. Kids can discover their surroundings at home and on holiday. This year, in order to promote 'ANWB Explorers', ANWB launched a social network game in which children can project their own friends (by importing profile pictures) with a slingshot! In addition, a viral effect was created by posting your score, inviting your friends and customising your profile.

How long did development of these games take?

The development time and budget

vary per project. For 'ANWB Rulez' and the 'ANWB Explorers' game, development time was about two months and given the platform (web), the budget was modest compared to a game for smartphones and tablets. The development time and budget for 'Weg Pech!' and 'In Het Park' was about three months, because these apps were made for both iOS and Android devices and also required more testing.

Are the games a success?

Yes! 'ANWB Rulez!' yielded over 90,000 double-opt-in registrations. On mobile devices the viral spread is generally slower, but nevertheless, 'Weg Pech!' was downloaded over 20,000 times and was played more than 70,000 times! Recently, the ANWB Hyves Explorers-game surpassed the wildest expectations. The aim was to obtain 9,000 members for the Hyves fanpage, and of course that number was exceeded; it reached over 14,000 fans within five weeks! Both figures and user feedback are very positive, a confirmation of the success of the medium! The games are often part of a campaign, the dissemination of the game often occurs via the fixed channels of the ANWB, such as the monthly magazine, the newsletter, the website and commercials. In addition, banners on social media such as Hyves are used. The pleasant cooperation with the ANWB is stimulated by the great successes of the games. ■

MAD

multimedia



SERIOUS GAMING



BRANDED GAMES

MOBILE APPS

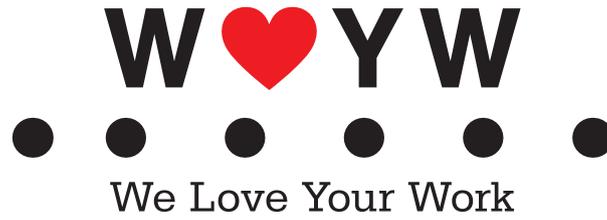
SOCIAL GAMES

BUSINESS GAMES

EDUCATIONAL GAMES

TRAINING GAMES



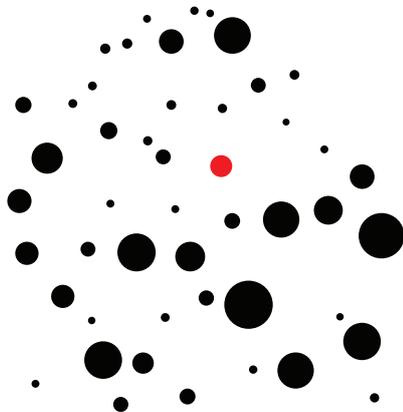


GAMEFUL INNOVATION

#gamefuldesign #appliedgamedesign #seriousgames #gamification #social #mobile
#locationbased #internetofthings #serioustoys #gamedesignthinking

We love games & play. We breathe game design and we know how it can be used to create innovative products, services, brands, organizations and experiences. We are an independent and creative consultancy helping you to understand and to adapt to technological and social change. We invent the school, hospital, museum, car, city, service or the brand of the future.

Our services include R&D, forecasting, strategy- & concept development in relation to games and gameful design. We help you to select the right ideas, solutions, technologies or development partners. We work in Europe, South East Asia, the US and Canada.



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Recruitment & Selection



Finding the right people can be hard. Why not let a game do the boring **selection** work for you? >>

■ **Today's gamer is tomorrow's leader.** Bluntly put, that is the conclusion of the Virtual Worlds, Real Leaders research done by IBM and MIT technical university. It may sound a bit farfetched, but the arguments are convincing. In online role playing games, such as World of Warcraft, gamers unite in so-called Guilds to battle monsters. These Guilds are international groups that are well organised. This requires tactical vision, discipline and strong communication.

REWARD

By playing the game, the leaders of the Guilds learn how to assess risks and to communicate in an international team. They are clear and open towards their team members. They have to, since survival is only possible if everyone knows the strategy and acts accordingly. Gamers also learn that hard work is rewarded. They invest many hours to get the right skills and to reach the highest level. That in turn will grant them status. The IBM/MIT research suggests that companies should test their future employees on their game experience.

>> THE FREE-TO-PLAY GAME AMERICA'S ARMY WAS LAUNCHED AND IT WAS AN INSTANT SUCCESS

American armed forces realised the true potential of games when it comes to finding new recruits. In the year 2000, the development of a realistic computer game to help recruitment was greenlighted. Two years later, the free-to-play game America's Army was launched and it was an instant success. The money spent on developing the game was less than one percent of the total yearly recruitment budget. However, it turned out to be an extremely effective tool for finding and approaching possible recruits.

Players choose their own role in the platoon. Do you want to lead or do you prefer to provide your team members cover? Are you a competent sniper or do you prefer the role of medic? Recruiters can easily see what role individual gamers prefer and make them an offer based on this information: 'Have you ever considered a career as a medic in the army?' Due to the success of the game it is now also used at recruitment events in malls around the country. Young adults get to experience what it is like to be a helicopter or jet pilot in a flight simulator.

GREENHOUSE EFFECT

The use of games as a recruitment tool outside the military also gains popularity. For example, in the greenhouse horticulture sector in the Netherlands. For years, this industry saw a decreasing number of potential laborers. The online game It's Alive targets young professionals to work in greenhouses after they graduate. Another example is BusinessGame 2.0 about the financial facets of greenhouse horticulture. This business simulation had online preliminaries and a live final round in which the best seven teams competed. The games worked. A growing group of 16-24 years old showed increased interest in working in this sector, one of the toughest groups to reach.

COMMON SENSE

The Dutch penal system is on a desperate search for new personnel for their penitentiaries. So a game was developed to show what skills are required. Use your common sense, observe and intervene when necessary are just a few of the actions in the online game Unit 19. To promote working for municipalities a game called De Nacht van... (The Night of...) was released. In this games the player takes on the part of event coordinator for a huge festival. These examples show that each line of business can have their own specific game made.

Above: Law firm ■ Houthoff Buruma The Game is a recruitment game developed in 2010 by Ranj Serious Games for Houthoff Buruma, one of the largest law firms in the Netherlands. Law graduates are challenged to display their skills in the area of corporate acquisitions.



Playful Installations & Physical Games

PLAY DIFFERENT

Move away from the screen.
Engage the player in a more
physical fashion. >>

■ We use the terms Playful Installations & Physical Games, but what exactly do we mean by that? Kars Alfrink of Hubbub names quite a few examples; everything from sports, street games, game installations to life action role playing games and active games on consoles like Nintendo Wii, Xbox Kinect and PlayStation Move. "It's about engaging the whole of a person's being, to not think of them as 'brains in a jar'", he says. Sjoerd Wennekes of Monobanda adds 'the real physical world' as a core-element to physical games. "So the real world must be used in a way that actually enhances and improves the way you play a game."

WATCH PEOPLE PLAY

So how does the physical element enhance the overall experience of playing a game? Julius Huijnk of Fourcelabs thinks it increases the impact. "Because it is you, including your body, that is playing, the experience is more personal and expressive." And as a bonus: "It's a lot more fun to watch people play. For instance players of Chick'n'Run, a race with adult size springrider chickens, are performers themselves. This performative quality of being in the spotlight adds to the excitement of the player."

Physical games and installations come in many shapes and sizes. Some are one offs, designed for a specific company or occasion, others are playable for everyone who knows the rules. Alfrink explains: "Physical games can easily be reused and scaled. A game of football is infinitely replicable. All you need are the rules, a ball, a play area and some friends."

Installations are different: "The game installation is a specific kind of physical game and is often limited by its bespoke nature. Custom hardware and software make it hard and expensive for third parties to repeat a game without assistance from game creators."

INTERACTIVE EXPERIENCE

Does that mean that these types of games are more expensive than computergames?

