



Games Get Factual. Like documentary films did in the 20th century, videogames are transitioning from an entertainment-only medium into a powerful learning tool engaging factual and educational content.

X|Media|Lab Sydney "Serious Games" brings together the world's leading computer games designers, documentary makers, educators and innovators to assist Australian media companies, educational professionals and governments develop the most effective pedagogical, educational, social and 'serious' games.

Internationally, major investments are being made in the pedagogical change from text-based learning to game based learning: in the education system, corporate and government training, and simulation.

If you have a professional interest in understanding games-based learning, transitioning from making films to making games, or simply in understanding the opportunities afforded by serious games - this is the one-day conference to inspire you, inform you, expose you to world's best practice and give you the chance to meet with these outstanding international practitioners.

Professional Day Conference:
Friday 12th June
10.00am - 5.00pm

Venue:
The Establishment,
252 George Street
Sydney

Independent
Registration: **\$99**
(Incl. GST)

Corporate/
Government: **\$199**
(Incl. GST)

REGISTER HERE

For further information:
info@xmedialab.com
or visit www.xmedialab.com





International Keynote Speakers include:



Noah Falstein

One of the gaming world's pre-eminent authorities; President, The Inspiracy (San Francisco)

Often referred to as "the father of serious games", Noah was one of the first ten employees at LucasFilm Games (now LucasArts Entertainment), The 3DO Company, and Dreamworks Interactive. Noah's games have run the gamut from entertainment (Sega, Disney, Dreamworks Interactive, LucasArts Entertainment), to corporate (Intel, Shell Oil), to serious game developers (Health Media Lab, Hopelab, Vision-Play, Medical Cyberworlds) to government (National Institute of Health, DARPA). Recent titles to which he has contributed include Hungry Red Planet (teaching nutrition to teens), Freedom Fights 56 (serious historical game), Space Station Sim (in conjunction with NASA), and Empire at War (Star Wars game for LucasArts)

www.theinspiracy.com



Ondi Timoner

Director of Internationally Award Winning Documentaries DIG! and WE LIVE IN PUBLIC; Director/Producer, Interloper Films (Los Angeles)
Ondi Timoner is the only director, along with her team, to win the Sundance Grand Jury Award twice.

WE LIVE IN PUBLIC documents the chaotic and mesmerizing life story of Josh Harris, "one of the most important Internet pioneers you've never heard of." From his early childhood, being raised literally by family TV set, to his meteoric rise and spectacular fall as one of the main characters and visionaries during the dot.com boom and bust of the late 90's, WE LIVE IN PUBLIC gives a gut-wrenching view of the life of this flawed genius, while serving as a cautionary tale about the effect the internet will have on all of us.

www.interloperfilms.com



Lee Sheldon

Video Game Writer & Designer; Professor, Indiana University (Indianapolis)

One of the world's leading authorities on game writing and design, Lee's book Character Development and Storytelling for Games, is the primary text in game design at the world's most distinguished universities. Lee has written and designed over 20 video games including a successful series based on Agatha Christie novels and the award-winning The Riddle of Master Lu, Dark Side of the Moon, and Wild Wild West: The Steel Assassin. Lee worked on massively multiplayer worlds URU: Ages Beyond Myst and Disney's Virtual Kingdom. Prior to his stellar career in video games, Lee wrote and produced over 200 popular television shows, including Star Trek: The Next Generation, Charlie's Angels, and Cagney and Lacey.

Currently a professor at Indiana University teaching Game Design, Lee is also leading the design of his own virtual world Londontown
www.anti-linearlogic.com



Ian Bogost

Founding Partner, Persuasive Games; Associate Professor, Georgia Institute of Technology (Atlanta)

Dr. Ian Bogost is a videogame designer, critic, and researcher. His research and writing considers videogames as an expressive medium, and his creative practice focuses on games about social and political issues, covering topics as varied as airport security, disaffected workers, the petroleum industry, suburban errands, and tort reforms.

www.bogost.com



Joshua Harris

Internet Pioneer, Artist, Entrepreneur (Los Angeles, Sidamo)

Called the "Warhol of the Web", Joshua Harris is one of the world's leading Internet visionaries. In 1986 Joshua founded the world's first Internet market research company, Jupiter Communications. In 1994 he founded the world's first Internet-based interactive television network (Pseudo.com), when less than 1% of US households had broadband.

Harris is the focus of director Ondi Timoner's documentary WE LIVE IN PUBLIC, the winner of the Grand Jury Prize, Documentary, at the 2009 Sundance Film Festival.



Michel Mol

Director of Innovation and New Media, Netherlands Public Broadcasting (Amsterdam)

Omroep is Europe's most innovative public broadcaster and Michel Mol is responsible for "future proofing" its TV, radio, digital and online activities.

<http://portal.omroep.nl/>



Australian Industry Experts include:

Games Developers:



David Hewitt

Creative Director, Tantalus Interactive (Melbourne)

Academics/Researchers:



Dr. Yusuf Pisan

Assoc. Professor and Director of Games Studio,
University of Technology (Sydney)



Mandy Salomon

Senior Researcher, Smart Services Cooperative
Research Centre (Melbourne)

Screen Industry Professionals:



Sohail Dahdal

Filmmaker; Interactive Designer The First
Australians (Sydney)



Stephen Sewell

Multi-award winning Writer (The Boys, The Blind
Giant is Dancing); Director (Sydney)



Alana Valentine

Multi-award winning Writer (Parramatta Girls, Run
Rabbit Run) (Sydney)

Who should attend?

If you are a digital media professional, documentary maker, games developer, interaction designer, screenwriter, researcher, academic, publisher or educational professional of any kind, this is the one day you need to attend!

No time-wasting boring discussions, just densely-packed, information rich, clear and helpful, set piece keynotes from serious games and documentary luminaries!!

Update Yourself in A Day!

Independent
Registration: **\$99**
(Incl. GST)

Corporate/
Government: **\$199**
(Incl. GST)

REGISTER HERE



X|Media|Lab Sydney "Serious Games" is part of the Sydney Film Festival and held in partnership with ABC TV and Screen Australia.