



Hello, and welcome!

Today we'll be discussing a new software application we call **Full-Immersion Technologies**. I'd like to present you with several specific applications of the technologies, and at the same time I'd like you to remember that it's a very broad technology with many, many possible applications.

Full-Immersion Technologies can be used to support games or simulations, but to be more general I'll be referring to the applications in general as *scenarios*.

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# Full-Immersion Technologies

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[click to go directly to a section]

This presentation contains extensive speaker notes, so be sure to use them!

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# The Big Picture

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Let's begin with an overview.

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## Full-Immersion

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**Full-Immersion Games** are games or simulations played in such a way that they intertwine with your daily life. In-game characters are at times indistinguishable from real persons.

**Full-Immersion Learning Environments** are scenarios that simulate systems for training or learning purposes. They do it in such a way that you can "learn while doing."

Saying it's a **simulation** doesn't mean it's not serious stuff - it just means your actions don't have real-world negative consequences. But we go further - turning it into a **game** with excitement, drama, humor and challenges. People stick with it and it's a "win" for everyone.

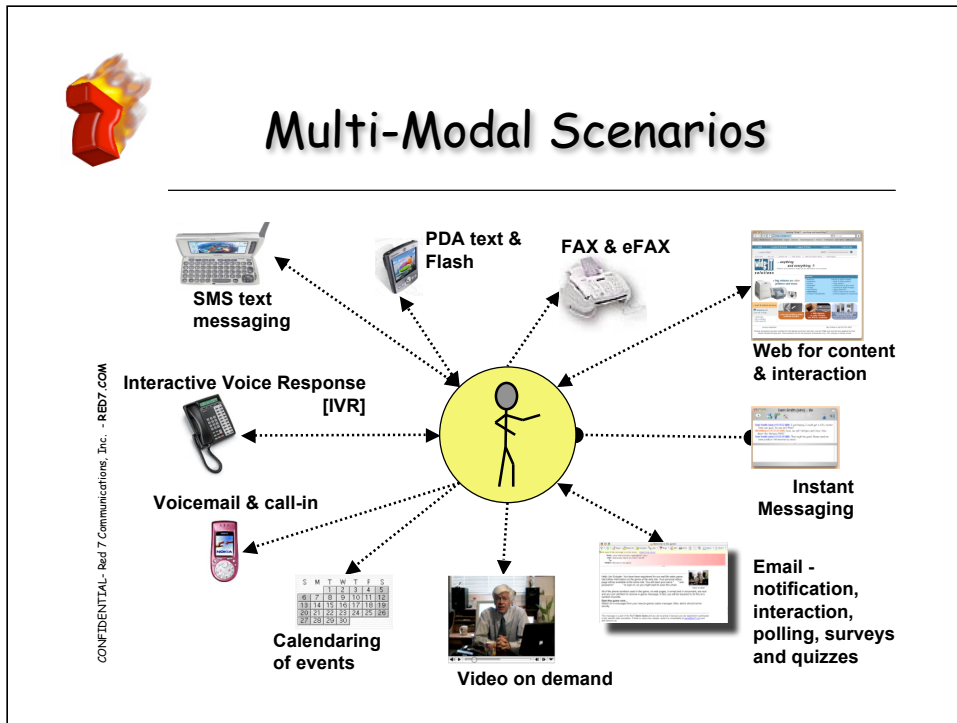
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**Full-Immersion Games** are games or simulations that interact with you in such a way that they are difficult to distinguish from aspects of real life.

**Full-Immersion Learning Environments** are Full-Immersion technologies that are focused on systems or processes you want to learn about. They provide you with a non-threatening environment in which you can observe, experiment and practice until you've mastered the skills you want to acquire or improve.

We start by building a *simulation* of real-world interactions, then we add excitement, drama, humor and challenge, so participants stick with it longer, and learn more or have more fun.

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You use lots of electronic media in your *regular life* - and you'll also use them in the game. Full-Immersion Technologies utilize the media pictured here to add simulated *in-game characters* to your daily life. You'll receive voicemail, FAXes, email and phone calls from in-game characters. You can call an Interactive Voice Response (IVR) system to get information. You can schedule meetings with in-game characters using your online calendar. You can chat with them in Instant Messaging (IM) forums. Support materials are provided via video, both online and offline, and via web sites. It's completely pervasive!

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## Unique Benefits of FITs

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### *Full-Immersion Technologies [FITs]*

- Let participants try alternative solutions to real problems.
- Permit experimentation, with no real-world consequences.
- Allow simplification and isolation of critical success factors.
- Permit progressive simplification or layering of complexity while learning .
- Utilize the same information systems that are used in real life. (Faster *transfer* of learning to real world ... and less expense to create.)
- Are a rich media experience, capturing and holding attention.
- Are available 24x7.
- *Space out* practice over time so players remember better.

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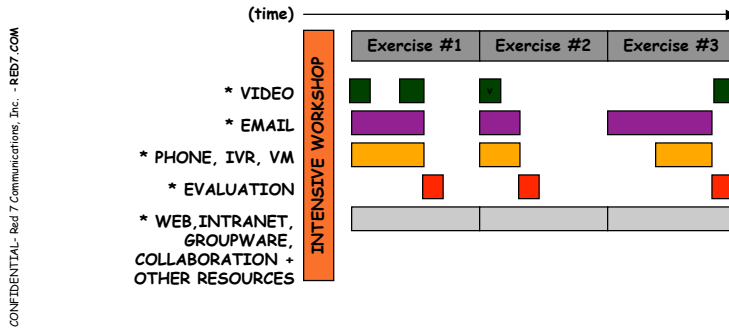
Like other simulations, **Full-Immersion Technologies** provide lots of benefits. But, even better than other simulations and games, FITs are integrated with real life and consequently make use of existing business and support systems, making a FIT scenario generally less expensive than other complex simulations.