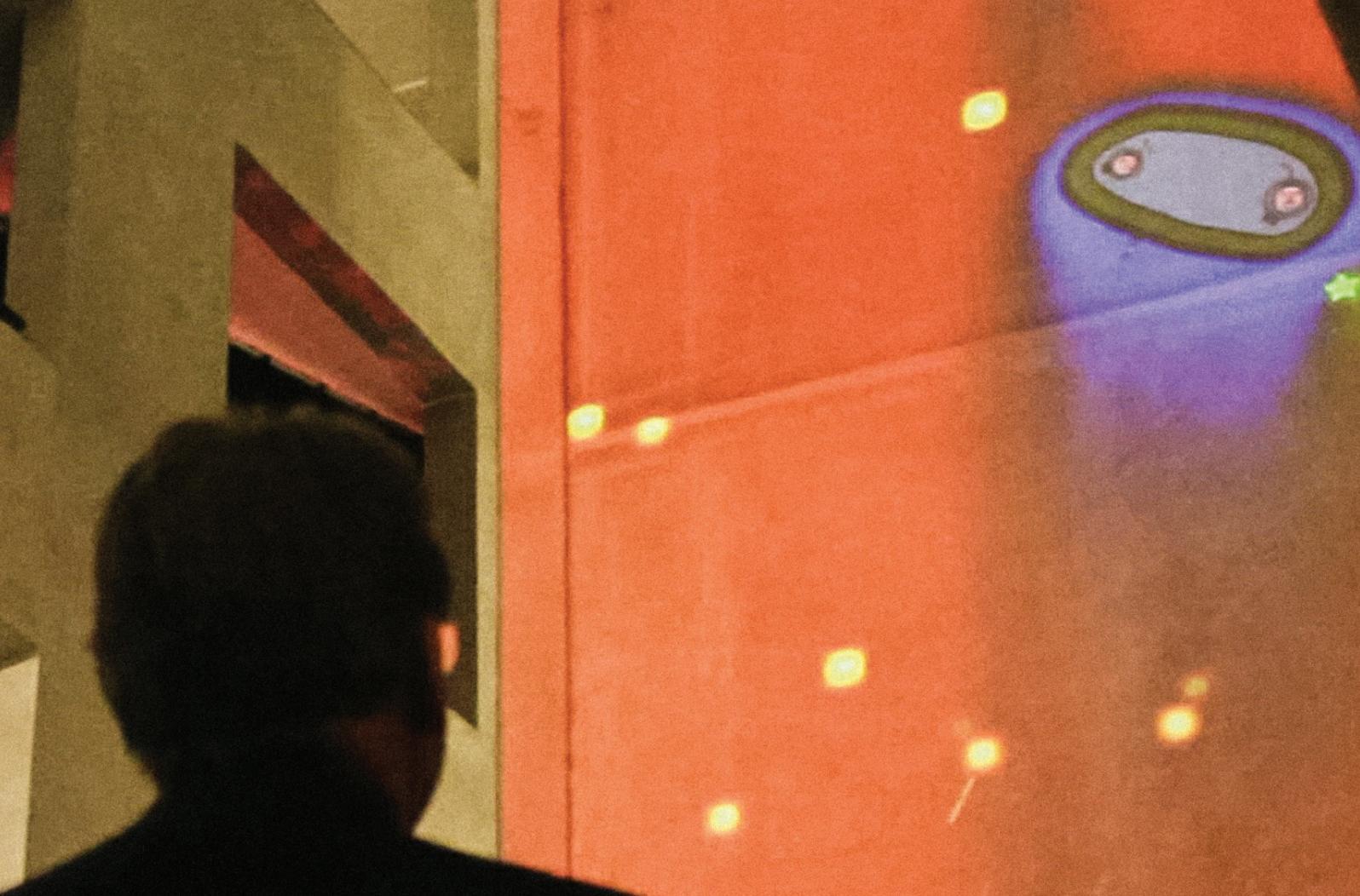
>> THE TYPICAL BUDGET OF A PHYSICAL GAME IS FAR SMALLER THAN THAT OF THE AVERAGE DIGITAL GAME

Wennekes shakes his head: "That's not really a fare comparison. Interactive installations have a different distribution model to computergames. A client does not simply buy a game from us, he buys a whole new, exclusive, interactive experience." Alfrink agrees: "I think the typical budget of a physical game is far smaller than that of the average digital game. However, because a lot of games are one-offs the 'cost-per-play-session' can be higher than digital games." Huijnk: "If you design for public space, playable for a longer period, it has to be robust. This

comes with a price tag. If you can make use of technology that is already there (like a mobile phone), or very cheap technology (like post-its and candy) costs can be kept low."

Rohan van den Braak, from BlewScreen, has another suggestion: "Perhaps we should compare the price of a physical game or game installation more to the price of theatre tickets. Theatre offers: interaction, enjoyment even without active participation, a one time experience in a certain setting with other people during a certain time and a high level of physicality. The price of physical – art – games is far too often being compared to those of commercial titles."

Speaking of art, could these installations offer an alternative to art that companies like to upgrade their entrance with? Sure, says Van den Braak: "Installations can definitely be an entertaining form of art, especially when combined with a game."



Left: Color Room by Monobanda is a delightful and whimsical exhibit for several cultural festivals and museums by Monobanda where people got the chance to 'paint with light'. Not on a flat canvas, but on each other, and on the various white objects lying around. Designed for children, but too tempting for adults to pass by.



Above: Wip'n'Kip by Fourcelabs is an extremely physical game for events and festivals.



Above: Synergy by BlewScreen is a 3D game for 3 to 7 players that requires cooperation.



Above: Code 4 (see next page) combines physical and digital realities.

Main image: Friends by Fourcelabs. See next page.

PLAY SPACE: FRIENDS

A unique playful installation that functions as a collective pet.

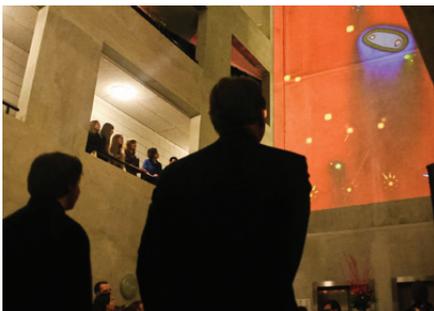
CASE INFO:

Playful Installation:
Play space: Friends
 Client:
 City Campus Max flats (a.o.)
 Developer:
Fourcelabs www.fourcelabs.com

■ In 2010 the owners of the City Campus Max flats (SSH) approached us with a problem. The large concrete entrances of their building had an anonymous, prison-like feeling to them. The goal of our project was to make the residents feel at home and connect to each other. Friends is the result; a collective virtual pet that residents can take care of and play with together, creating a shared narrative that provides the basis for breaking the social barrier.

Friends is permanently present in the two main entrance halls. By walking over colored tiles on the floor players shoot food towards a collection of merry puppets in a 4 by 6 meter projected world. What's more, the two entrances are connected to each other in a competition form, adding to a sense of collective presence in the building.

Friends is an instance of a Play Space; a playful installation in public space that stimulates social, physical and mental activity.



CODE 4

Code 4: a Large-scale Game for Organizational Change.

CASE INFO:

Physical Game:
Code 4
 Client:
 Dutch Tax Administration (Belastingdienst)
 Developer:
Hubbub www.whatsthehubbub.nl *
 *With: Demovides and the Utrecht School of the Arts

■ In addition to traditional methods, the Dutch Tax Administration was interested in exploring the potential of games to facilitate organizational, cultural and behavioral change. Code 4 is a large-scale game set in a grim near-future where the economy has stalled due to a liquidity crisis. Players are recruited by a special group within the Tax Administration. They are tasked with the collection of taxes in goods, and the subsequent distribution of these goods to public organizations in need. Participation is voluntary and teams are made up of people from across the organizational chart.

We've created a 360-degree experience by employing various media, including a custom web application and live roleplaying encounters. Despite this, the game can be repeated at the client's discretion without further support from us. Based on pre- and post-game surveys we've determined that 80% of all players received an actual learning experience. In addition, a large number of players were able to transfer their learning experience to an out-of-game cultural change.



DO IT YOURSELF DJ

We want to let you play again!

