

WELCOME... to the G.A.M.E.S Synergy Summit

The Interactive Entertainment Institute, LLC (IEI) would like to welcome you to the inaugural year of the G.A.M.E.S. Synergy Summit. This is the first of what we expect to be an annual event to continually stimulate an ongoing dialogue and establish and renew relationships across all of the G.A.M.E.S Disciplines. An acronym for Government, Academic, Military, Entertainment and Simulation, the G.A.M.E.S. Synergy Summit will bring together leaders and participants from each of these divergent sectors. We hope that you will find the content of this event informative and the format engaging.



Being involved with interactive multimedia applications of one type or another, we are all well aware of its tremendous potential. We at IEI thought it appropriate that our conference program be, by design, interactive in its very nature. So, while many conferences tend toward passive presentations where speakers deliver lectures to audiences followed by a brief question and answer period, here at the Synergy Summit, the program gets more and more interactive as the Summit progresses. We start with a standard passive format in our Plenary session on the first day of the Summit, then on to our Bridge panels where the presentations are short and the question and answer periods long. On Friday afternoon we will be going fully interactive when both presenters and participants form into small working groups to brainstorm on specific issues relevant to the adoption and utilization of interactive multimedia technologies and techniques by all the G.A.M.E.S Disciplines.

But of course there is more to the Synergy Summit than content. We have gone to great lengths to make sure that each of you have the numerous opportunities for networking and fun. Starting with IEI's Launch Party and Welcoming Reception Wednesday night, through Breakaway's Man Event cocktail party on Thursday night, followed by Hospitality Suite night throughout the hotel, and finishing off with Ice Cream sundaes and cookies during Friday afternoon's break, we know that you will enjoy your time at the Summit and make many new contacts in the process.

Our host city will also enhance your time with us. Orlando, Florida, is world renowned as the international center for family entertainment. But it is also a world wide center of the military simulation and modeling industry, companies that supply the interactive immersive programs to amusement parks throughout the world and the new major east coast production facility for Electronic Arts, the world's largest maker of interactive entertainment software. This combination of an interactive multimedia industry center with a great place to come to relax in the middle of winter made Orlando the perfect host City for the Synergy Summit.

Similarly, the Renaissance Orlando Resort at Sea World is the perfect choice for the host hotel. As anyone who has been to the lobby bar at the Fairmont hotel in San Francisco at the Game Developers Conference knows in order for any conference to be great, the venue hotel must have a great lobby bar! The Dolphins bar at the Renaissance fits that description perfectly. When combined with the Oceans Ballroom and the various other conference facilities, first class hotel accommodations and the great staff, we expect the Renaissance will be the home the the Synergy Summit for years to come! The staff at the Renaissance has helped make putting on this first year event a real pleasure for us and we are certain that they will make you stay a real pleasure for you, our guest.

We at IEI would like to thank you for coming to this first year event. We know that this Synergy Summit will deliver even more in its first year because of greater potential for establishing relationships offered in a more intimate setting. So plan out your days carefully, enjoy your evenings and learn and have fun here at the G.A.M.E.S. Synergy Summit!

Sincerely,

Tom Buscaglia, Dustin Clingman , Judson French and Chris Oltyan,
The Interactive Entertainment Institute executive team

General Information

Attendee Services

Full Day Workshop Registration

Location – Unicorn Foyer, 2nd Floor

Wednesday, January 26, 2005 beginning at 7:00 AM – 2:00 PM

Full Conference Registration

Location – Oceans Foyer

Wednesday, January 26, 2005 beginning at 7:00 AM – 6:00 PM

Thursday, January 27, 2005 beginning at 7:00 AM – 6:00 PM

Friday, January 28, 2005 beginning at 7:00 AM – 12:00 PM

Exhibitor Registration

Location - Oceans Foyer

Wednesday, January 26, 2005 beginning at 12:00 Noon – 6:00 PM

Expo Hours

Location – Entrance at Oceans 4 in Oceans Foyer

Thursday, January 27, 2005 opening at 11:00 AM – 6:00 PM

Friday, January 28, 2005 opening at 10:30 AM – 6:00 PM

Lunch

Lunch is for Two-Day and Student attendees only.

Wednesday, January 26, 2005 with service beginning at 12:00 noon – 1:15 PM

Location – Top of Dolphins

Thursday, January 27, 2005 with service beginning at 12:35 AM – 2:00 PM

Location - Atrium

Friday, January 28, 2005 with service beginning at 12:30 AM – 2:00 PM

Location – Oceans Ballroom

G.A.M.E.S. Synergy Summit Information Booth

Location – Oceans Foyer

If you need help or have a question, please go to the G.A.M.E.S. Synergy Summit Registration and Information Booths located in the Oceans Foyer or ask any of the (color) shirted attendants. The Information Booth is open during event hours.