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## Learning Spaced over Time

A FIT scenario can supplement other types of instruction - for example, a short, intensive workshop could be followed by monthly exercises...leading to better retention and performance thru continued practice.



FITs can be used in education, training and performance support. There are many ways FIT scenarios might be woven into a training program. Here's an example - this diagram shows how a scenario might supplement an intensive short-duration workshop by providing periodic exercises or problems to be worked out by individuals or groups. On average, a new exercise might be presented once a month, and the exercises might vary significantly in complexity and media mix.

This provides additional practice for the participants, so they can transfer what they've learned in the workshop into their daily lives.

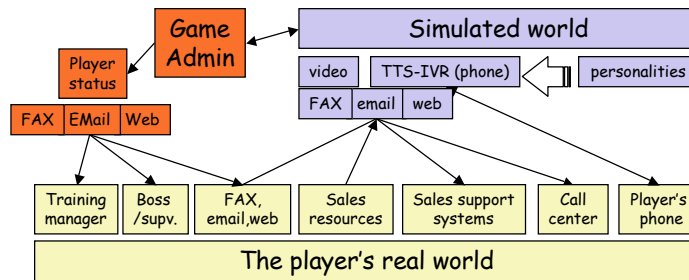


# Alternate Realities

Each FIT scenario has multiple aspects:

- **The simulated world:** Simulated individuals and situations.
- **Game administration:** Setup and status of the game.
- **The real world:** This is the participant's world and company.

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Each scenario has multiple aspects. For example, most administrative aspects can be separated out and automated, but the participant has to deal with some administration of the game, some aspects of which are shown here in orange, has to deal with the real world, shown here in yellow, and with the simulated world, shown here in purple

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# The Art Hunt@Yerba Buena Center

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Art in Public Places

The Art Hunt  
@ Yerba Buena Center

In cooperation with  
the San Francisco  
Museum of Modern Art

Text "YBC" to 73370 on your T-Mobile phone.  
or visit [www.red7.com/art](http://www.red7.com/art) on your computer or on your cell phone's web browser.

Our most illustrative game is *The Art Hunt at Yerba Buena Center*, in San Francisco.

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## The Art Hunt@Yerba Buena Center



A 45-minute lunchtime game using 2-way SMS on T-Mobile phones.

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- Introduces the concept of *Art in Public Spaces*
- Links into San Francisco Museum of Modern Art (SFMOMA)
- Now playable in real life—Requires only SMS text messaging to play
- Played entirely in a 2-city-block area in the heart of San Francisco, California. The Yerba Buena Center/Moscone Center.



You can play this game in 45 minutes or less on your T-Mobile cell phone using SMS text messaging.

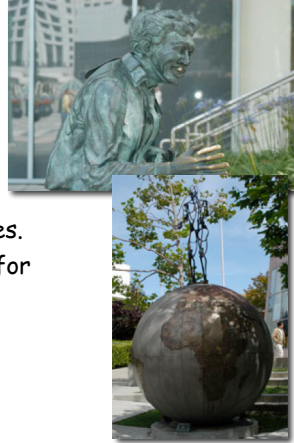
It's designed to introduce players to "art in public spaces." We expect to link the game to the San Francisco Museum of Modern Art, which is across the street from the Yerba Buena Center and a part of this important civic complex.

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## The Art Hunt@Yerba Buena Center

- Player initiates by signing up online or using a WAP page on the cellphone. Future play will use 5-digit *shortcode*.
- Clue points the player at the next urban art object.
- Player replies to SMS by giving answer to a questions about the work of art.
- Visits 5 works of art in about 45 minutes.
- Extra-credit questions can be tracked for special prizes.



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The player gets things going by signing up at a special page on a web site. This can also be done using a WAP browser on the cell phone itself.

In the future we will allow registration by sending a message to a five-digit *shortcode*. We do not do this now because of the high cost of maintaining a shortcode.

The game player receives a hint, finds a work of art and answers a question, then receives the next hint.

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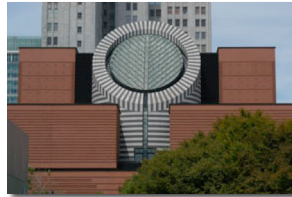


## The Art Hunt@Yerba Buena Center

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- Tie-ins with museum.
- Vast majority of SMS-users are under age 35, bringing new clientele to a museum.
- Museums are constantly trying to update their images—this can be a step in that direction.

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We hope to tie the game in to the museum bringing a new clientele to its doors.

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## The WidgIT Sales Scenario

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Here's the "setup" or "backstory" for the **WidgIT Demo Game**, a short version of which is playable today.

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## WidgIT: Sales Scenario



To illustrate some aspects of FITs in action, we've implemented the **WidgIT Sales Game**

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- A short 12-node sales simulation
- Designed as a learning game - sales training
- Now playable in real life
- Includes email, video, audio, telephone (cell or wired), cell and PDA text (email) interactions.

The sales demo game consists of a fictional company called **WidgIT Solutions**. It has a real web site and a real intranet site, real email, and simulated in-game characters.