CASE INFO:

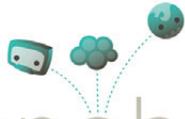
Playful Installation:
Do It Yourself DJ (DIY DJ)
 Client:
 Events
 Developer:
Monobanda www.monobanda.nl *
 *With: Studio Arne Boon

■ Our game "Do It Yourself DJ" (DIY DJ), is an interactive installation with which people make their own music. It is a simple looking table with four coloured squares on top. Around the table lay several old fashioned cassette tapes. If you take one of these tapes and place it on one of the squares, you will hear music playing. This could be a drum beat for example. Now place another tape on another slot to get a nice bass line. Each tape will give you another piece of music for each square: These are the drum, the bass, the melody and the vocals.

Recording your own vocals is the special feature of DIY DJ. Just place your cassette tape in the special record booth and sing or shout whatever you want. Now place your tape back on the table and mix your vocals in the music!

With DIY DJ people will create their own disco in a playful and accessible way. And because all the samples automatically run in the same rhythm, it always sounds great!





monobanda

"We want to let you play again!"



HUBBUB

**New Games
for Social and
Organizational
Change**

**Applied games
without
boundaries**

FOURCE LABS
Pioneers of Play
www.fourcelabs.com



Games in Healthcare

PLAY YOURSELF HEALTHY

Serious games are actually delivering on their promise of **impacting health outcomes**. They can also be used to train medical staff. >>

Top right: Training doctors ■ Games can also be used to train medical staff for a specific task. For instance laparoscopic surgery, or minimally invasive surgery, which requires extensive training with special instruments. Grendel Games has made the training more fun—and therefore more effective—by providing the surgeons a competitive game controlled by laparoscopic instruments.



>>PATIENTS WHO PLAYED THE GAME ENGAGED IN MORE DIABETES SELF-CARE BEHAVIORS

ABOUT THE AUTHOR

Pamela M. Kato, Ed.M., Ph.D. makes serious games for education and training in healthcare. She was involved in the development of Re-Mission (see main text) and Air Medic Sky 1, a training tool for young doctors. pamkato.wordpress.com



■ Serious games in healthcare. Why?

Because healthcare is not fun. Because every time we take our medication we are reminded of the disease we have to live with every day that makes us different from other people. And the immediate reward we get for taking our medication can be dizziness, diarrhea or nausea. And when it comes to preventing illness, how much fun is it to just say "no" to french fries that everyone else at your table is enjoying or to get up early to go to the gym?

PROMISE

The promise of serious games in healthcare is that we can use the entertaining and immersive nature of games to motivate people to fight their disease or actually prevent diseases from occurring. What if we could get a patient with diabetes to tend to their health needs as much as they tend to their farms in FarmVille? And what if we could get young people to look forward to physical fitness exercises as much as they enjoy playing World of Warcraft? All of these approaches and more are being explored in serious games for health. There is also some intriguing scientific evidence that serious games are actually delivering on their promise of impacting health outcomes.

DIABETES

Packy and Marlon (see bottom right image above) is an early 2D serious game (1995) for young people with diabetes that delivered early on the promise of the power of a serious game to have an impact on important outcomes. The game was evaluated in a randomized trial. Patients who played the game engaged in more diabetes self-care behaviors and had 77% fewer diabetes-related emergency and urgent care visits compared to patients who played a commercial video game. This was the first hard evidence that a game could have an impact on really important health outcomes.

CANCER

Findings from Packy and Marlon actually inspired the creation of Re-Mission (HopeLab), a third person shooter video game for teenagers and young adults with cancer that I worked on. Findings from a very large randomized trial showed that the game worked. Patients who played the game had greater knowledge about cancer and self-efficacy to manage their cancer. Not only that, Re-Mission players also took more of their antibiotics and oral chemotherapy as prescribed by their doctors. This is important and impressive

because these behaviors are known to be related to improved cancer survival.

DEPRESSION

SPARX, which stands for Smart, Positive, Active, Realistic, X-factor thoughts, is a game designed to help teenagers who are experiencing symptoms of depression. A recently published randomized trial showed that significantly more people who played the SPARX game no longer qualified as being depressed (44% depression free with SPARX versus 26% with regular face-to-face traditional counseling). In addition, the game was as effective as going to regular counseling sessions in terms of the average reduction in symptoms of depression. The findings are exciting because they suggest SPARX could be used to increase engagement of patients in traditional therapy or as an affordable alternative to therapy for patients with limited access to mental health care.

Despite the above promising findings, more research needs to be done to really figure out what serious games for health can and cannot do to improve health. **But one thing is clear, all of us would welcome ways to make taking care of our health much more fun!**





Geriatrics, or the care of elderly people, will grow more important each year. That's why Radboud University Hospital and Little Chicken Game Company teamed up for a special **training game for young doctors.** >>

CASE INFO:

GeriatricX

Client:
The Radboud University Nijmegen Medical Centre
www.umcn.nl

Monpellier Venture

Developer:
Little Chicken Game Company

Development time:
20 days

■ Why this game?

Prof. Dr. Marcel Olde Rikkert of The Radboud University Nijmegen Medical Centre in Nijmegen initiated this project to help medical students learn to balance the various aspects of geriatric diagnostic and treatment. Drs. Ir. Joep Lagro, geriatric doctor at the Radboud hospital, helped shape the concept in which patient well-being, medical appropriateness, and cost effectiveness have to be carefully balanced. Geriatrics focuses on health care of elderly people. It aims to promote health by preventing and treating diseases and disabilities of older adults. There is no set age at which patients may be under the care of a geriatrician. Rather, this decision is determined by the individual patient's needs, and the availability of a specialist.

■ How did the game come about?

The game was developed in a two-day brainstorm session facilitated by Monpellier Venture. The concept was created in close collaboration between Monpellier Venture, Jeroen van Mastrigt, Little Chicken's game designers, Drs. Ir. Joep Lagro and his team of students, and two educational professionals. The complete development time was twenty days including brainstorm and evaluation sessions.

■ What are the goals of this game?

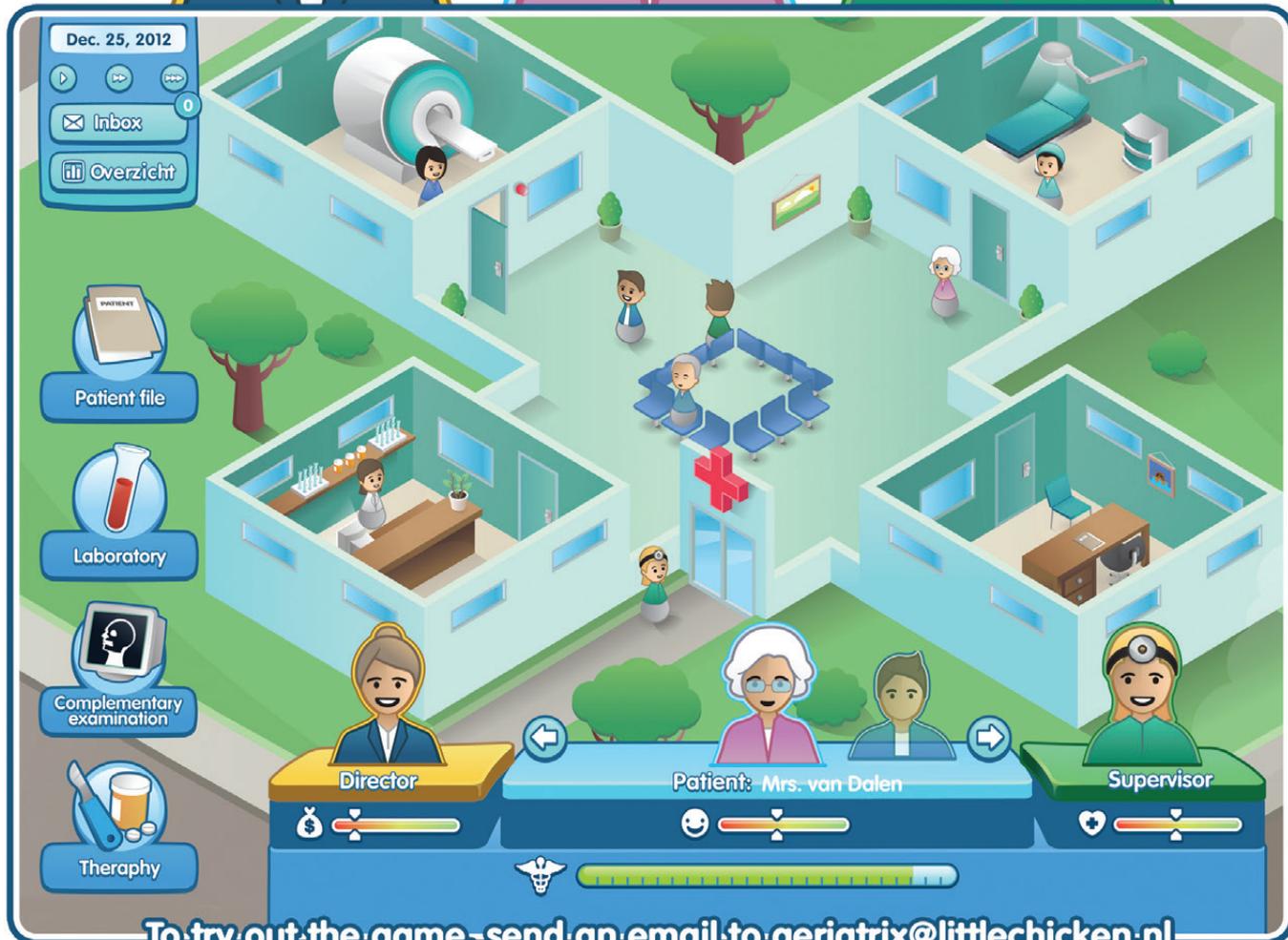
To teach tomorrow's geriatrics doctors about the delicate balance between patient well-being, medical appropriateness, and cost effectiveness. The other goal