Session Information

Facilities

G.A.M.E.S. Synergy Summit sessions take place in the following areas:

Oceans Ballrooms and 2nd Floor Function Rooms

Session Types

Workshops - Wednesday

Various 2nd Floor Function Rooms – available at Workshop Registration

Plenary Sessions – Thursday Morning

Oceans 6 & 8

Bridge Sessions – Thursday Afternoon and Friday Morning

Oceans 10, 11 & 12

Bridge 1: Game Research, Learning Theory and Education – Oceans 12

Bridge 2: Doing Business Across Disciplines – Oceans 11

Bridge 3: Technologies and Techniques – Oceans 10

Working Group Sessions – Friday Afternoon

Various 2nd Floor Function Rooms – see posting in Oceans Foyer

Getting Around

Airport Services

Mears Shuttle Service (Located in the baggage claim area).

\$15.00 per person each way, runs every 30 minutes, 24 hours a day.

Travel to the airport via Taxi is approximately \$30.00.

Taxis

Mears Transportation/Yellow Cab Group

407-422-2222

Public Transportation

Most Lynx bus routes operate every 15-30 minutes weekdays. For more information, please call 407-841-5969.

Other Services

Breaks

Coffee & other refreshments are available during regular breaks in the morning and afternoon for all conference attendees.

Lobby Bar

Dolphins Lobby Bar

Hours: 12:00 Noon – 2:00 AM

The Dolphins Lounge, located in the Atrium, features live entertainment.

Lost & Found

Location

Please check with the housekeeping department during conference & exhibit hours for lost and found information.

Minors

Due to safety concerns, no one under the age of 18 (including infants in strollers) will be permitted on the show floor at any time during the G.A.M.E.S. Synergy Summit.

Interactive Entertainment Institute, LLC

About IEI LLC

The Interactive Entertainment Institute, LLC is founded on the premise that interactive multi media games, and the manner in which they engage and interact with those who play them, form the most profoundly important new medium since the advent of the written word.

IEI disseminates information and facilitates collaboration between business, government and academic communities using this medium and its technologies in new, beneficial ways, and facilitates the development of new ways to explore their potential to benefit all sectors.

Chief Executive Officer

Dustin Clingman

Chief Financial Officer

Chris Oltyan

Executive Director

Thomas Buscaglia

Managing Director

Jud French

G.A.M.E.S. Synergy Summit

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With Special Thanks to:

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Russ Hauck, National Center for Simulation

Tim Langdell, Ph.D., EDGE Ggames

Bruce Leistikow, AcuSoft Inc.

Michael Macedonia, US Army PEO-STRI

Capt. Larry McCracken, NAVAIR Orlando Training Systems Division

Jeffrey A.C. Meek, McCabes (UK)

Larry Mellon, Butterfly.net

Jay Moore, GarageGames

Stephen Murray, Full Sail Real World Education

Rudolph P. Darken, D. Sc., MOVES Institute, Naval Post-graduate School

David R. Pratt, SAIC ASSET Group

Jason Robar, AisA Group

Ben Sawyer, Serious Games Initiative

Kathy Schoback, Infinium Labs

Ted Selker, The Media Laboratory, MIT

Andrew Smith, Halldale Publishing

Ian Stewert, British Consulate-General

Jim TerKeurst, International Center for Computer Games & Virtual Environment (UK)

Leah Treppel, SMARTeam, US Army PEO-STRI

Col. E. Casey Wardynski, Army Game Project

Doug Whatley, BreakAway Ltd

James Williams, CHI Systems

Keynote Presenters

John C. Beck

Conference Keynote Address
Thursday, 9:00 AM
Oceans Ballroom



John C. Beck is President of the North Star Leadership Group, a Senior Research Fellow at University of Southern California's Annenberg Center for the Digital Future, and a Senior Advisor at Monitor Group. He leads research and consulting projects on topics of strategic thinking, wireless communication, the global internet, and global leadership. John earned his B.A. in East Asian Studies and Sociology summa cum laude from Harvard University, and was the first graduate of Harvard's integrative Ph.D. program in Organizational Behavior. Dr. Beck is an Adjunct Professor at the Ivey School of Business at University of Western Ontario and a Visiting Professor at Thunderbird Graduate School of International Management, where he has taught courses on Strategy, Media and Entertainment, eCommerce, Management Consulting, Globalization and Leadership. John has also taught at Harvard, UCLA, Dartmouth, Kellogg, and Waseda University in Japan. He has served on the Board of Directors of a variety of corporations and universities and is currently a Board Member at Choice Humanitarian, a non-profit organization supporting village development programs in six countries around the world.