It's a short game, consisting of about a dozen *nodes* (or possible states), and it's designed so that it's pretty easy for a player to succeed.

This game has been designed as a learning game - one that helps the player understand some basic processes used in the sales process.

FIT scenarios can be pretty complex, and can deal with complex skills, but this one is designed simply to illustrate the core concepts, not to blow the lid off the box.

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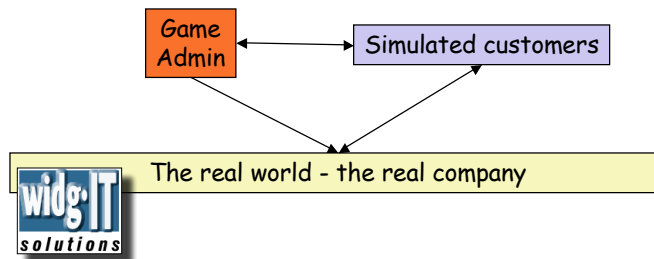


## WidgIT: Real-life?

In the demo game, you (the player) will "work for" **WidgIT Solutions**, but in real life, the player's real company would be his or her base of operations.

The simulated customers are *in-game* personalities, though they're like real customers in terms of how they make contact with you.

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Each game or simulation has multiple aspects. The **WidgIT Demo Game** is a sales game in which each participant plays the part of a salesperson. In this demo game, the simulated company, **WidgIT Solutions**, impacts your real world which is shown here in yellow. So please play along and imagine you've become a **WidgIT Solutions** salesperson.

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## WidgIT: Linking you to the FIT

The FIT needs each participant's name, email address, phone number, and cell phone email address.

In a *real* FIT designed for a company, this would be transferred "automatically" from corporate records.

WidgIT solutions  
WidgIT Intranet profile log out  
WidgIT Intranet » admin » profile (demo)

Please Update Your Profile Information

Your Name:  \*

Your E-Mail Address:  \*

Office Phone:

Cell Phone Text Message Address:

One game day takes:  1 day  1 hour  15 minutes in real time.

Choose a password:  \*

Verify Your Password:  \*

Email me my name and password:  Check here for "yes"

Update my profile Click to record this information

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[Online setup now!](#)  
(an Internet connection is required)

The FIT needs each participant's contact information. In a *real* and fully-implemented scenario, custom-designed for your company, the information would be retrieved from your company's administrative systems. For demonstration purposes, your information must be entered at the *WidgIT Intranet* site. [\[see live link on screen to do this during a demo\]](#)

Each scenario uses whatever points of contact the participant has available. For example, if a player doesn't have text messaging on a cellphone, the FIT will send an HTML email instead. And if there's no HTML email, the FIT will send text email.

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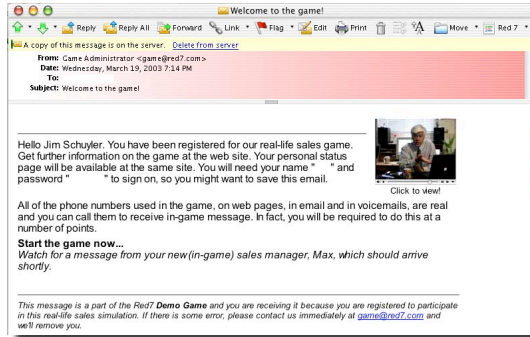




## WidgIT: Welcome!

After you're registered, you receive a message welcoming you, and giving you a record of your log-in name and password. And it has a clickable link to a video introduction.

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(or [play this movie online](#))

As the **WidgIT Demo Game** begins, you receive an email from the company president and another from your WidgIT sales manager, *Max*. They're in-game characters, but you receive real email and you can respond to them with real email.

Messages from in-game characters arrive in lots of ways - the first message goes to your cellphone email as well as to your regular e-mailbox.

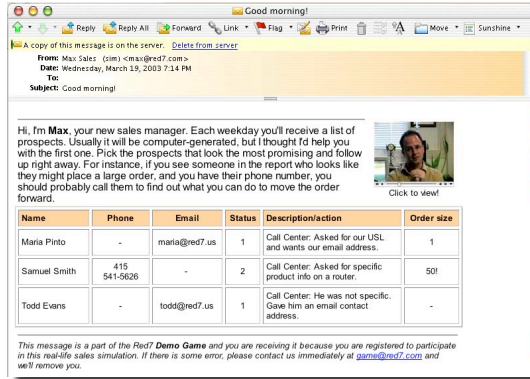
These emails contain clickable links to short videos which fill-out the game setup, making it more *realistic*.

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# WidgIT: The Game Begins

Then your in-game messages start - on cellphone (text) on voicemail, and by email, depending on the game chosen.



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(or [play this movie online](#))

The message from Max gives you some information you need to make real progress. Max has sent you a (simulated) prospect report containing three contacts your call center received overnight. You read what Max has to say, and then you decide how to deal with the contacts.

WidgIT has a whitepaper on its intranet site that suggests how to prioritize customer requests, so you can read that if you desire, but, let's move forward for now.

Two of these contacts have email addresses - so you could email them. They'll respond appropriately.

And one contact has no email address, but does have a phone number. Call the phone number - it's part of the game!

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## WidgIT: Interactions

You interact using email, phone, voicemail commands, your PDA and other media and devices you use every day.



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*"Your first task is to call 415 541-5626 and make contact with 'Sam' who has a specific product need."*



Click the icon to hear a voicemail sample, or try this Internet sample of [Sam's](#) message from 415 541-5626.