was to be able to make an analysis of the game session so the students were able to look back at their choices, assessments and motivations. The game was launched within the Radboud hospital and is currently being validated. The development will continue in a second phase in which the game will get a permanent place in the 'co-schappen' structure. The first results are very promising, and show that the game has a high appreciation among the students.

■ So how does the game work?

The GeriatricX game plays with the delicate balance of medical protocols and the patient's well being. Aimed at young doctors in training, the game helps to navigate the often complicated process of diagnosis and treatment of the elderly. For instance if a 90 years old patient comes in with a multitude of symptoms, the player has to decide the right course of action. Will he test for the full scope of possible illnesses and put the patient through considerable physical and psychological stress, or will he decide to cut some corners and tackle only the most acute symptoms? The player is presented with these cases on a PC and every action he takes will generate feedback through e-mails. The future doctors have to find the ideal balance between patient well-being, medical appropriateness, and cost effectiveness. Throughout the game the players receive updates and feedback by e-mail and their results are later evaluated by senior staff. The game will be an integrated part of the full educational program.

Geriatrics



To try out the game, send an email to geriatrics@littlechicken.nl



EGG: CARTOGRAPHERS OF THE TERRITORY OF APPLIED GAMES

The **Expertise Center for Games and Game design (EGG)** contributes to the development of high quality applied games in the Netherlands. EGG offers knowledge and advice to both (potential) clients and developers. >>

MORE INFORMATION:

EGG is a collaboration between TNO, HKU and TFI. EGG is part of the project 'Dutch Game Valley' and is funded through the Pieken in de Delta-program by the Ministry of Economic Affairs, Agriculture and Innovation, the province of Utrecht and the cities of Utrecht and Amersfoort.

EGG: www.expertisecentrumgames.nl
HKU/AGD: agd.hku.nl
TFI: www.taskforceinnovatie.nl
TNO: www.tno.nl



SOLID DATABASE PROVIDES ACCESS TO **KNOWLEDGE ABOUT SERIOUS GAMES**

■ The Expertise center for Games & Game design (EGG) unveils its flagship product: a comprehensive database of tailored knowhow and experience in games and game design in the Netherlands. Something to whet the appetites of both game designers and the companies looking to use them. "This database takes applied games to another level."

>> "THIS DATABASE TAKES APPLIED GAMES TO ANOTHER LEVEL"

A WORLD OF OPPORTUNITIES

Christel van Grinsven, program manager, Task Force Innovation Utrecht Region, TFI

■ "The game industry offers creative solutions which can be used in many different settings, both for fun and serious applications. With EGG and a number of other projects we perform with our partners, we actively like to showcase this world of opportunities. On top of that we aim to reduce the gap between clients and game developers. We hope to offer a source of inspiration with our pilots and the EGG database."

"WE AIM TO REDUCE THE GAP BETWEEN CLIENTS AND GAME DEVELOPERS" <<





A RICH SOURCE OF LESSONS-LEARNED AND GOLDEN RULES

Dennis Coetsier, project leader, TNO (Netherlands Organisation for Applied Scientific Research)

■ **"Under the auspices of EGG, we've now run twelve pilots.** We're working the lessons-learned and golden rules into a freely accessible database that will be available in the autumn of 2012. At which point, the EGG project will have run its course, but we'll be raising further funds to continue the work. Because we see from the demand for workshops that the need is clearly there."

"The most fun pilot in which I was involved was for ProRail (the Dutch rail network agency). We guided them through the preliminary phase of coming up with a game. Initially, there were seven groups with seven different sets of requirements. Some wanted something to do with planning, others something around drivers. In the end, we went for a game to be used as part of the job training for train managers."

KNOWHOW OF APPLIED GAMES DESERVES A BIG STAGE

Lies van Roessel, researcher, Applied Game Design research programme, HKU

■ **"The goal of EGG is to make all existing academic knowledge accessible to game designers and their clients, in the form of handouts, workshops and a database.** Because much of the knowhow in this immature field currently remains unavailable. Through EGG, and in particular the database we're developing, we hope to take applied games to another level."

"When we unveil the database in the autumn of 2012 it will consist of two parts, an international and a Dutch part. The international part will contain 'take-aways': short, practical, focused info plus a source citation. We're talking here about the essence of game-play and what appeals to people in such games. The Dutch part is primarily aimed at (potential) clients."

DEVELOPING A COMMON LANGUAGE FOR GAME DESIGN

Willem-Jan Renger, head of Applied Game Design research program, HKU (School of the Arts, Utrecht)

■ **"The field of applied games is still very young and we have virtually no definitions of what makes a successful applied game.** We want EGG to be the focal point for that. Games are a relatively unknown medium that still often face the same prejudices as those once faced by TV."

"On the other hand, we see that many companies and organizations want to do something with applied games. Sometimes because they're afraid of missing the

>> GAMES ARE A RELATIVELY UNKNOWN MEDIUM THAT STILL OFTEN FACE THE SAME PREJUDICES AS THOSE ONCE FACED BY TV <<

boat, but often out of genuine interest. Our experience on EGG in recent years has taught us that there is barely any language or jargon that people can draw on when designing or developing a game application. Which is where collaborations between companies and development can run aground. Often the questions asked are not specific enough."

"For me, the most valuable and appealing aspect of EGG is the database, through which we're contributing to the development of a language and tools that will connect clients and designers. The most important thing is how we can best achieve a meeting-of-minds between client and designer."

E-Semble



E-SEMBLE DESIGNS AND DEVELOPS SIMULATION SOFTWARE FOR THE PUBLIC SAFETY & SECURITY SECTOR

■ E-Semble creates simulators which increase the knowledge and expertise of safety and security professionals, resulting in a decrease in the number of victims and disasters.

Our XVR simulation platform supports instructors to educate, train, exercise and assess safety & security personnel.

XVR is delivered as off-the-shelf interactive learning environment to more than 100 educators of fire, police and medical services, industry, traffic and tunnel operators in 20 countries worldwide.

XVR's SDK is also used by E-Semble's Academic and Technology Partners to create special educational and research solutions.

Cases/Clients:

CXVR is used by educators of police, fire and medical services, industry, traffic and tunnel operators. In this section you can find a few of our most interesting projects:

Fire & Rescue Services

Single and multi-agency simulation centres, for example Shanghai Fire Brigade Training Centre, Fire Service Academy Koblenz, Germany. www.e-semble.com/en/Projects/Shanghai.html

Medical Services

Disaster Medicine courses in Abu Dhabi in collaboration with medical universities from Belgium, Italy and US.

