Games for Health

www.gamesforhealth.org

Better Community, Practices & Acceptance

DIGITALMILL

Our Agenda (2005-2006)

- Community & Grassroots Organizing
- Marketing, Web Site, PR Campaign
- Whitepapers & Resource Guides
- Conferences & Events
- Research Agenda & Support
- Developer + Project Meetings
- Health Messaging in Games
- Health Game Seal of Approval
- Game Development Award

What We Will Do For You

- Lift up all projects
- Create open accessible free to use tools
- Provide a trusted conduit to the industry and government
- Help game industry find the right SMEs and partners for projects they are spec'ing or commissioned to produce.
- One-stop shop for outside interests to get involved with you
- Open up press coverage and push them to key surrogates and locally based efforts

How you can help!

- Join our mail list and participate
- Join us to help recruit professionals into the community
- Provide us contacts and advice
- Attend and Promote GFH Conference
- Contribute to our Wiki Knowledgebase
- Develop and experiment as much as possible

Why Games?!?!???

- Games are the fastest growing media worldwide
- $40B in revenues growing at 10-20% a year.
- Average age of a gamer is 25-30 years of age
- 60/40 split between men and women
  - Splits vary with game type and can skew heavily male
- 54% of HH in N/A bought at least one game in 2004
- 150M Xbox, PS2, and Gamecubes sold WW since release
- 150M Gameboys and GameBoy Advances since release
- 5M Nintendo DS since release
- 2.5M PlayStation Portables since release
- 130M Next-Generation (PS3/Xbox360/GameCube Revolution) by 2009
- 1.5M copies of World of Warcraft sold since release
  - This means ~1.4M x $13 x 12 + Retail = $250 Million
- PC Gaming is a $3B industry in and of itself
- Casual gaming/Advergaming $1B by 2009
- Gaming via mobile phones already closing in on 500M worldwide

Why Games??!??!

- 30 years of building highly cognitive media, virtual worlds, 3D graphics, advance interfaces
  - Highly evolved approaches to learning & informatics
  - Competitive industry produces big technology yield
- Games are future leaning
  - Virtual Humans & Artificial Intelligence
  - Online Worlds & Avatar Interaction
  - Collaborative Problem Solving
  - Real-Time Information & Strategy
  - Optimized Iconic Ubiquitous Interfaces

Which means…

- Gaming is becoming a pervasive media form
  - Gaming is a mass-market industry if not media
  - Gaming is moving worldwide
  - Gaming is taking up increasing amounts of time spent vs. other media
- Unlike other media though…
  - Gaming is actively cognitive
  - Gaming is spawning many different offshoot technologies
  - Gaming still offers much upside

So What Do We Want?

- Better simulations, visualizations, and training
- New ways to provide information to people
- Advanced forms of communication & collaboration
- Understanding of how this medium will change individuals and society
- Innovative education materials
- Improved personal health tools
- Technology and talent transfer that aids other fields
- Creative stimulation & exposure to technology frontiers
- Things we haven't even realized yet!

Developed by Konami for PS2 and XBox

Dance Dance Revolution

Built-in workout mode is providing new highly motivating low-cost exercise outlet.

Education/Disease Management

- Health Media Lab
  - Hungry Red Planet & Dr. DM Dimwiddie
- Ben's Game (visualization of fighting cancer)
  - Developed w/LucasArts
- Glucoboy
- HopeLab

Education & Training

- America's Army (Medic Training)
- Virtual Clinical Learning Lab (Half-Life Source)
  - Nurse and EMT training in virtual environments
  - Texas A&M University
- ACLS (Legacy Interactive)

Exergaming

- MOG Fitness Bikes
- Fitness Cycle @ MIT
- Fitness Dancepads (RedOctane)
- Dance Dance Revolution (DDR)
- Yourself! Fitness (Respondesign)

NAMCO

- Rehabili-tainment Business
  - Games for rehabilitation
  - Assistive technologies
  - Facility design
- Started up a day-care center in Yokohama