You send email to in-game characters using your regular email account - you don't need special software or extra email addresses.

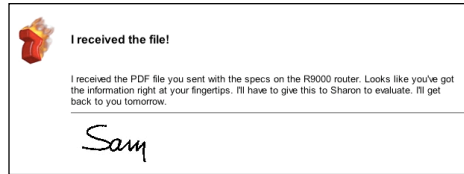
You receive voicemail on your own voicemail system, or you call external phone numbers to pick up messages from in-game characters.

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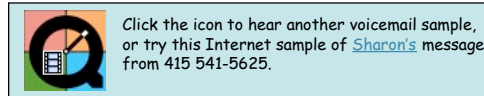
## WidgIT: Interactions

Email and other messages are *real*. They attract your attention, and you want to respond to them. They suck you in!



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Voicemail is realistic. The callers ask you to do things that are real, and they respond when you do things for them.



Email messages from in-game characters arrive in your regular email account.

These attractive messages are HTML email, with graphics and charts that help you recognize them and spot the important information. And, where appropriate, they may contain hot links to online support materials.

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## WidgIT: Future Features

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- **Voicemail (VM)** messages from in-game characters may also be dropped via a "side-door" into your voicemail.
- **Interactive Voice Response (IVR)** will be used to allow players to interact, make choices, and explore alternatives. Upon making a "final" choice, the player is given another phone number or a URL to check out.
- **Text-to-Speech (TTS)** technology allows broad flexibility in composing audio messages.

We've implemented core capabilities for the **WidgIT Demo Game**, including email, cellphone messages (SMS), audio, video, telephone, and simulated voicemail.

But, rather than having to call a phone number to pick up a message, live games will drop messages directly into your voicemail system.

And *Interactive Voice Response* systems will allow players to interact with the system using voice or touchtone, so they can explore alternatives within the IVR system. After making choices, the player will be given another phone number or a URL where they may proceed with the next step.

Text-to-speech systems will allow the FITs to "speak" text which has been generated from player data!

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## WidgIT: You Win!

You "win" when you reach any of a number of predefined conclusions - there could be several.

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**I'll take Fifty !**

 Sharon has talked to your folks and the Netopia R910 is just what we need. I'll take 50 of them. As soon as you can ship! Where should I send the check?

*Sam*

**Congratulations!**

 That's fantastic! You've made the sale and reached the end of this demonstration game. Thanks so much for playing.

If you want to, you can reset your records and start over again at any time. Let us know how the game went by sending any comments you have to the [game administrator](mailto:game_administrator) who will share them with our development staff.

 [Click to view!](#)

This message is a part of the **Widg-IT Demo Game** by Red7, and you are receiving it because you are registered to participate in this real-life sales game. If there is some error, please contact us immediately at [webmaster@widgit.us](mailto:webmaster@widgit.us) and we'll remove you. [message 127]

You *win* a Full-Immersion Game if and when you reach any of a number of predefined end stages.

The goals of each scenario are defined early in the creation process. Once defined, they are integrated into the FIT setup and one or more *nodes* or *states* are defined which represent the achievement of these goals.

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## WidgIT: Win Some/Lose Some

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**In the WidgIT scenario, there are several end-points, but only one is a clear "win" for the player.**

- For example, if you don't contact Sam within 48 hours, he buys from someone else and he'll be happy to tell you what he thinks about your lack of response.
- If you don't give Sharon the information she wants, she tells Sam not to purchase.
- Some prospects are dead-ends, and you can spend time on them with no good outcome, but that's just like real life.
- If you give Sam and Sharon all of the correct information, Sam buys 50 units from you!

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In the WidgIT Demo Game, there are several end-points. You reach the "winning" endpoint only if you contact Sam, and if he refers you to his tech guru, Sharon, and if you give Sharon the information she needs, so that Sam places an order with you.

You can "lose" in several ways. For example, if you ignore Sam for the first 48 hours, he will buy product from someone else. If you don't get that info to Sharon, she'll convince Sam you're a slacker. In either case, you won't make the sale.

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## WidgIT: Coaching

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**In-game characters will coach you thru to success.**

- If you don't contact Sam within 24 hours, he will "ping" you as a reminder. If you don't contact him within 48 hours, he lets you know he has given up on you.
- Maria initially says she's not interested in buying because she doesn't have the budget, and if you contact her too many times, she gets annoyed and lets you know. But if you email her next week, she'll place an order.
- Max, your sales manager, coaches you if you don't contact the right customer right away.

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And just as in real life, we have integrated in some "side-trips" which will waste your time and not contribute to your making a sale to Sam.

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## *The Learning Ethics Game*

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Red7 worked in cooperation with The Dalai Lama Foundation and the University of California at Irvine, to create a game for 13- to 23-year-olds dealing with the difficulty of ethical decision-making.

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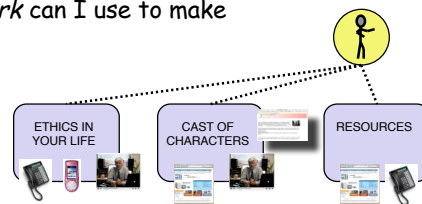


## The Learning Ethics Game

### An ethics framework

- The game is a meta-learning experience. Kids have already heard the lectures - here they can experiment with making good judgments.
  - What's *ethics*?
  - Why do we need to act ethically?
  - How do I recognize an ethical decision when I'm facing one?
  - What resources do I have? Reading, experts, parents, peers.
  - What reasoning *framework* can I use to make good ethical decisions?