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twitter.com/E_Semble

Facebook
www.facebook.com/pages/E-Semble/279153969999

Youtube
www.youtube.com/user/XVRatESemble

Forensic

Serious Games in collaboration with the Netherlands Forensic Institute. XVR Simulator is used at the CSI Lab, a hybrid live/virtual training and research facility for forensics. www.e-semble.com/en/Projects/CSI_The_Hague.html

Police

Innovation of VIP close protection training in cooperation with the Technical University in Delft. XVR Simulator is innovated using technologies developed by the TU Delft.



COMPANY ADDRESS E-Semble ■ Papsouwselaan 119-T ■ 2624 AK Delft (NL)

Little Chicken Game Company

DEVELOPER APPLIED AND SERIOUS GAMES

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Commercial Director

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+31 (0)20 6202 970

Website:
www.littlechicken.nl



■ Ten years ago, Little Chicken Game Company foresaw that browser based gaming would not only become a major industry standard for entertainment games, but would also have a huge impact on applied gaming in the educational and marketing-communication space. We have since created over a hundred games in these fields.

Cases/Clients:

■ Kenteq – CRAFT

www.kenteq.nl/craft
3D Unity simulation and thrill ride builder for students of mechatronics.

■ Visio – The Explorer

www.explorergame.com
Wii balance board game for visually impaired children.

■ Efteling – Raveleijn

www.raveleijn.nl
3D Flash adventure for 8-12 year old children.

COMPANY ADDRESS Little Chicken ■ Weteringschans 86 ■ 1017 XS Amsterdam (NL)

Ijsfontein Interactive Media

SPECIALIST IN INTERACTIVE COMMUNICATION AND MEDIA PRODUCTIONS

■ Ijsfontein is a specialist in interactive communication and media productions.

Among the clients are broadcasting companies, museums, (consumer) brands and non-governmental organisations. Ijsfontein won numerous awards. Both national (Spin Award, Cinekid New Media Award) and international (BAFTA Award, Prix Jeunesse, Japan Prize). The games, interactive exhibits and innovative web-tools are played in Holland and abroad.

Project: ABCDE sim/Client: Erasmus MC

'Treat first what kills first'

Ijsfontein developed a serious game for Erasmus MC to improve the education in the emergency medicine in a cost-effective manner. The participant is challenged to stabilize each patient using the ABCDE-method in a realistic emergency-room environment. This method is an international standard used in emergency situations enabling patients to be treated rapidly and accurately in order of priority. challenge, feedback and fun of games with an adaptive teaching method.

COMPANY ADDRESS Ijsfontein ■ Haarlemmerweg 4-6 ■ 1014 BE Amsterdam (NL)

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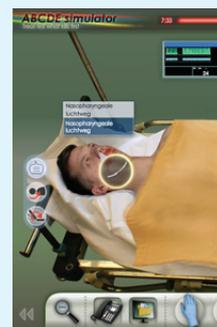
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MAD multimedia

DEVELOPER SERIOUS GAMES FOR WEB AND APP

■ **MAD multimedia (since 1996) is a serious game developer for web and mobile (iOS, Android) with clients in both the commercial and educational sectors.** Our products range from brand awareness games to training games to business tools. Looking for a 'gameful' solution? Contact us for advice or game development!

Cases/Clients:

- **Nutricia Souperheld**
tinyurl.com/souperheld
- **ANWB Explorers Hyves game**
tinyurl.com/anwbhyves
- **De Ontdekker**
First game for blind and sighted children
tinyurl.com/ontdekkergame
- **3TGO** (in cooperation with MadLogic)
www.3tgo.com
- **ANWB In Het Park**
tinyurl.com/anwbpark

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madmultimedia.nl

MAD
multimedia



COMPANY **ADDRESS** MAD multimedia ■ Oosterstraat 31a ■ 9711NP Groningen (NL)

xmediaworks

CONSULTANCY, PRODUCTION AND DISTRIBUTION OF SERIOUS GAMES & DIGITAL MEDIA

■ **xmediaworks helps your organization to select, apply and implement online media & games for awareness, education or corporate training.** xmediaworks has a cross medial approach. The solutions are hybrid. We use the best of both worlds – learning in the real and virtual world.

Cases/Clients:

- **Consultancy & workshops**
 - **The serious games scan** – about creativity, ICT & business
- **Production & distribution**
 - **Battle of the Laws** – a serious game about EU politics & coalitions
 - **Non Zero Sum** – a serious game engine about coalitions
 - **Sharkworld** – the international project management game

More information: www.xmediaworks.nl

COMPANY **ADDRESS** Near Amsterdam

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MeinMein

MEINMEIN OFFERS CREATIVE INTELLIGENCE FOR SERIOUS GAMES

■ **Dual purpose Serious Games** MeinMein creates novel serious games perfectly tailored to your needs. In addition, we ensure that the effects of your game can be measured and evaluated objectively. A serious game is not a one-way street.

Creating Intelligence

With your envisioned goal as leading principle, we use our academic background and machine learning expertise to get the most out of your Serious Game.

Smart and Beautiful

At MeinMein we have a passion for Games, Artificial Intelligence and Beauty. This combination shines when it comes to making Serious Games. Your game will be both smart and beautiful.

Cases/Clients:

Case: A tablet-based game designed for education and research.

Clients: NCR (National Cooperative Council), LEI (Agricultural Economics Research Institute), CAH Dronten University of Applied Sciences

Through play, farmers learn about the benefits of farmers' cooperatives, while at the same time specific behavioural data is collected for scientific research.

Other clients:

IntoMart GfK for a Machine Learning project. Web based games and game portals.

R&D game:

MeinMein is developing an innovative game based on in-house Artificial Intelligence research.



MEINMEIN, WHERE GAME AND GAMER LEARN FROM EACH OTHER.

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ROTTERDAM: YOUNG, VIBRANT, PIONEERING

■ The world port city of Rotterdam, the Netherlands is a young and vibrant town with an international atmosphere, always open to change and new initiatives.

Pioneering in the development of serious games, e-learning and simulation software and apps, the city is home to some of the world's leading developers. Many upcoming creative talents are also educated here; Rotterdam houses some of the top media and design schools and academies in the Netherlands.

There are many award winning media companies in Rotterdam. These pages show a number of Rotterdam developers. Yet the city offers many more. Make sure to pay attention to them throughout this special edition of Control!

For more information, please visit the Rotterdam Media Commission:
WWW.RMC.ROTTERDAM.NL



Vertigo Games

SERIOUS 3D GAME DEVELOPER

■ Having its origins in the competitive world of entertainment gaming, Vertigo Games has recently made a strong move into the serious game market.

A firm believer in delivering the strongest of audiovisual experiences, Vertigo Games quickly raised interest from a broad spectrum of customers.

Cases/Clients:

UniQ Games - Ballast Nedam

Several interactive visualizations of new homes built by the leading Dutch construction company.

Project I.R.I.S. - Dutch Government

A virtual training simulation for Dutch emergency services. See www.iristraining.nl for more information.

Safety Game - Rotterdam Eye Hospital

A co-development project aimed at training medical professionals in safety procedures.

COMPANY ADDRESS Vertigo ■ Nieuwe Binnenweg 166 ■ 3015 BH Rotterdam (NL)

CONTACT DETAILS

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MCW Studio's

MULTIMEDIA DEVELOPER SERIOUS GAMES

CONTACT DETAILS

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Director

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Website: www.mcw.nl



■ MCW Studio's is a full service multimedia developer, specialized in edutainment and infotainment. With our studio's Audio, 3D animation, AV, Multimedia and Internet, we have all disciplines in house to develop complete serious games from concept to end-product.

Cases/Clients:

■ Customer: **Huisman**
Case: "Interactive Training Simulator". Huge, real-life training simulator to train off-shore personnel how to operate a multi-purpose-tower for deep sea oil-drilling.