Dr. Beck served as the senior strategic advisor to the First Prime Minister, Prince Ranariddh, during Cambodia's first three years as a democracy. John previously was Co-Director of the "Project on Strategies of the World's Largest 50 Companies" for the United Nations. Additionally, he was Director of International Research at Accenture's Institute for Strategic Change. He was also President of Asian Business Information and Publisher of The Asian Century, a newsletter specializing in the strategic analysis of Asian companies and industries.

Dr. Beck has published over one hundred books, articles, and business reports on the topics of business in Asia, strategic management, globalization, leadership, and organizational behavior. The conclusions of his report on The Future of Wireless were reported in over two hundred newspapers and magazines around the world. His co-authored book, The Attention Economy, was named one of the best ten business books of 2001 by Amazon, Border's and the Library Association. DoCoMo: The Wireless Tsunami (with Mitchell Wade) was published in September 2002 and recommended by Amazon ("With lessons for all business leaders, in any industry, this book stands as a testament to the pivotal role of conviction, integrity, and personal passion in business success.") and Library Journal ("Highly recommended"). His most recent book (again with Mitchell Wade), released to excellent reviews, is Got Game: How a New Generation of Gamers is Reshaping Business Forever. And another book, Fueling Corporate Revival: New Methods and Mindsets for Business Resurgence from Japan, will be published by McGraw-Hill in 2005.

Doug Whatley

Doing Business Across Disciplines: Methods, Models and Opportunities Bridge Keynote:
"A Game Industry Introspective - Yesterday, Today and Tomorrow"

Thursday, 4:00pm

Oceans Ballroom 11

Doug brings an impressive 20 years of successful game development and management experience to the conference, as well as being a life long gamer. The combination has led to a successful career in one of the most dynamic industries in the world.

Doug founded BreakAway after serving as Director of Product Development at OT Sports. His extensive credits include ABC's Monday Night Football '98, ABC Sports College Football: Heroes of the Gridiron, ABC Sports Indy Racing League and ABC's Monday Night Football. Prior to joining OT Sports, Doug was the sports producer for MicroProse Software, overseeing the production of numerous football titles. His game credits and skills go beyond sports, however, having worked on Darklands, Gunship 2000, Sid Meier's Civilization, and Task Force 1942 during his tenure with MicroProse. Before entering the gaming industry, Doug designed and produced the original America Online PC client software. He also developed the Promenade online service for IBM and worked on AppleLink for the Macintosh and Apple II.

Mike Macedonia

Technologies and Techniques Bridge Keynote:

"Games Soldiers Play"

Friday, 9:00am

Oceans Ballroom 12

Dr. Michael Macedonia is the Chief Technology Officer for the US Army Program Executive Office for Simulation, Training and Instrumentation (PEO STRI, formerly known as STRICOM). He is responsible for developing the technology strategy for the Army's lead training and instrumentation acquisition organization.

While at PEO STRI, he led the Army's effort to develop the Institute for Creative Technologies, initiated the Full Spectrum Warrior X-Box project, and established the Massive Multiplayer Game project. Recently he has been the lead for the Graphics Processing Unit (GPU) initiative for simulation under the DARPA PCA program and co-sponsored the ACM SIGGRAPH GPU Workshop with Nvidia and ATI.

A graduate of West Point, Macedonia served as an infantry officer in a variety of command and staff positions in the United States and overseas assignments including Germany and the Middle East. He also served as a project manager for computer and electronic Warfare systems. Following his military service, Macedonia became the Vice-president of the Fraunhofer Center for Research in Computer Graphics, Inc. (CRCG) in Providence, Rhode Island. Macedonia then joined the Institute for Defense Analyses in Alexandria, Virginia as a Research Staff Member for Modeling and Simulation. He later became a senior scientist at Georgia Tech Research Institute.

Macedonia has a Ph.D. in Computer Science and a M.S. in Telecommunications. He is a contributing editor and on the editorial board of IEEE Computer. He is the Entertainment Computing editor for IEEE Computer. He is also a contributing editor to IEEE Computer Graphics and Applications and the Army Principal to the Interservice/Industry Simulation, Training, and Education Conference. For a list of publications and articles on Dr. Macedonia, see www.firestrike.org

Dr. James Paul Gee

Game Research, Learning Theory and Education Bridge Session Keynote:

"Video Games as Deep Learning Engines"

Thursday, 2:00PM

Oceans Ballroom 10

James Paul Gee is the Tashia Morgridge Professor of Reading at the University of Wisconsin-Madison. He received his PhD in linguistics in 1975 from Stanford University and has published widely in linguistics and education. His book *Sociolinguistics and Literacies* (1990) was one of the founding documents in the formation of the "New Literacies Studies", an interdisciplinary field devoted to studying language, learning, and literacy in an integrated way in the full range of their cognitive, social, and cultural contexts. His book *An Introduction to Discourse Analysis* (1999) brings together his work on a methodology for studying communication in its cultural settings, an approach that has been widely influential over the last two decades. His most recent books both deal with video games and learning. *What Video Games Have to Teach Us About Learning and Literacy* (2003) offers 36 reasons why good video games produce better learning conditions than many of today's schools. *Situated Language and Learning* (2004) places video games within an overall theory of learning and literacy and shows how they can help us to better understand deep human learning and lead us in thinking about the reform of schools. His new book, *Why Video Games Are Good for Your Soul*, soon to appear, shows how good video games marry pleasure and learning and have the capacity to empower people.

