



SERIOUS GAMES SESSIONS EUROPE

Press release

Serious Games Sessions Europe is launched: International experts and key players join forces!

France, July 25th

For the third year running, Lyon Game and the Rhone-Alpes Digital Agency are proud to announce the return of the Serious Games Sessions Europe. Eminent experts from international countries have teamed up to build the forthcoming Serious Games Sessions programme. The international advisory council is shedding light on the giddy increase of needs for serious games all over the world.

Serious Games Sessions 2007 is now launched! The international event (**3 dec 2007/Lyon/France**) will focus on interactive applications that go far beyond the aims of traditional entertainment. From now to early September, experts will discuss the best way to promote international serious gaming interests. The European symposium now confirms its European and worldwide ambition.

"Up to now serious games have not been considered as being of international importance. Serious Games started with american simulation tools, before moving on to training and learning applications developed by local authorities; however, their huge potential now a driving force the international market as well. The bigger our event becomes, the more it sets its sights on wider markets and global needs. The serious Games Sessions Europe is maturing this is reflected by the vision of its advisory council's vision of the future", explains Philippe Renaudin, head of the video games department, Lyon Game.

The Serious Games Sessions team will help the organizers to stake on the Simulation and E Learning projects from all over the world. It includes key players from the game industry, such as **Ben Sawyer** (USA-CEO of Digitalmill), **Simon Egenfeld-Nielsen** (Scandinavia-CEO of Serious Games Interactive), **Kenin Corti** (UK-CEO-Pixel learning), **Steffen Waltz** (Switzerland-CEO-playBE).

Representative actors from various fields such as Defence, Health and Education also provide highly pertinent advice as well. The council also includes **Albert Claude Benhamou** (University Hospital Professor) and **Marie-Pierre Bouvet** (Defence-Projet Manager) among others.

Press and Communication
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Advisory council full line-up at a glance

	<i>country</i>	<i>compagny</i>	<i>Fonction</i>
Ben Sawyer	USA	DigitalMill	CEO
Toru Fujimoto	Japon / Corée du Sud	Pennsylvania State University	PhD, Graduate Assistant
Kevin Corti	UK	PixeLearning	CEO
Steffen P. Walz	Suisse/Allemagne	playbe / ETH Zurich	CEO / Research Associate
Nicolas Balacheff	France/ Europe	CNRS - Laboratoire LIG	Directeur de Recherche
Albert-Claude Benhamou	France	Hôpital Pitié-Salpêtrière	Professor
Pascal Chevalier	France	Nicéphore Cité	Project Manager
Jean-Noël Portugal	France	Intunéo	Director
Philippe Renaudin	France	LyonGame	Video Games dept manager
Stéphane de Buttet	France	Agence Numérique	Projetc Manager
Marie-Pierre Bouvet	France	DGE	Projetc Manager
Simon Egenfeldt-Nielsen	Danemark/Scandinavie	Serious Games Interactive	CEO
Jean-Yves Donnard	France	Thalès	Advanced Studies Manager

All about Lyon Game and Lyon Infocité ■ www.lyongame.com

The leading professional organization in the Digital Leisure sector in France, the role of Lyon Game is to set-up joint actions aimed at assisting video game companies to develop, and to promote them at local, national and international levels. Selected by the government in July 2005 from among 67 French clusters, Lyon Game, is now associated with CITIA and Images Rhône-Alpes (films and audiovisual) in the Cluster, and ensures collaboration between enterprises, research laboratories and training organizations. Lyon Game and Lyon Infocité (its counterpart specialized in ICTs and computer science that federates more than 230 enterprises) are the most representative organizations in the video game, digital leisure and communication and information technology sectors, and are grouped in a dual non-profit association founded in 1996. The association is backed by Greater Lyon, the Rhône- Alpes Region and the Rhône General Council.

About Agence Rhône-Alpes Numérique ■ www.agencenumerique.org

Rhône-Alpes Numérique was set up on March 10, 2000 on the initiative of the Network of Rhône-Alpes Town Councils, the Regional Council, the State Department for Regional Development (the Regional Industry, Research and Environment Commission and the Regional Delegation for Research and Technology), its main financial backers. This non-profit association is presided by a company director, Yves Bourdon, Managing Director of the Erim group and counts among its administrators five representatives of companies and four representatives of state higher education and research establishments. Located in Grenoble, a team of eight people are devoted to promoting this regional action.

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