■ Customer: **Shell**
Case: "Goal Zero" training module used around the world to emphasize the importance of 100% safety on the plants.

■ Customer: **ProRail**
Case: "Veiligheid langs het spoor" has certificated over 500,000 workers during 5 years, to work along the railwaytrack.

COMPANY ADDRESS MCW Studio's ■ Willebrordusstr.126 ■ 3037 TX Rotterdam (NL)

Ranj Serious Games

DEVELOPER OF SERIOUS GAMES FOR TRAINING, HEALTH, EDUCATION AND COMMUNICATION

■ Ranj Serious Games is a worldwide specialist in serious games development, having created over 400 games since 1999.

We have been ahead of the game ever since. Over the years we have built up a deep understanding of translating learning objectives into highly engaging gameplay. We know what works and what doesn't.

Cases/Clients:

Juf in a Box (Teacher in a Box) - developed by Ranj, in co-operation with TNO, the Donders Institute, Avans and the Radboud University of Nijmegen.

One out of four primary school students struggle with writing. Juf in a Box approaches writing lessons in a playful and educational way by combining the challenge, feedback and fun of games with an adaptive teaching method.

More info: www.jufinabox.com

COMPANY ADDRESS Ranj Serious Games ■ Lloydstraat 21M ■ 3024 EA Rotterdam (NL)

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ISM Learning

TAILOR MADE E-LEARNING AND
SERIOUS GAMES DEVELOPER

CONTACT DETAILS

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Website:

www.ismlearning.nl

ismlearning
geeft leren vorm



■ **ISM Learning is one of Rotterdam's e-learning companies.** We specialize in tailor made e-learning solutions and serious games. Our approach consists of didactic design, interaction design and visual design. We combine these craftsmanship's into a strong learning experience.

Cases/Clients:

■ **Diabetes game** for Boehringer Ingelheim Shows how a patient's daily behavior will influence the long range development of diabetes.

■ **Scenario Based Social Learning:** Role playing game in which the learner acts as a doctor who diagnoses patients.

■ **'Behandelspel'**, casual healthcare game: demo.inbrain.nl/behandelspel/behandelspel.html

More info on our healthcare games: www.InBrain.nl

COMPANY ADDRESS ISM Learning ■ Van Nelleweg 1 ■ 3044 BC Rotterdam (NL)

Organiq New Media

FULL SERVICE DEVELOPMENT COMPANY

CONTACT DETAILS

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Owner

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Website:

www.organiq.nl

organiq
new media

■ **Organiq is a full service company.** Our team of talented individuals wishes to provide you with innovative and unique solutions that will really bring your ideas to life. We have a proven track record of solving intricate issues. We don't believe in half-measures; we pull out all the stops!

Cases/Clients:

A good example of our creative and technical skills, is the award winning mobility game **From5to4**. The aim of this serious game is to encourage employees to travel to work more smartly (e.g. walking, cycling, public transport and car sharing) as well as having fun competing against each other at the same time.

Play our new mobility game From5to4 and help to reduce traffic!

www.f5t4.eu

COMPANY ADDRESS Organiq New Media ■ IJclubstraat 13 ■ 3061 GR Rotterdam (NL)



Be Involved

DEVELOPS SERIOUS GAMES
DRIVEN BY SOCIAL INTERACTION

CONTACT DETAILS

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Co-founder

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Website:

www.beinvolved.nl

beinvolved



■ **At Be Involved we develop serious games driven by social interaction.** This makes our games especially suited to address socio-economical or socio-technical issues. Our games are used to start a dialogue with stakeholders, train employees or spice up your conference.

Cases/Clients:

The Smart Grid Game is a roleplay giving players a lively experience of the socio-economic challenges related to the realization and exploitation of smart grids. A digital computational model supports the game providing players with detailed feedback on the outcomes of their group decisions. Goal of the game is: 1) to create mutual insight in the different interests of all stakeholders involved and 2) to develop a sense of urgency for collaboration among stakeholders. www.beinvolved.nl/spellen/bedrijfseducatie/14/smart-grid-game/

COMPANY ADDRESS Be Involved ■ Directiekade 15 ■ 3089 JA Rotterdam (NL)

ITpreneurs

DEVELOPER/ PUBLISHER OF
LEARNING SOLUTIONS

CONTACT DETAILS

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ITpreneurs
Leer. Plezier. Succes.

■ **ITpreneurs conceptualizes, develops and brings to market innovative and effective technology-enabled education and knowledge solutions; game-based learning, scenario-based learning and e-learning, complemented with traditional coach/trainer-based support.** The target audience are vulnerable groups of people, aiming to secure a healthy and prosperous future in society.

Cases/Clients:

The iPad (and other tablets) can be a magnificent way to connect older users to the digital world, but it can also be of great help in actual day-to-day life. Together with two senior wellness organizations ITpreneurs is working on an app that reveals local facilities, activities and other initiatives in their own region.

www.itpreneurs.nl/opstap

COMPANY ADDRESS ITpreneurs ■ Weena 324 - 326 ■ 3012 NJ Rotterdam (NL)



FourceLabs

DESIGNERS OF APPLIED PLAY SPACES WITH EXTRAORDINARY QUALITIES

CONTACT **DETAILS**

Julius Huijnk
CEO
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Telephone:
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Website:
www.fourcelabs.com



■ We are passionate designers who love to combine game and playful elements and fuse them with cool technologies to create high quality brand experiences, products and services. Your goals, stories and values are highly important to us. Together we will make experiences that are out of the ordinary, expressive, authentic and always with impact.

Cases/Clients:
Friends: A unique playful installation that functions as a collective pet. fourcelabs.com/en/play-spaces/friends
Wip'n'Kip: a spectacular and fun-packed event game featuring crazy spring riders. fourcelabs.com/en/event-games/wipnkip
Dance Engine: A playful movement improvisation tool for modern dance. fourcelabs.com/en/event-games/dance-engine

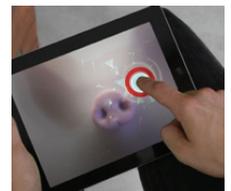
COMPANY **ADDRESS** FourceLabs ■ Neude 5 ■ 3512 AD Utrecht (NL)

Hubbub

NEW GAMES FOR SOCIAL AND ORGANIZATIONAL CHANGE

CONTACT **DETAILS**

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Founder & Principal Designer
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Website:
whatsthehubbub.nl



■ Hubbub is a networked studio interested in the transformative potential of games.

We invent new forms of play focused on social and organizational change. The issues we tackle typically involve how people live together in cities or how people work together in companies.

Cases/Clients:
Pig Chase: a distributed game for pigs and humans ■ <http://hbbs.nl/7q>

Code 4: a large-scale game for organizational change commissioned by the Dutch Tax Administration ■ <http://hbbs.nl/3r>

PLAY Pilots: a series of live games for cultural festivals tied together with an online game ■ <http://hbbs.nl/7r>

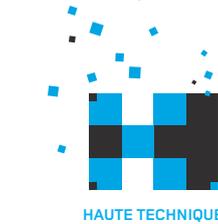
COMPANY **ADDRESS** Hubbub ■ Neude 5 ■ 3512 AD Utrecht (NL)

Haute Technique

INTERACTIVE MEDIA

CONTACT **DETAILS**

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■ Haute Technique creates experiences with the use of new media. Games, interactive installations, prototypes, websites and mobile apps are some of the products we create. Haute Technique is like custom tailored new media; it's build from the worlds finest materials, fits you perfectly, gives attention to each detail and makes the product unique.

Cases/Clients:
For the Dutch Maritime Museum in Amsterdam we created in collaboration with Total Active Media the exhibit My.Expo. Visitors can create their own exposition using the digitalized collection of the museum on this enormous touch-table of 12 by 2 meters. When finished creating an expo, it floats along the river to the mega projection of 9 by 4 meters, which is in the room next door, bringing your creation to life. After visiting the museum, your expo will be on display forever on the website.