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The *Learning Ethics Game* starts out by introducing the concept of *ethics* and building a framework within which the player can explore ethical concepts and make ethical decisions.

Scenarios use phone, text, web and video resources to reinforce the ethics framework, introduce or explain the cast of characters, and serve as general resources.

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## LEG: Basic Play

### **Learning Ethics**

- Each thread has a specific ethical problem posed by a celebrity host in an environment the player will understand from real life:
  - "My best friend is always looking at my paper during math tests."
  - "My best friend is going out with a girl and he calls her 'stupid,' and generally says she's 'worthless' - what should I do?"
- Allows simplification and isolation of critical success factors.
- Are a rich media experience, capturing and holding attention.
- Available 24x7.
- *Space out* practice over time so players learn better!
- We are teaching *approaches* rather than preaching particular solutions to ethical dilemmas.



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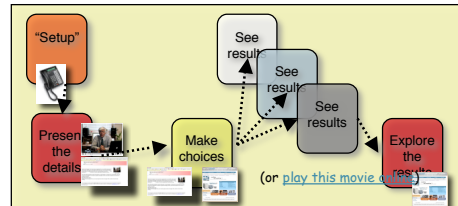
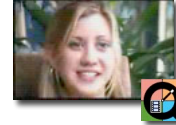
The *Learning Ethics Game* benefits from all of the FIT advantages over traditional educational experiences.

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## LEG: Sample Thread

- A set of steps shows you various ways to look at a problem:
  - A phone call or a text mail to the player's cellphone or email says "call 415 541-5629 to get your first message."
  - The message is Nicole telling you a little about her dilemma and suggesting you go to [YouthMoves.org/5629](http://YouthMoves.org/5629) to get further information.
  - At the web site, you get more background and choices. You can try alternatives.
  - Based on your choice you see what the real kids did and how things worked out.



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The *Learning Ethics Game* is composed of a number of stories. Participants can make their way thru the game in different ways, depending on the choices they make.

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## LEG: Making a production of it

- This game contains a number of sequences:
  - Each sequence contains three 1-minute video segments, an SMS or email message, and a phone-in audio segment.

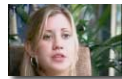
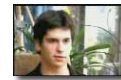
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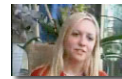
The *set-up*: "How the situation arose"



The *decision*: "What I was faced with,"



The *outcome*: "What the result was."



(click any panel above to play its movie)



The game currently consists of four stories. We asked real teenagers to think about dilemmas they've faced in real life and then we shot three 1-minute video segments of each one.

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## ESL-by-Cell

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Learning English as a second language is increasingly important. It's important for international business; for communication; and for immigrants entering the US workforce.

We'll explore an application of Full-Immersion Technologies which would help workers expand their English language capabilities as a part of their daily routine.

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## ESL-by-Cell

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### *Learning a second language*

- "Language immersion" has been a core language-learning technique since the 1960s, and language labs have an equally-long history.
- Learning on-the-job links learning to economic success.
- So you can't forget about English when you go home, a FIT scenario follows you everywhere.

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It's easiest to learn a new language when you hear it and speak it every day. And it helps a lot if someone's helping you along the way. We will use Full-Immersion Technologies to provide cellphone-based vocabulary, phrases and colloquial expressions, along with phone-based practice.

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## ESL-by-Cell

### *Learning a second language*

- *Vocabulary-building:* daily word lists arrive by SMS each morning.
- *Colloquial speech:* We use every-day phrases and vocabulary.
- *Audio:* each word list is accompanied by a phone-in number where participants hear the vocabulary words *in context*.
- *Phrases and comprehension:* Interactive Voice Recognition (IVR) sessions pose "questions" to the participant and they answer with touch-tone or simple phrases.
- *Voice-recognition:* Participants can select correct answers and can use *repeat-after-me* language lab-style exercises on the phone - whether their answers are recognizable or not, these exercises provide additional examples and practice.
- *Programmed interactions are flexible:* VoiceXML is used to create interactive scenarios for phone-in exercises.

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Learning a second language involves a number of activities, some of which are listed here. Vocabulary is fundamental, but understanding how to use that vocabulary in your everyday life, or in the work environment, is also critical.

So a FIT scenario for ESL-by-cell must be tailored to the needs of a specific worker population. Food-service workers might be a good example. They need to know what everything is called, where it is, how people ask for it, how to direct people to it, and how to critically evaluate a customer's question or request and fulfill it.

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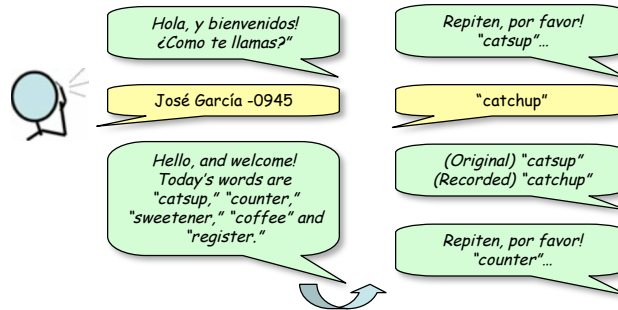


# ESL-by-Cell

## A vocabulary exercise

- VoiceXML can be used to build interactions.
- Pre-recorded phrases and vocabulary.
- Voice-recognition means most answers can be recognized automatically.
- Recording means the participant can hear their own answers.