Taiko Drum Master for Elders

Troll's suspension bridge (For Walking Training)

KONAMI

- Acquired fitness club company (2001)
- Producing exercise products for home & Fitness club

Martial Beat

Entertainment contents on EZBIKE sp2

Phobia Treatment, Pain Distraction & PTSD

- Virtual Reality Medical Center
- USC Institute for Creative Technologies
  - Full Spectrum Warrior
- Splash! Breakaway Games
  - Cancer Treatment
- Use of Gameboys for Pain Distraction (Newark)
  - Duke Ambulatory now also investigating
  - Lower hospital anxiety

Developed by
Breakaway Games

www.breakawayltd.com

Splash

Now in trials as pain distraction environment for children undergoing chemotherapy treatments.

Go to the Industry

- Visit a Studio
  - Publisher owned
  - Independent
- Attend GDC (SF, March 2005)
  - (Not just the Serious Games Summit)
- Attend E3 (LA, May 2005)
  - Do a debrief as a group – we can host this
- Attend DiGRA (Vancouver 2005)

Then and Now: Half-Life

Two Days to Vegas

Summary

- **Community and transfer of talent**, skills, technologies vs. adoption of a specific form.
- **Relative gains** not against games themselves but against other media and processes through comparative advantage.
- New forms of learning, collaboration, and visualization should be **uniquely possible**.

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Critical Tips

- Play Games (A Lot)
  - PC Games
  - Console Games
  - Mobile Games
  - Online Games
  - Old Games

Some Games Worth Playing Now:

Half Life 2, Civilization III, Viewtiful Joe, Katmari Damacy, Pikmin I&II, DDR, EyeToy, Pokemon, Knights of the Old Republic, City of Heroes, Zuma, Age of Empires, Grand Theft Auto III, The Sims, WarioWare, Feel the Magic, Korsun Pocket, Gran Turismo, Halo 2

Sony PS2	$129
Xbox	$129
GameCube	$ 99
NintendoDS	$149
PSP	$199
Game PC	$1500
2 Games Each	$480
DDR GamePAD	$99
EyeToy	$50
Xtra GamePads	$120
Xbox Live	$50
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	~$3000

Read Game Magazines

- Computer Gaming World
- Electronic Gaming Monthly
- Edge (UK)
- Game Developer Magazine
- Develop (UK)
- PC Gamer
- Official Xbox Magazine/PS2 Magazine
- GamePro

Visit Game Web Sites

- www.gametab.com
- www.gamespot.com
- www.bluesnews.com
- www.avault.com
- games.slashdot.org
- www.evilavatar.com
- www.gamegirladvance.com
- Growing number of designer blogs…

Read Key Books & Journals

- What videogames have to teach us about learning and literacy (Gee)
- A Theory of Fun (Koster)*
- Game Code Complete 2E (McShaffry)*
- Rules of Play (Salen & Zimmerman)
- Digital Game Based Learning (Prensky)
- Journal of Game Development (Charles River Media)
- Computers in Entertainment (ACM)

Final Tips

- All Games Are Serious!
- Learn to articulate your advocacy
- Serious games aren't just about games
- Implementation can be harder then development
- Games are a mass audience that you can leverage
- This field is about talent not form

Our Structure

- Digitalmill, Inc. (Portland, ME)
  - Day-to-Day management & evangelism
- Woodrow Wilson Center (Washington, D.C.)
  - Government relations & advocacy
- Steering Committee
  - Industry outreach and project advisement
- Key expected partners
  - AMTI, VRMC, IML/Dartmouth

Our Start…

- Serious Games Initiative (2002) funded by Lounsbery Foundation
- October 2003, Games for Health List Created
  - 100+ members
- Spring 2004, Games for Health Conference Announced
- Fall 2004, Games for Health Conference Successful
  - 100+ attendees
  - Major media coverage
- December 2004, Games for Health is Funded by RWJF