COMPANY **ADDRESS** Haute Technique ■ Neude 5 ■ 3512 AD Utrecht (NL)

QLVR

GAMES AND APPS THAT MATTER

CONTACT **DETAILS**

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www.qlvr.co



■ About Serious matters are often best solved with playfulness. The most profound learning takes place when a person is engaged. Our games and apps are designed to do just that. We use gameplay and storytelling to accelerate learning, empower patients and involve employees. In other words: we create games and apps that matter.

Cases/Clients:
HeartVille: Award winning health game HeartVille is a social game that helps people with their lifestyle improvement. Heartville is a blended healthcare solution that combines the benefits of a support group, social media and gameplay to help players achieve their personal lifestyle goals. HeartVille is winner of the Future of Health Award, the most important health game award in Europe (financed by insurance company CZ). The concept is developed in cooperation with GGz Centraal.

COMPANY **ADDRESS** QLVR ■ Neude 5 ■ 3512 AD Utrecht (NL)

Dreams of Danu

DEVELOPMENT OF SERIOUS (BIOFEEDBACK) GAMES

CONTACT **DETAILS**

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Interaction Designer
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dreamsofdanu.com

■ **Dreams of Danu is a small and independent gamedesign company.** They are the first Dutch studio that focusses on making games that incorporate biofeedback through innovate interfaces. They have built up a specialization in bringing neuro- and biofeedback to consumer from a user-centered point of view.

Cases/Clients:
The game Mindout is a fast paced arcade game that you play with your brainwaves. It is played with the NeuroSky MindWave: a wireless headset that reads your brainwaves. Destroy bricks by using your mental powers, learn to focus your mind to make your explosions bigger. And bounce the brain-powered ball into waves of incoming bricks to blast them away. Your mind is reflected in the game!

For more information visit:
www.mindoutgame.com

COMPANY **ADDRESS** Dreams of Danu ■ Neude 5 ■ 3512 AD Utrecht (NL)



Digital Dreams

DEVELOPER OF ENTERTAINMENT & SERIOUS GAMES

CONTACT **DETAILS**

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Website:
digitaldreamsgames.com

■ **Digital Dreams is a Dutch game developer which designs and develops playful experiences.** Digital Dreams strives to contribute meaningful and enriching experiences that push the boundaries of interactive entertainment. Our idea is to experiment and do something we haven't seen before, in every game we make.

Cases/Clients:
In collaboration with the University Utrecht, Digital Dreams made a serious game called 'Solar Tycoon'. In Solar Tycoon each student gets their own solar panel firm and has to compete with fellow students to become the market leader. Solar Tycoon is a great way for students to quickly learn how to run a firm and how to cope with market forces.

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Flow Studios

APP AND GAME DEVELOPER

CONTACT **DETAILS**

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Website:
www.flowstudios.nl

■ **Flow Studios is an App and Game development studio.** Focussing on making serious games fun and making fun games serious. We think that the game development market is not spreaded out enough. So we create everything that we can think of and not limit us to the mainstream society.

Cases/Clients:
In the past couple of months we have worked on client based projects. From a 3D web player and Architects to a large drilling company. 3D web player:
www.ciag.nl
Casual App:
play.google.com/store/apps/details?id=nl.apptown.loveme
Serious App-Game:
play.google.com/store/apps/details?id=nl.frd

COMPANY **ADDRESS** Flow Studios ■ Neude 5 ■ 3512 AD Utrecht (NL)



Monobanda

IDEA FACTORY; DEVELOPER OF INTERACTIVE CONCEPTS AND PLAYFUL SOLUTIONS

CONTACT **DETAILS**

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CEO
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Website:
www.monobanda.nl

■ **Our motto is: we want to let you play again.** We call ourselves an idea factory; a company specialized in creating something new every time, pushing the envelope as far as possible and making high quality and easy accessible solutions. Playing is a very powerful way of communicating!

Cases/Clients:
■ **Do It Yourself DJ, an interactive music installation.** First made for a big festival, now a real product we can customize for every client. www.diydj.nl
■ **iWhisper, high quality audio-tours on your smartphone.** They come as their own app, which you can distribute among your own clients and contacts! www.iwhisper.nl
■ **U-Spy, the first crowdsourced intelligence agency in the world!** Become a real spy and solve real-life mysteries. Now in the city of Utrecht, but applicable everywhere! www.u-spy.nl

COMPANY **ADDRESS** Monobanda ■ Neude 5 ■ 3512 AD Utrecht (NL)



monobanda



Create Law

SPECIALIZED LEGAL ADVICE

CONTACT DETAILS

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www.createlaw.nl



■ **Create Law is the premier Netherlands video games law firm, with a proven track-record in the video games industry.** Create Law advises clients in both entertainment and applied games. Create Law's Olivier Oosterbaan is the author of the first Netherlands book dedicated to the IP and commerce of video games.

Clients:

- **Codeglue** (codeglue.nl): ongoing advisory work (contracting) for several projects.
- **Ranj** (ranj.nl): specialized advisory work on IP licensing and ownership.
- **ImproveVive/RumdeeDum** (rumdeedum.com): ongoing advisory work (licensing) for several projects.
- **International print publisher:** background advisory on IP licensing and ownership.

COMPANY **ADDRESS** Create Law ■ Oostelijke Handelskade 12C ■ 1019 BM Amsterdam (NL)

De Gier | Stam & Advocaten

GAMING LAW SPECIALISTS

CONTACT DETAILS

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Website:
www.degierstam.nl

■ **De Gier | Stam & Advocaten (DGS) is a niche firm specialised in gaming & intellectual property.** Our gaming law specialists assist our Dutch and international clients with a high level of expertise. And we are proud to do so. As important as the high quality of service is the passion we have for our work and our clients.

Cases/Clients:

We advise our clients about development contracts, terms of use, general terms and conditions, license agreements, trademarks and privacy issues. We regularly publish articles about gaming and law, e.g. for Control Magazine. For European projects DGS, works with a network of international gaming lawyers.

Read about some of our clients on our website: www.degier-stam.nl/klanten/

COMPANY **ADDRESS** De Gier | Stam ■ Lucasbolwerk 6 ■ 3512 EG Utrecht (NL)



De Gier
Stam
& Advocaten



Task Force Innovation

TFI UTRECHT REGION ON BEHALF OF THE EXPERTISE CENTER FOR GAMES AND GAME DESIGN

CONTACT DETAILS

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■ **TFI Utrecht Region is a non profit organization aiming to propel the Netherlands as (serious) game creating nation.**

The Task Force Innovation Utrecht Region is a major player in accelerating the growth of the games-sector in the Netherlands, and in particular in Utrecht. Our focus is to stimulate innovation through collaboration between R&D, business and the (local) government.

We have been successful in developing a number of large programs stimulating the Dutch Games Industry, including the Dutch Game Garden, Dutch Game Valley (including EGG), Smart Experience Actuator and Level Up!, a program to match talent to the needs of the games-industry. On top of this, Taskforce Innovation Utrecht Region we stimulate crossovers between gaming and other sectors, such as sustainability and health care.

COMPANY **ADDRESS** TFI Utrecht Region ■ Waterstraat 47 ■ 3511 BW Utrecht (NL)

Utrecht School of the Arts

HKU: EDUCATION AND RESEARCH IN GAMES & INTERACTION DESIGN

CONTACT DETAILS

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research & design
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+31 (0)35 683 6464
Website:
www.hku.nl

■ **The HKU has a long tradition in educating Game Designers at Bachelor and Master level since 2001.**

We co-founded the Dutch Game Garden as a highly succesful incubator for young innovative game companies. We use practise lead research and design to improve our curricula and share our knowledge with companies and organisations interested in games to achieve their goals. Through brainstorming, consultancy and pilot projects we contribute to innovation of the field.