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A two-way interaction with an interactive voice response (IVR) system is described on this page.

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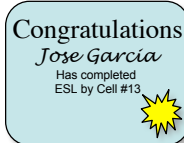


## ESL-by-Cell

### **Measuring progress** - work-related participation is tracked

- Each participant has a unique number, thru which his or her participation in call-ins and email are tracked.
- Tracking daily call-ins (and the system can send a reminder if the participant has not called in).
- Progress thru the curriculum: If a participant misses a daily session, the system knows this and can take the appropriate action 1) it might keep today's exercise on the to-do list, but go ahead with new exercises tomorrow, until the participant finishes; 2) it might hold the participant and not send new lists until today's exercise is finished; 3) it can alert a supervisor.
- Certificate of completion: the system knows what has been completed, and can print and send certificates, prizes, premiums and offers, to participants based on their progress.

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In the on-the-job training environment, tracking employees and ensuring their completion of a "course of study" is critical. FITs track usage and can provide reports to supervisors and trainers, as well as certificates of completion, and coupons or other benefits for the employee.

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## General Principles

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There are a few general rules which lie behind everything we do. And we try to make them especially visible in our FITs and scenarios.

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## Easy to play!

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Our games will be *easy to play*! Current *Alternate Reality Games (ARGs)* are *really hard to play*. They can take many hours and dedicated groups of up to thousands of players may collaborate to solve puzzles - this is not our intent at all.

**Prizes** - some real *games* will have prizes to be won by players. Other games will simulate real life and the reward will be better performance in real life.

**Simulations** will utilize both offline and online resources. The player may have to go "back to the books" at times in order to get information to move to the next stage.

**Collaboration** among players will be key at some stages of some games. Other software may be used to support community and collaboration.

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First, the games must be easy to play- easy to interact with - easy to understand - attractive and useful. And they're *player games*, not *spectator games*. You must actively involve yourself in order to win and benefit from them.

They also integrate well with real life. You have to use real resources to solve in-game problems.

And we love collaboration. Whenever we can find ways to get game players to collaborate in order to solve in-game problems, we'll do it.

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## Reporting and Accountability

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**Status:** Your out-of-game status page, usually at your corporate intranet site, will report "where you are" in the scenario and what you need to do to move forward.

**Credit & accountability:** Your training manager, sales manager, or other responsible individual can receive reports as you complete portions of the game. These reports will be available online, or as PDF files sent (or FAXed) to the designated contact person.

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Orientation is very important - that is, the player should remain well-oriented at all times. An in-game status page shows the player's in-game status - which customers have been contacted and how things are proceeding with them. And player contact info can be easily updated, by the player, whenever it changes.

It's also important that players be supported in their play. This means that a supervisor, or a training manager, should know when the player succeeds, and should be alerted when they've stagnated or reached a dead-end.

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## A Backstage Pass

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The next section contains some information for special groups within your organization. Technical, instructional design, and operations...

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## It's all Data-Driven

Each game is data-driven and can be completely customized without changing any software. Web interfaces are used.

Common data-representation standards are used in order to achieve maximum portability (XML, ODBC, SQL, etc.)

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Customize the look of the game "sales\_game."

**Mission**

This is a demo Multi-Modal Real-Life Learning Game (MMRLG). And that's a mouthful! This is CONFIDENTIAL information for use only by those with written authorization.

`<b>This is a demo Multi-Modal Real-Life Learning Game (MMRLG). And that's a mouthful!</b> <i>This is CONFIDENTIAL information for use only by those with written authorization.</i>`

**Logo**



**Color**

Use a color name, like "blue", or use a hex (RGB) value like #0c0cff. (Yes, include the "#" for hex values.)

Many scenarios can be run by a single Red7 server. Each scenario consists of a database, created after thorough analysis of your organization's training needs and based on a set of scripts and specifications detailing the scenario you want to implement.

Once a scenario has been created, its presentation-oriented variables can be altered so that different "flavors" of the scenario can be offered to different groups within the organization.

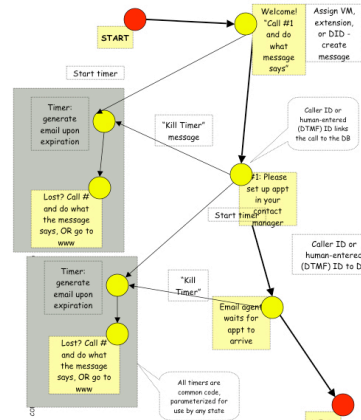
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## Inside the Game

Games and simulations are written as *Finite State Machines (FSMs)* - which are sets of states (nodes) and rules for transitions from one state to another.

Each in-game character also has his or her own set of states, so you (a single player) can have many interactions going on at the same time!



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At the lowest level, each scenario is driven by what's called a *Finite State Machine*. An FSM is a set of states or nodes, and rules for determining when to transition or move from one state to another. At higher levels, there are much more sophisticated sets of variables and rules which determine how these FSMs, and even the nodes within them, interact.

Each in-game character also has his or her own FSM, so a single player can have different interactions going on at the same time with many in-game characters.

All nodes and resources are described within ODBC databases - maximally scalable and portable, even from one computing platform to another.

