



Presskit

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Our company

Serious Games Interactive is an award-winning, research-based game company located in Copenhagen, the bustling center of education, creativity and innovation in the Nordic countries. Currently, we are 15 employees with the skills to make high-quality computer games. We offer a unique blend of competences within games, learning, and storytelling that grow out of proud traditions in the region.



Screenshots from Serious Games Interactive productions, 2009 ©

Since our inception in 2006, we have aimed to develop enriching and engaging games with a strong focus on integrating the gaming and learning experience. Playing computer games has evolved into one of the most popular activities for people to entertain themselves. Yet, the potential of using games for serious purposes such as education, training, information and marketing remains largely unlocked.

Our approach to the development of serious games has attracted international attention with sales in more than 50 countries. We have set a new standard for what can be expected in terms of quality from games used for serious purposes. General media like CNN, BBC and Spiegel has been excited about our approach, but also games magazines, that recognize the rejuvenation of computer games for purposes beyond entertainment, have shown great interest in our products.

Our products

SGI is neither about technology nor ideas. We are about the experience. A technology can be so flashy, and an idea as ever exciting, but in the end it is about the experience. We use technology to bring ideas to life that makes for engaging and enriching experiences. These are some of our products.

Global Conflicts

Our award-winning “Global Conflicts” game series was launched in 2007 with “Global Conflicts: Palestine” (GC:P). GC:P is 3D role-playing game based on real-life stories for players to explore the Israeli-Palestinian conflict. The players assume the role of a journalist who has just arrived in Jerusalem armed with a pen, a notepad and their sharp wits. They are confronted with issues around human rights, terrorism and the media’s role in conflicts. The goal is to create the best article for a newspaper by collecting quotes from the dialog in the game. The game is available in Danish, English, German, Swedish and Russian languages.



Screenshots: Global Conflicts: Palestine (2007) & Global Conflicts: Latin America (2008)

In 2008, we introduced the sequel, “Global Conflicts: Latin America”. Latin America is one of the most turbulent, violent and poverty-stricken places on the planet. Yet it is only when Western interests in the region are threatened that we hear anything about the nations that struggle with paramilitary rule, extreme poverty and exploitation of the population. We wanted to direct attention to these issues. The question for the players in the game is whether they can make a difference by writing investigative stories. The game is available in English, German, French, Spanish, Swedish, Norwegian and Danish languages.

By August 2009, we will release the first Global Conflicts: Africa game episode online focusing on children’s rights. More than 25.000 children have been abducted to serve as child soldiers in local armies in Uganda.

Worldwide, the problem concerns hundreds of thousands of children that have been involved armed conflicts. In the game you work for the International Criminal Court and are send on an assignment in Uganda to meet with the feared the leader of the rebel Lords' Resistance, Joseph Kony. The game will be available in English, German, Danish, Swedish and Norwegian.

Playing History

"Playing History" is our newest game series to release in autumn 2009. It places the player in historically significant and interesting time periods and situations and lets him/her act within that frame. Players will meet major historical personalities as well as commoners that all inform about everyday life in the specific time in history.

The first game is about, the plague pandemic first known as 'the Great Dying' and later as 'the Black Death' arrived from Central Asia in the mid-fourteenth-century to afflict three other regions of the world – Europe, the Middle East, and Northern Africa. The disease was carried by infected fleas that travelled on the backs of rats, clothing, bedding, and even human hair and first arrived in European ports from where it quickly spread its deadly fingers throughout much of the populated world. Although the topic is serious, the game will be fun, enlightening and highly engaging!

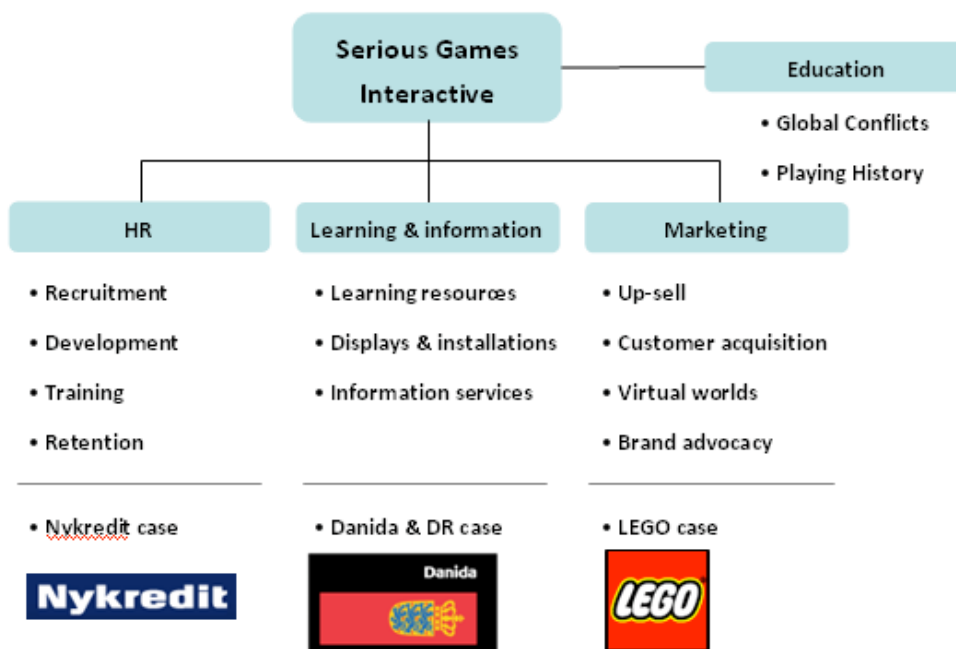


Screenshots: Playing History Episode 1: The Black Plague (E2009).