Placeholder Breakaway logo



Sponsors

The Interactive Entertainment Institute LLC would like to thank its sponsors for their generous contributions of funding and other support, without which, this first Synergy Summit could not have been produced. We would especially like to recognize the contributions of BreakAway Ltd., the Metro Orlando Economic Development Commission, MS&T Magazine and its publisher, Halldale and the National Center for Simulation for their early, enthusiastic and stalwart support.

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- Tiga (The Independent Game Developer’s Association – UK)

Wednesday, January 26, 2005 - Pre-Conference Workshops

7:00 AM	Workshop and Conference Registration opens
9:00 AM	Full Day Workshops begin
Noon	Full Day Workshops break for lunch
4:30 PM	Full Day Workshops resume
6:00 PM	Full Day Workshops conclude Exhibitor and Conference Registration closes
7:00 PM	Breakaway Ltd. Cocktail Reception – Top of Dolphins

Thursday, January 27, 2005 - Conference Day One

7:00 AM	Registration opens
8:30 AM	Opening Remarks
9:00 AM	Keynote Address: Dr. John C. Beck, Researcher and Co-Author, GOT GAME: How the Gamer Generation is Reshaping Business Forever -- the impact of games and the gamer generation on the future. Insights about the strengths, attitudes and learning styles of the under-34 Gamer Generation, distinctly different from the Baby Boomers, and how enterprises across all disciplines can adapt to encourage their best performance.
9:40 AM	Networking Break
10:00 AM	Plenary Panel: G.A.M.E.S. Synergy: Working Where Disciplines Intersect Brief addresses by leaders from each of the G.A.M.E.S. disciplines, describing the impact of game-based technologies in their areas, and issues arising when working where disciplines intersect.
11:00 AM	Networking Break Exhibit Hall opens
11:30 AM	Plenary Session: Issues at the Intersection of G.A.M.E.S. - “Executive summaries” of relevant issues, key findings and future challenges from major G.A.M.E.S.-related initiatives and previous conferences <ul style="list-style-type: none"> • Digital Games Research Association • Interservice/Industry Training, Simulation & Education Conference • Learning Strategies Consortium Conference • NATO Modeling and Simulation Group Games Workshop • Serious Games Initiative
12:30 PM	Explanation of Bridge Sessions and Working Groups

12:35 PM	Break for lunch (Boxed lunch in Exhibit Hall)
2:00 PM	<p>Bridge Sessions Begin</p> <ul style="list-style-type: none"> • Bridge 1 Keynote - Game Research, Learning Theory and Education Bridge: James Paul Gee , Ph.D., University ofWisconsin. • Bridge 2 Panel - Non-Entertainment Applications of Interactive Entertainment Technologies: What are the opportunities? • Bridge 3 Panel - Compatible Playmates - The Evolving Role of Intelligent Agents in Games, Simulations and Educational Applications.
3:30 PM	Networking Break
4:00 PM	<p>Bridge Sessions (In Progress).</p> <ul style="list-style-type: none"> • Bridge 1 Panel - Progress in Game-based Models for Learning Theory and Education Research for Game-based Applications. • Bridge 2 Keynote - Doing Business Across Disciplines Bridge: Doug Whatley, CEO, Breakaway Ltd. • Bridge 3 Panel - Game Engines - Changing the target?
6:00 PM	Exhibit Hall closes
7:00 PM	Networking Cocktail Reception - Top of the Dolphins
9:00 PM	Exhibitor and Sponsor Hospitality Suites Night

Friday, January 28, 2005 - Conference Day Two

7:00 AM	Registration opens
7:45 AM	Topical Roundtable Breakfast - Oceans Reception
9:00 AM	<p>Bridge Sessions (Continued from Day One)</p> <ul style="list-style-type: none"> • Bridge 1 Panel - Research that Matters: Meeting the Needs of Industry. • Bridge 2 Panel - Case Studies: Key issues and success factors when assimilating new "disruptive" technologies and techniques. • Bridge 3 Keynote - Technologies and Techniques Bridge: Michael Macedonia, Ph.D., Chief Scientist and Technical Director for the U.S. Army Program Executive Office for Simulation, Training, & Instrumentation (PEO STRI)
10:30 AM	<p>Networking Break</p> <p>Exhibit Hall opens</p>