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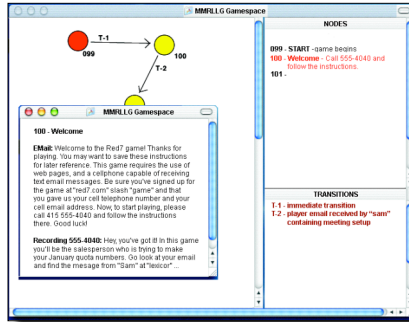




## Authoring a Game

Authoring will be done *graphically* using software tools. The authoring experience is object/resource-based. Resources are web pages, audio, voicemails, video clips, text, and many forms of email messages. A state diagram describes how play proceeds. There can be *many, many* paths thru a game!

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Authoring is done graphically, using online software tools. Each new scenario is created this way, in a sandbox or staging system where changes can be tested without affecting real game players.

The many resources for each scenario are created offline. These include web pages, audio, video, text, and email messages. Web pages and email are flexible, and player data can be substituted anywhere within them. Audio and video are usually specific to the scenario. Text-to-speech technology will permit us to generate some audio dynamically, in response to player data.

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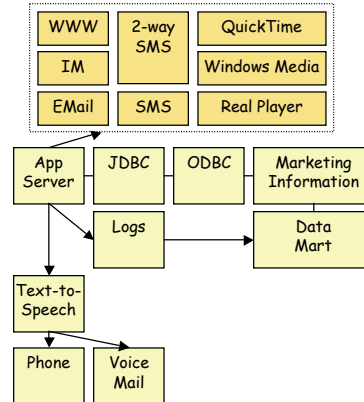


## Underlying Architecture

It's all *open standards* based - HTML, IM, Web, Java, JDBC, ODBC, SOAP and web services, voicemail, ACD, phones, SMS, Email...

Making it easier to link to corporate systems, regardless of vendor!

And systems are therefore scalable to multiple companies, subsidiaries, geographical locations, and large numbers of players.



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Our systems are open-standards-based. This makes it easier to link a FIT to your corporate systems.

For example, the FIT server could obtain player data from an LDAP server at your company. Or web services such as SOAP could allow each player's status information to be embedded within your company's regular intranet site.

Because FITs and corporate systems communicate via these standard protocols, corporate IT can worry less about the particular hardware or software that is required to support a FIT scenario. This reduces the load the FIT places on the humans within your corporate systems!

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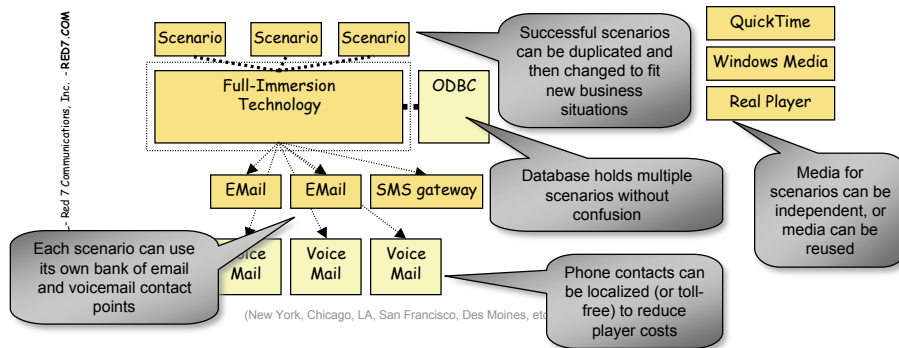




## Replicating a Success

*Scaling:* supporting increasing numbers of players or scenario size/scope

*Replicating:* duplicating similar structures and making them fit new businesses or new opportunities.



The other important issue is how to take a successful scenario and replicate it for other business units.

Because each scenario is composed of *nodes* and *rules*, which can be copied within the database, a scenario can be cloned and then adjusted for a new application. New audio, video and messages can be added to the database at the same time. Existing video can be repurposed in some cases, reducing the production costs for additional scenarios.



## Markets and Marketing

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The next section contains information about some Alternative Reality Games (ARGs) you may find interesting. ARGs are the sisters and brothers of FITs, and FITs will in many ways extend the influence of ARGs into profitable business areas.

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# Information Sources

## Information sources

-  Alternate Reality Games Network - (best and most current source)
-  Collective Detective
-  NY Times article, March 6, 2003 - (password required)
-  fiction.com — (a current source)
-  Red7 online knowledgebase - (password required; search for "web games")
-  ARG Planet - Multiplayer.IT (in Italian)
-  Deaddrop
-  Immersion Unlimited
-  ARG Resources (primarily for Perplex City—see next page)

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The **Alternate Reality Gaming Network (ARGN.COM)** is a very good source of current information about games, primarily the online games. A bit more oriented toward developers than consumers. Developers are sometimes called *Puppet Masters*.

**Collective Detective** is similarly well-informed and always current, and more oriented toward game players.









**Red7** also maintains an online knowledgebase which is available to its customers.

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## Current or upcoming games

### Current or upcoming games

-  **Ultima Online (UO)** [MUD] [\$]
-  **The Sims Online (EA)** [custom client] [MUD] [\$]
-  **EverQuest** [3D-MUD] [\$]
-  **Chasing the Wish** [web] [free beta]
-  **GameNeverEnding** [web] [MUD] [free]
-  **Perplex City** [playing now, 2005]
-  **SecondLife - Lindenlabs** [MUD] [\$] [31k+ players Jun 2k5]
-  **StreetWars** - a "pervasive" game being played in San Francisco

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Among current online games, I'll single out several. **Ultima Online**, **The Sims Online**, **EverQuest**, and **Game NeverEnding** are massive multi-player games where people interact in simulated environments. They're not played in the real world at all.

