



For immediate release

Copenhagen, Denmark, July 2, 2007

Release of the highly anticipated award winning *Global Conflicts: Palestine*

Serious Games Interactive brings you 'Global Conflicts: Palestine' – a serious game for PC and Mac. The game has already received extensive world wide coverage with features on CNN and BBC as highlights. The game challenges the stereotypical view of video games as violent and anti-social and shows how games can contribute to new learning experiences. 'Global Conflicts: Palestine' does what other media fail to do: put you inside the conflict and interact with both sides. The game makes you experience - rather than watch and read about - one of the longest lasting and most influential conflicts of our time; the Israeli-Palestinian conflict.

Global Conflicts: Palestine

In 'Global Conflicts: Palestine', you assume the role of a freelance journalist who has just arrived in Jerusalem armed with a pen, a notepad and your sharp wits to get you through the challenges ahead. During the course of the game your beliefs and ideas about the conflict will be challenged. You will experience situations taken from real life events that are more complicated than outsiders may realize.

'Global Conflicts: Palestine' is a different type of game that requires a different way of thinking and playing. Through a simple interface and an approachable game world every one can play – you don't have to be a gamer to enjoy playing 'Global Conflicts: Palestine'. We believe that computer games can be engaging and enlightening on an endless number of current issues.'

Says CEO Simon Egenfeldt-Nielsen

Serious games for everyone

'Global Conflicts: Palestine' targets critical and reflective people who are looking for a (game) experience that challenges their outlook on the world. Although 'Global Conflicts: Palestine' is designed with educational use in mind, everyone can get involved in the everlasting conflict.

Some may embrace the experiences offered by 'Global Conflicts: Palestine' in their spare time while many will experience it as part of an educational context. Students ages 13 to 19 will enjoy this innovative approach to an everlasting conflict, where the familiar game medium takes on an entirely new form.

“I’ve learned more history from this game in one day than from class the last six months”

Says a Danish high school student

‘Global Conflicts: Palestine’ is tailored to be used in subjects within social studies like the teaching of citizenship and modern history. But it will also offer cross-disciplinary potential for a broad-ranging number of subjects and interests.

Research shows the way for new game experiences

Academic research on games and learning, including a Ph.D. by CEO Simon Egenfeldt-Nielsen, serves as the foundation for the game and has been part of the development process since the beginning. The use of ‘Global Conflicts: Palestine’ as an educational tool was tested with more than 500 students providing Serious Games Interactive with a well-tested and credible product for teachers.

“Our studies showed that 90% of the students found the course interesting. 90% would like a similar course again, but most importantly 60% found that they learned more from the course compared to a regular course,”

Says academic researcher Tasha Buch From The IT University in Copenhagen

Availability

The game is available in English, German and Danish and can be ordered via download and mail at www.seriousgames.dk or at one of our private partners Manifesto Games, Gamers Gate and Mac game store. Later this year the game will be offered in retail as well as through selected educational distributors.

The game will be available 5th of July 2007.

About Serious Games Interactive

Serious Games Interactive is an ambitious developer of games with an agenda beyond entertainment located in Copenhagen, Denmark. Global Conflicts: Palestine marks the first instalment in a series of games.

Contact

Serious Games Interactive
CEO Simon Egenfeldt-Nielsen
Njalsgade 92, 2. Floor
2300 Copenhagen S
Denmark

For more information visit <http://www.seriousgames.dk/php/press.php>. Please contact us by e-mail at press@seriousgames.dk if you have questions. On request we can provide you with a game copy for review.

Game info: www.globalconflicts.eu

Company info: www.seriousgames.dk

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