11:00AM	Bridge Sessions <ul style="list-style-type: none"> • Bridge 1 Panel - Advances in Interactive Storytelling. • Bridge 2 Panel - Selling and Acquiring Game-based Solutions: How the game is played. • Bridge 3 Panel - Managing Development: Bridging the Cultural Gaps to Improve Development Speed and Product Quality.
12:30 PM	Seated Luncheon - Oceans Reception
2:00 PM	Working Group Sessions.
3:15 PM	Networking Break
3:30 PM	Working Group Sessions (cont.)
4:30 PM	Networking Break
5:00 PM	Closing Plenary Session - Working Group Recaps Closing Remarks
6:00 PM	Conference Ends/ Exhibit Hall closes

*Please note that all times and speakers are subject to change without notice.

Panels & Bridge Sessions Descriptions

Thursday, January 27, 2005 . 10:00 AM – 11:00 AM

Plenary Panel: **G.A.M.E.S. Synergy – “Working at the Intersection of Disciplines”**
Keynote addresses from leaders in each of the G.A.M.E.S. disciplines

Government: Priscilla R. Elfrey, Simulation Industry Liaison, NASA Kennedy Spaceport Center
Academia: Dr. Mike Zyda, Director, GamePipe Laboratory, USC Viterbi School of Engineering
Military: Michael D. Woodman, Project Manager, PM TRASYS, US Marine Corps Systems Command Representing the NATO Modeling & Simulation Group
Entertainment: Noah Falstein, President, The Inspiracy
Simulation: Russ Hauck, Executive Director, National Center for Simulation

Thursday, January 27, 2005 . 11:30 AM – 12:30 PM

Issues at the Intersection of G.A.M.E.S. – Key findings and issue summaries from major G.A.M.E.S. organizations and conferences

Digital Games Research Association (DiGRA): **Robert L. Appelman, Ph.D.**, Executive Board, DiGRA; Associate Clinical Professor, Instructional Systems Technology, Indiana University

Interservice/Industry Training, Simulation and Education Conference:
Amy Henninger, Ph.D., Program Chair, I/ITSEC 2005; Senior Scientist, Soar Technology

Learning Strategies Consortium (LSC) Conference: **Phyllis Ferguson**, Head, R&D Innovation Strategies, Naval Education and Training Command & Co-Founder, Learning Strategies Consortium

NATO Modeling & Simulation Group Workshop: "Exploiting Commercial Games for Military Use"
Capt. Erik W. Jilson, Modeling & Simulation Analyst, Technology Division TECOM, US Marine Corps

International Mediterranean Modeling Multiconference and Society for Modeling & Simulation International (SCS) Summer Computer Simulation Conference (SCSC) 2004: Prof. **Agostino G. Bruzzone**, General Chair, SCSC; Board Member & Associate VP, SCS; General Director, McLeod Institute of Simulation Science Genoa Center

Thursday, January 27, 2005 . 2:00 PM – 3:30 PM

Game Research, Learning Theory and Education Bridge: **James Paul Gee, Ph.D.**, University of Wisconsin **Video Games as Deep Learning Engines**

Good video games reflect cutting-edge principles of deep learning, principles that are well supported by research in the Learning Sciences, but which are often better exemplified in games than they are in schools. Good game design is, in fact, a form of designing for deep learning, since players won't play games they can't learn and often cease playing when they cease learning at new levels. The discussion will cover the ways in which good games recruit identity, social interaction, embodied problem-solving, nonlinear thinking, reflection on complex systems, the use of "smart tools", and situated language, among other things, to create deep learning systems and enhance possibilities of transfer of learning. How do we learn from game play and how does it impact specific cognitive activities such as: how individuals develop a sense of identity; how one grasps meaning; how one evaluates and follow a command; how one picks a role model; and how one perceives the world.

Doing Business Across Disciplines: Methods, Models and Opportunities Panel –
Non-Entertainment Applications of Interactive Entertainment Technologies: What are the opportunities?

This panel will explore the present and future opportunities for a broad range of beneficial applications of interactive, immersive and game-based entertainment technologies throughout the world.

Who and where are the customers? Governments? Educational institutions? Militaries? Commercial entities? Healthcare? How committed are they? What are the impediments to deployment of these technologies and techniques by new customers? What are the routes in? Who is leading the charge?

Waymon Armstrong, President, Engineering & Computer Simulations, Inc.

Walter Cheek, VP, BreakAway Ltd.

Julia Loughran, President, ThoughtLink Inc.