Our services

We also work together with corporations, state agencies and other organizations on a project-by-project basis to develop games and technology-based applications. We develop these within a number of different areas and for clients with very different needs and target groups. Our clients include Amnesty International, LEGO, European School Network, Danida, Danish Broadcasting Corporation and Nykredit.

As illustrated in the figure below, most of our games and applications fall in one of four specific areas: Education, HR, Learning & Information and Marketing.



Our technology

For the majority of our products we use the 3D game engine Unity to develop our games (for some projects in 2D we use flash). The engine is characterized by being among the most powerful and easy to use engines on the market. It is also the most capable 3D engine for making browser-based games.

See Unity official feature list: <http://unity3d.com/unity/>

Over the years we have developed a number of extra features and functionality that makes it possible for us to develop games faster and better games. When we start a project we deploy a template with all these extra features built-in.



Our extra features (selected)

- Dialogue system
- Icon story system
- Path-finding system
- Facial animation
- Dynamic obstacles avoidance
- Tool for quick cut scenes
- Extended camera system
- Save system (offline & online)
- Integrated profile system
- Localization system
- Extended GUI system
- Key generator system
- Tool for scripted agent behavior
- Animation library (+150 pieces)

Our references





Portfolio

Global Conflicts: Palestine (Released June 2007)
Bolivia Burns (Released August 2007)
Mayas Adventure (Released November 2007)
Nykredit game (Released June 2008)
Global Conflicts: Latin America (Released October 2008)
Babu's Team (Released October 2008)
Time Machine: Darwin (Released January 2009)
LEGO Bionicle: Glatorian Arena (Released February 2009)
Amnesty International Interactive World Map (Released March 2009)
The Phoenix (Release May 2009)
Global Conflicts: Uganda (Release August 2009)

Selected press coverage

Our titles have received extensive coverage in most media around the world. The following list represents a selection hereof:

The Washington Times (US)

Serious Games, June 7th 2006

"The world of education has just inherited a bit of fun, and gaming has become a new medium for learning."

The Guardian (United Kingdom)

Much more than just a plaything, June 20th 2006

"But the most ambitious educational game on show at Apply Serious Games was Global Conflicts: Palestine (...) it is a full-blown game with high production values, designed to explore the Israeli-Palestinian conflict. (...) While projects as ambitious as Global Conflict: Palestine will remain the exception rather than the norm (...)it's clear that games are poised to become an everyday part of education in the UK."

Politiken (Denmark)

Serious games on the way to schools, August 5th 2006



"Before the very eyes of a journalist an Israeli platoon is ransacking a Palestinian neighbourhood and drags a couple of suspects out on the street. The soldiers are convinced that these are the terrorists they have been looking for in quite a while – but are they right?"

Wired News (US)

Games Tackle Middle East Conflict, September 18th 2006

"Made by Danish company Serious Games Interactive, Palestine is best described as a first-person talker. You get your digital boots on the street and speak - using a choose your-own-adventure-style navigation tree - to soldiers, terrorists and the people caught in the middle."

Haaretz (Israel)

Am I pro-Palestine or pro-Israel? September 19th 2006

"The Israel Defense Forces sets out to detain a Palestinian suspected of concealing Qassam missiles in his home. The missiles are seized and Khaled, the owner of the house is arrested. It appears that good guys have won. But a journalist, embedded in the unit, discovers that, as usual, it is not so simple"

CNN (US)

Computer game lets you play "journalist's" view of Israeli-Palestinian conflict, January 29th 2007

"A new game gives you the chance to explore the Israeli-Palestinian conflict as a journalist."

Avault (US)

Global Conflicts: Palestine, August 1st 2007

"this title does an amazing job of presenting the controversial nature of the conflict. Rather than attempt to create a linear, unbiased curriculum of education, the creators instead chose to embrace a program that has many different voices, each offering its unique outlook on the conflict.... As both an avid gamer and an academic, I'd recommend this game..."

Der Spiegel (Germany)

Ausgeschossen, October 27th 2007

"Maybe today Bertolt Brecht would have been a game designer, maybe he would have designed didactic games and written didactic plays. The end of one particular classic from Brecht suits "Global Conflicts - Palestine" just perfectly. "The good person of Sezuan" closes with the famous epilogue: "Dear members of the audience, you must seek the solution on your own. There has to be a good ending."



Contact details

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