

Out & About: The Mobile Serious Games Conference

Part of Games Beyond Entertainment Week & Games
for Health 2010
May 25, 2010
Boston, MA



Out & About: The Mobile Serious Games Conference is the first event of its kind, focusing on serious games for learning, and health on mobile platforms. As more and more computing becomes about ubiquitous personal mobile platforms like iPhone, Nintendo DS, Android, and many flavors of mobile phones, the opportunities to create unique serious games is more possible than ever before.

On May 25, we bring together a great sampling of projects from over a dozen developers and researchers including games involving walking, learning, photography, professional training and more. This is a unique opportunity to learn from the first waves of mobile serious games and network with pioneers in the field.

To attend Out & About you must register for one of the event packages providing access to the conference at <http://www.regonline.com/gbew2010>

To save 10% off the ticket price use the discount code of BOS10 during registration.

8:00:00 **Breakfast and Networking**

9:00:00 **Conference Starts**

Opening Remarks: Ben Sawyer, Digitalmill, Inc.

Akoha Goes Mobile

Social Gaming, Real-World Missions, and Mobile Platforms

Alex Eberts, Akoha, Inc.

9:45:00 BREAK

10:00:00 **Ready, Set, Run! The Effect of Location-Based Mobile Gaming on
Personal Fitness and Overall Health**

John Valentine
SCVNGR

10:30:00 BREAK

10:40:00 **Science Learning on the Go: when location matters and when it doesn't**
Eric Klopfer, MIT

11:10:00 BREAK

11:20:00 Mobile Games To Help Diabetics & Smokers

1. On the top of towers and on big ships: Discussing three concepts of a mobile health game for diabetics
Martin Knoll, University of Stuttgart

2. Lit to Quit: An iPhone game to curb smoking
Azadeh Jamalian, Columbia University

12:00:00 Lunch

1:00:00 **MILLEE: Mobile & Immersive Learning for Literacy in Emerging Economies**
Shabnam Aggarwal, MILLEE Project

1:25:00 BREAK

1:35:00 **Walk'n'Play: The Design of a mobile phone pedometer for games and exercise**
Ioannis Pavlidis, University of Houston

1:55:00 Stretch Break! Please Don't Leave Room

2:00:00 **From RPGs to the 1849 Gold Rush : The design and production progression of a mobile game for walking**
Chris Palmisano, Humana

2:25:00 BREAK

2:40:00 **Research on Mobile Phone Games that Promote Healthy Lifestyles**

1. Mindless Eating Challenge
Geri Gay, PhD, Cornell University

2. Effectiveness of Social Mobile Networked Games in Promoting Active Lifestyles for Wellness
Marientina Gotsis, MFA, University of Southern California

3:20:00 BREAK

3:30:00 **Med School Meets Mobile Gaming**

Top Doc: A visual diagnosis game
Craig Brannon, Legacy Interactive

3:50:00 **Games for Student Training**
Roman Cibirka, Medical College of Georgia

4:10:00 BREAK

4:20:00 **Impulsive Pillow Pilates : An iPhone Balance Game**
Jay Alan Jackson, RIT

4:40:00 BREAK

4:50:00 **Using Mobile Phone Cameras to Promote Active Game Play**

1. Mad Dash Engages Active Imaginations
Chris Stagno, Carnegie Melon University

2. Using the iPhone camera to motivate you to explore the world around you
Chris Palmisano, Humana

5:30:00 BREAK

5:40:00 **Ending Panel: Collective Thoughts about the Past, Present and Future of Serious Games for Mobile Platforms**

Ben Sawyer, Digitalmill, Inc. (Moderator)
John Valentine, SCVNGR
Marientina Gotsis, USC
Alex Eberts, Akoha

6:15:00 END