Jason Robar, Founder, AisA Group

Matt Seeney, Managing Director, TPLD

Moderator: Mary Margaret Walker, Mary-Margaret.com

Tools and Techniques Panel– **Compatible Playmates - The Evolving Role of Intelligent Agents in Games, Simulations and Educational Applications**

As technology continues to press forward at a rapid pace, the role of automated, intelligent agents has drastically increased in a wide range of training and learning based applications as

well as entertainment software. Whether creating real time actors at simulated disaster sites, generating knowledgeable companions in education, or designing the ultimate opposition for a player, the tools and techniques available to create functional agents has grown significantly in recent years. This panel will focus on evolving trends and notable discoveries in the process of creating robust intelligent agents as well as identification of applicable techniques from the wider field of artificial intelligence.

Ian Davis, Ph.D., CEO. Mad Doc Software

Dr. Fernando Gonzalez, Assistant Professor, Dept. of Electrical & Computer Engineering, University of Central Florida

Neil Kirby, Mumbler of Technical Stuff, Bell Laboratories, Lucent Technologies

Denise Nicholson, Deputy Director, Science and Technology Program Office, NAVAIR Training Systems Division

David R. Pratt, CTO & Fellow, SAIC ASSET Group

Thursday, January 27, 2005 . 4:00 PM – 5:30 PM

Game Research, Learning Theory and Education Panel – Progress in Game-based Models for Learning Theory and Education Research for Game-based Applications

As the application of compelling and engaging game and PC simulation-based techniques continue to expand rapidly in learning and education, it is essential that findings from learning theory - the science of learning, and related game research be effectively incorporated into game development models for learning and training applications. The panel will discuss the effective integration of learning theory and learning assessment techniques into experiential game-based methods and models.

James Brodie Brazell, Consulting Analyst, IC2 Institute, University of Texas at Austin

Agostino Bruzzone, Full Professor and International Director of the McLeod Institute of Simulation Science, MISS - University of Genoa

Mathew Georghiou, CEO, MediaSpark Inc. (Nova Scotia)

Matt Seeney, Managing Director, Team Play Learning Dynamics Ltd (UK)

Doing Business Across Disciplines: Methods, Models and Opportunities Keynote – **A Game Industry Introspective – Yesterday, Today and Tomorrow, Doug Whatley**, CEO, Breakaway Ltd.

An insider's look at the game industry and its relationship to the G.A.M.E.S. sectors...how we find ourselves where we are...visions, issues and challenges for the future.

Tools and Techniques Panel – Game Engines - Demonstrations of the Code at the Core of Immersion

The term "game engine" relates group of technologies applied to handle a game's graphics, physics and general functionality. The state of the art game engines demonstrated during this panel facilitate the rapid prototyping the game industry requires while keeping production costs down. These engines already help make entertainment software both immersive and engaging. Learn more about these tools as well as how these applications can be implemented in both entertainment and non entertainment applications.

David Holmes, Lead Engineer, Gambryo Engine, NDL (Numerical Design Ltd.)

Perry McDowell, Executive Director, Delta 3D Game Engine Project, MOVES

Institute at the Naval Postgraduate School

Jay Moore, Evangelist, Torque Game Engine, GarageGames
Moderator: Kevin Hawkins, CEO, GameDev.net

Friday, January 28, 2005 . 9:00 AM – 10:30 AM

Game Research, Learning Theory and Education Panel – Research that Matters: Meeting the Needs of Industry

Research targeting the game industry is prolific, but how relevant and timely are its findings to the day to day operation of such a fast paced industry? This panel will help identify the research needs of industry and the gaps that exist in today's research, as well areas that should be the focus of future research efforts to better assist commercial and beneficial game development. Emphasis will be placed on technological solutions, usability improvements and open source game technologies as viable prototyping and development mechanisms.

Robert L. Appelman, Ph.D., Associate Clinical Professor, Instructional Systems Technology, Indiana University

James Paul Gee, Ph.D., Professor, Learning Sciences, Dept. of Educational Psychology, University of Wisconsin

Tim Langdell, Ph.D., Founder & CEO, Edge Interactive Media (EDGE Games)

Bryan Pittard, Programmer/Analyst, Submarine Research Application Team, NAVAIR Training Systems Division

Dr. Mike Zyda, Director, GamePipe Laboratory, USC Viterbi School of Engineering

Doing Business Across Disciplines: Methods, Models and Opportunities Panel – Case Studies: Key issues and success factors when assimilating new "disruptive" technologies and techniques

Commercial simulations and entertainment technologies are revolutionizing training and education. In doing to, they face the challenges of other disruptive technologies which significantly change the status quo. This session presents program case studies and research that look at the introduction of entertainment technologies into military applications from both government and industry perspectives. Speakers will share program realities and lessons learned when integrating compelling, immersive elements of interactive entertainment with military applications where lives are at stake.