Cases/Clients:

- **GATE pilot in Healthcare, Safety and Education:** <http://gate.gameresearch.nl>
- **CODE 4** is a game for organisational change (with Demovides, Hubbud and Fourcelabs) <http://vimeo.com/36718265>
- **Playing with Pigs** (with Wageningen University): www.playingwithpigs.nl

COMPANY **ADDRESS** HKU KMT ■ Oude Amersfoortseweg 131 ■ 1212 AA Hilversum (NL)



Utrecht School of the Arts



Monpellier Venture

DIGITAL ARCHITECT AND BUSINESS DEVELOPMENT OF APPLIED GAMES

CONTACT DETAILS

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Website:
monpellierventure.nl

■ **Monpellier Venture is an independent business development company which initiates, finances, conceptualizes and manages applied game projects.** Monpellier Venture combines twenty years of experience and is well known as the digital architect of applied games. Monpellier Venture is a game changer. We improve the quality, loyalty and business of hospitals, airlines, therapies and industries using applied games



MONPELLIER VENTURE

COMPANY ADDRESS Monpellier Venture ■ Steenovenweg 5 ■ 5708 HN Helmond (NL)

Monkeybizniz

MAKING SERIOUS GAMES FUN

CONTACT DETAILS

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CEO / Creative Director

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Website:
monkeybizniz.com

■ **Monkeybizniz develops tailor made games for web, iOS and Android.** Engaging and entertaining games that deliver information, knowledge or insights in a playful engaging manner. Monkeybizniz Games are based on research, solid game design, appealing visuals, clear communication with the target audience and a healthy dose of humor.

Cases/Clients:

- Het Utrechts Archief
- ProRail
- Utrecht University
- Medical Coordination Centre Flevoland
- Expertisecentre for Youth, Society and Upbringing
- Utrecht Medical Centre / Wilhelmina Childerens Hospital



COMPANY ADDRESS Monkeybizniz ■ Neude 5 ■ 3512 AD Utrecht (NL)

P.M. Kato Consulting

CHANGING THE WORLD, ONE GAME AT A TIME...

CONTACT DETAILS

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Serious Games
Visionary

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Website:
pamkato.wordpress.com

■ **Let P.M. Kato Consulting help you put a world-class serious game team together to make a cutting-edge serious game for health.** As a Stanford and Harvard trained health psychologist with extensive research experience, Dr. Kato can also help you plan and carry out research to evaluate the impact of your game on health outcomes. Change the world, one game at a time with P.M. Kato Consulting.

Cases/Clients:

Award-winning serious games for health include Re-Mission (HopeLab) and Air Medic Sky 1 (University Medical Center Utrecht). Dr. Kato also has award-winning publications in peer-reviewed scientific journals including the largest randomized control trial of a serious game to date. Her clients include pharmaceutical companies, non-profit companies, and government organizations.

COMPANY ADDRESS P.M. Kato Consulting ■ Dorpsstraat 14 ■ 3749 AD Lage Vuursche (NL)



BrandNewGame

"After playing my first games in 1984 I was hooked."



Learn how Games can Change your Future

BrandNewGame is specialized in developing digital strategies and play concepts. Our concepts are based on three building blocks: objective, target audience and essence of your organization (or brand essence). The game concepts changes human behavior in order to beat the challenge.



Download my book 'A Brand New Playground' for free at www.brandnewplayground.com and follow daily updates from my blog about gamification, gamevertising, serious games and much more.

Twitter:
Book:
Blog:
Bizz:

@BartHufen
A Brand New Playground
www.gamingandbranding.com
www.BrandNewGame.nl

INFO

- >> NEED TO KNOW INFORMATION
- >> WHO CAN HELP YOU FURTHER?



FIREFIGHTERS ALL OVER THE WORLD TRAIN WITH SERIOUS GAMES DEVELOPED IN THE NETHERLANDS

■ How good are the Dutch at making games?

Good. Very good, actually. Some Dutch companies are global players in the field of online games. But when it comes to serious games the Dutch are true masters. Dutch serious games companies work for clients all over the globe, even in countries that have their own strong serious games scene. And Dutch serious games have won their share of prestigious international serious games awards

■ How big is the Dutch games industry?

Not all sources are in agreement on this topic but recent studies show that the Netherlands has about 150 games companies. That number only includes dedicated game companies. Makers of simulations, branches of other companies that make games in-house, or companies that are related to the games industry are not included. Control's estimate is that approximately 350 companies are, one way or the other, involved in making games. This estimate is also based on the distribution list of the branch magazine that Control makes 8 times a year.

5 IMPORTANT QUESTIONS

>> We provide you with the answer before you were able to ask the question.

■ What is the budget for a game?

There is a game solution for almost any budget. Development cost for games have considerably decreased the past couple of years. So how ever small the budget, do not just assume that it is not enough to make a game.

■ How long does it take to develop a game?

The answer to that question depends on the kind of game. Small games can be made within three months (or sometimes even faster). Large games can take up to

a year to reach completion. The average development time is about six months.

■ How do you play serious games?

Frankly, it doesn't matter whether a game is a 'serious' game or not. Games can be developed for any digital device that's able to handle apps. Most (serious) games and adver games are played on a PC or Mac, a lot of them in a browser window. Some games have a mobile component, others are fully playable on tablets and smart phones.



MORE INFO?

There are many organisations that can help you answer your game related questions (a couple of them you'll find in the directory in this magazine). Here are three good starting points>>



CONTROL

The founders of this magazine have a lot of expertise on anything game related, are regular speakers on conferences and host their own events. They have an unparalleled network within the games industry. E-mail: redactie@control-online.nl





INNOVATION POLICY

LARGE SCALE RESEARCH PROJECTS

■ **Gaming and applied gaming is one of the focus areas of Dutch Innovation policy.** The Dutch government is co-funding several large scale research projects to discover how to apply advanced game design and techniques effectively. The ambition of these projects is to be the preferred supplier of knowledge for companies dealing with gaming for healthcare, safety, education, sustainability and entertainment. To advance the state-of-the-art in gaming, to facilitate knowledge transfer to companies, and to show the potential of gaming in public sectors, the government has, for example, funded the GATE game research project with a total budget of 19 million Euro.

EDUCATION & RESEARCH

TWENTY COLLEGES AND UNIVERSITIES

■ **To ensure Holland's creative and business influence in the international games market, the Dutch have invested in creating game related courses in over twenty colleges and universities that reflect the technical, design and creative elements needed in the modern international marketplace.** These knowledge institutes also offer groundbreaking fundamental and applied research in close collaboration with the industry. The future looks bright with the continuous supply of innovative research and highly skilled professionals.

The point of contact for Dutch innovation policy on gaming is the Dutch Games Association (DGA), an umbrella organisation that welcomes every company and individual involved in the game sector. Working closely with other creative sectors, the DGA brings together the industry, education, research and policy.

WHERE TO GO Relevant gaming events in the Netherlands

■ **Game in the City** (November 2012, Amersfoort) is a great event where game companies and companies from other branches can meet.

Web // www.gameinthecity.nl

■ **Indigo Showcase** (Fall 2012, Utrecht) presents the best games made by small Dutch independent game companies.

Web // www.indigoshowcase.nl

■ **The Festival of Games** is a games conference with a heavy focus on business. They also provide networking opportunities.

Web // www.festivalofgames.nl

DGG

For advice you can also turn to Dutch Game Garden, a foundation that supports and houses a large number of game companies. They can be reached via contact@dutchgamegarden.nl and +31 (0) 30 204 0227



DGA

Last but not least, the Dutch Games Association, the branch organisation for the Dutch games industry, is a good source for information. You can contact them via contact@dutchgamesassociation.nl



Control.

STARTING POINT FOR EVERYTHING GAMES

THE MAGAZINE



Control is the leading Dutch publication on game development. With a readership exceeding 3,000 professionals and relevant students, the magazine and websites are pivotal platforms for news, information, opinion and job opportunities within the game industry.

More on print and online activities: see page 4

EVENTS

Control organizes, programmes and hosts many game related events.

The Control Industry Dinner / Dutch Game Awards

The most prestigious awards for Dutch game developers, presented during the Control Industry Dinner. A gathering of hundreds of game professionals.

Control Gamelab

The bi-monthly live talk show on game development, at the Pakhuis de Zwijger in Amsterdam.

Conference Programmers, Speakers, Hosts

The founders of Control are regular speakers and hosts at conferences and other game related events. They give advice to other organisations and help them put together quality programmes for their own symposia.

More on events: visit www.control-online.nl/events



Control Magazine

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