Benn Aaronson, Program Manager, Electronic Training Environment (Battle Stations 21), NAVAIR Orlando Training Systems Division

Roger Arias, Director, Licensing & Acquisitions, Destineer Studios

Michael D. Woodman, Project Manager, Tactical Decision-making Simulations, PM TRASYS, US Marine Corps Systems Command

Moderator: Jason Robar,

Tools and Techniques Keynote – Games Soldiers Play, Michael Macedonia, Ph.D., Chief Scientist and Technical Director for the Program Executive Office for Simulation, Training, & Instrumentation (PEO STRI)

How computer game technologies and virtual reality are radically altering the way the military prepares for war.

Friday, January 28, 2005 . 11:00 AM – 12:30 AM

Game Research, Learning Theory and Education Panel – **Advances in Interactive Storytelling**

Interactive storytelling continues to prove its value in learning, training and entertainment applications. What will the future look like for this powerful medium? This panel seeks to analyze the current state of interactive storytelling techniques and technologies as well as identify key research areas that are showing promise in enhancing the role of story in diverse multimedia applications.

Dave Arneson, Zeitgeist Games, Inc.

Noah Falstein, President, The Inspiracy

David Freeman, Founder, The Freeman Group

Christopher Stapleton, Director, Media Convergence Lab, UCF Institute for Simulation & Training

Moderator: Joe Tankersley, Senior Show Writer, Walt Disney Imagineering

Doing Business Across Disciplines: Methods, Models and Opportunities Panel – **Selling and Acquiring Game-based Solutions: How the game is played**

Industry marketing and government acquisition executives discuss how they play their respective roles in specifying, requesting, proposing, selling and acquiring game-based solutions and commercial simulations to satisfy customer/user needs. What are the current “rules of engagement?” What are the success stories? How have commercial game developers succeeded in selling to non-entertainment customers? What are the incentives and impediments to creating synergistic partnerships? What are potential models for the future?

Curtis Conkey, Principal Investigator, Naval Education and Training Command PC Simulation Experimentation Lab

Warren Currell, President & Founder, Sherpa Games Inc.

Warren Katz, Chief Operating Officer, MÄK Technologies

Lt. Flack Maguire, Program Director, Digital Charter School for Military Aviation, Commander Naval Air Forces

Maj. Donald Stewart, PM ACTT, Program Executive Office for Simulation, Training & Instrumentation

Mark J. Stoklosa, Chief of Operations, Simulation & Training Technology Center (STTC), US Army RDECOM

Moderator: Walter Cheek, VP, BreakAway Ltd.

Tools and Techniques Panel – **Managing Development: Bridging the Cultural Gaps to Improve Development Speed and Product Quality**

One of the most apparent differences between commercial interactive entertainment studios and government contractors are the development and production techniques used to accomplish projects. Game companies often exude a so-called “Cowboy” style of production while government contractors are typically required to follow a much more prescribed, detailed process. How compatible are the more rigid development processes in the heavily deadline driven entertainment industry where projects often have total start-to-finish production timeframes of 18 months? Can the game industry take a page from the contractor book to improve process and product quality? How can the government take advantage of the rapid product development cycles of the game industry, while ensuring the integrity of training products? This panel will address these questions and discuss potential solutions.

Victor Jimenez, Senior Engineer, Northrop Grumman
Rob Moore, Chief Technology Officer, Electronic Arts – Tiburon
Jonathan Newth, Managing Director, Kuju
Jim Omer, President, Rival Interactive,
David R. Pratt, CTO & Fellow, SAIC ASSET Group
Moderator: David Weinstein, Senior Developer, Red Storm Interactive

Working Groups

Synergy Summit Working Groups – Friday Afternoon, 2:00 – 5:00 PM

“The most interesting things happen at the intersection of disciplines...” – you’ve no doubt seen this statement in our communications prior to the Summit. It is a theme that we hope affects all aspects of this conference.

Beyond the usual presentations and discussions by panelists of lessons learned and best practices, the Synergy Summit was designed to help bridge the cultural, procedural and language barriers that typically exist between practitioners from different disciplines. Game developers, military modeling and simulation experts, educators, policy makers, instructional designers, themed entertainment creative teams...all have their own languages, acronyms, processes and conventions. But each has acknowledged the importance of working together with colleagues from different, complimentary disciplines to expand upon what each can accomplish separately.

Gene Jeffers, Executive Director of Summit supporter TEA (formerly the Themed Entertainment Association) described it well when he said the G.A.M.E.S. Synergy Summit will explore:

“...a fascinating blend of interactive and experiential design issues and help to bring together the clients, designers and builders of new, emerging game and simulation projects... this new conference...will help energize and cross-fertilize the convergence of a wide range of clients, designers, techniques, technologies and approaches all focused on enhancing the wealth of experiences that our industries are offering to an ever broader audience base. Learning from each other, face-to-face, will help us all expand our capacities to deliver new and engaging products and services in this rapidly evolving environment.”

The Interactive Entertainment Institute (IEI) looked for ways to provide participants with opportunities to interact with each other across disciplines:

- to explore and reach understandings about the most important common issues facing the G.A.M.E.S. sectors,
- to discuss priorities and approaches that will help move these disciplines forward,
- to identify potential partners and collaborators with common interests and shared goals,
- and to recommend strategies and actions that can be pursued together beyond this Summit.

This year’s working groups are designed to help provide those opportunities.

The initial working group topics have been selected with the input of our Advisory Board, and conversations with many of you. We have also left the flexibility to create one or more working groups that arise from discussions during the first day and a half of the Summit. The topics will be posted in the foyer of the Oceans Ballrooms near Registration throughout the event, with sign-up sheets for you to indicate the group in which you wish to participate.

Comment sheets and post-it notes will be provided, and attendees are encouraged to post

comments, questions and issues for consideration by the working groups.

(If you and your colleagues wish to propose an additional working group topic, please contact Jud French, Executive Producer, either in person, or via cell phone at 407-252-4404.)

After lunch on Friday (at 2 PM), working group participants will go to second floor meeting rooms which surround the atrium (room names will be posted with the topics) and will work together until it is time to regroup and recap the findings of the working sessions in the main Plenary Session room (Oceans 6 and 8) at 5 PM. This provides more than 2 hours (with breaks) to roll up your sleeves and address the set of questions posed for each group before presenting key issues and findings to the entire conference.

Professional facilitators and members of the Advisory Board will be available to help keep the discussions moving along in productive directions.

Beyond the Summit, the results of each group's efforts will be made available on the G.A.M.E.S. Synergy Summit web site. IEI will follow-up with working group participants interested in pursuing the recommendations of their group past the days of the Summit through continuing discussions, working papers, policy initiatives, demonstrations, etc.

Preliminary Topics:

- Future Directions of Game Development Curricula
- Assessment Methodologies for Game-based Learning
- Commercial/Government/Military Joint Development
- Contracting and Policy Issues re: Game-based Solutions for Government/Military Requirements
- Implications of Millennials/Gamers in the Workforce
- Uniforms & Suits...T-Shirts & Shorts: Dealing with the Culture Clash
- Funding and Financing Game-based Development
- Mobile and Handheld Applications

Sample Working Group Description:

Mobile and Handheld Applications: "Ain't it Cool" vs. "I Need It Now!"

Mobile devices, like Personal Digital Assistants (PDA's), but especially cell phones, are becoming the ubiquitous accessory for everyone's attire. They are becoming more and more like little computers, but they give up processor speed and screen size for portability.

- When does portability become paramount over performance?
- Which problems are ideally suited for portable solutions? Which are not?
- What are some near-term technological advances that will effect the future of mobile platforms?
- Where is the border between being enamored with the technology and it being useful?

This working group will be directed toward answering these questions, churning the experiences of its members for case studies and guidelines for future work.

Pre-Conference Workshops

Creating Emotion in Games with David Freeman

David Freeman, author of *Creating Emotion in Games*, delivers a powerful workshop that will expand and challenge notions of emotional content in games and interactive storytelling. Game designer/

writer and renown screenwriting instructor David Freeman is coming from Los Angeles to teach this unique workshop which will change your game design thinking and methodologies forever.

Learn the Torque Game Engine in a Day with Garage Games!

Torque Bootcamp presented by Garage Games. Full-day pre-conference workshop Torque in a Day' is a highly interactive workshop where participants are guided through the process and mechanics of game development using the Torque Game Engine as the development environment. This high level course will provide participants with a practical understanding of development workflow, game scripting, development tools and an overall context for how training, simulation and serious games get made.

Conference Schedule

Exhibitors

Anark

BreakAway Ltd.

CHI Systems

DAVE School

Dynamic Animation Systems

Digital Media Alliance Florida

Full Sail Real World Education

International Game Developers Association (IGDA)

MediaSpark

Metro Orlando Economic Development Commission

MS&T Magazine / Halldale Publishing

National Center for Simulation

Seminole Community College

www.anark.com

www.breakawayltd.com

www.chisystems.com

www.daveschool.com

www.d-a-s.com

www.dmaflorida.org

www.fullsail.com

www.igda.org

www.mediaspark.com

www.orlandoedc.com

www.halldale.com/mst/

www.simulationinformation.com

www.scc-fl.edu/digitalmedia/



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