**Chasing the Wish** is played primarily online, but is based on real-world locations and supposed real-world events. It's primarily email, IM, and web sites. (So far.)



**JadedMedia Experience (JMX)** is a set of puzzles, and in my opinion is a "spectator game" in the sense that a small set of players is solving the puzzles and a larger set of players is just coming along for the ride. A bit like reality TV.

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## Past games

### Past games

-  The Beast - see Cloudmakers.org [\[online archive\]](#)
-  Majestic (Electronic Arts)

### Failed games

- Terraquest
- Search4E - (that is, the search for Ed Sobian) [\[online\]](#)
-  Push, Nevada (ABC TV cancelled after 7 episodes + \$1,046,000 in prizes)
-   Reconstruction [MMOG] [defunct 2004/2005]
-  JadedMedia Experience [web + BBS support] [puzzle-solving] [free beta]

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And here are some games from the past.

The most well-known is **The Beast** which is the internal working name of the game that accompanied the release of the movie **A.I.**

**Majestic** was the first game that could be called a Full immersion game, in that it utilized phone and FAX as well as online.

Among the "failed" games, it is not entirely clear to me that **Search4E** has been discontinued, and it's a great example of the use of high production values and how they can really make a game interesting.

**Push, Nevada**, is interesting and was played in conjunction with a TV series, which was discontinued mid-season.

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## Business Structure

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And finally, the business structure behind our FITs.

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## Business

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**Red7 Communications** owns and operates the Full-Immersion Technologies on its servers. All scenarios are developed and operated by Red7 for its customers.

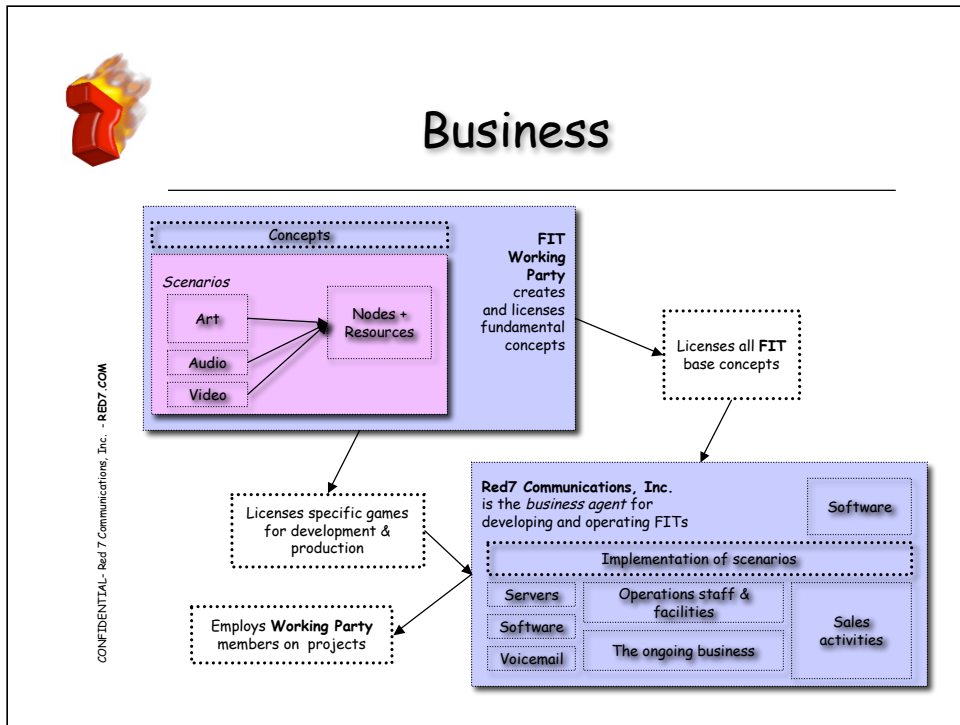
The **FIT Working Party** consists of experts from e-learning, technology, and the creative arts. They design games and simulations based on your corporate needs.

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The **FIT Working Party** is a group of experts in e-learning, technology and the creative arts. These folks are the creative brains behind new game concepts. If you want to create a scenario for your company, members of the Working Party will be available to help you design and implement your choices.

**Red7 Communications** has built the FIT infrastructure and runs it for customers. Contracting for the creation of your own scenario will be done thru Red7.

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This diagram shows the interrelationship of the **Working Party** with **Red7**. The goal of both organizations at the moment is to find sponsors for scenarios and move them toward reality.

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## Business

### Estimating the cost of a Full-Immersion learning experience:

- Determine how well-defined the organization's learning goals are. Ensure there are enough specifics to design the simulation.
- Locate and catalog the existing audio and video assets.
- Determine the interconnections that will be needed to the existing IT infrastructure.
- Determine whether existing organization resources can be allocated - such as, can the organization devote a designer to the project?
- Estimate the continuing impact of FIT operation on the organization. Things such as call center, web, email, and voicemail traffic.

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The cost of a scenario is straightforward enough to estimate. It requires similar effort to the creation of a multi-media training product of the same scope. And roughly the same production steps. Organizations that already own multi-media assets that can be repurposed may be able to create a scenario at minimal expense.

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## Business

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### Developing and operating a Full-Immersion learning experience:

- Design the detailed (behavioral) objectives
- Understand all system components and interactions
- "Script" the interactions
- Locate or construct resources
- Construct and test FSMs and evaluation functions
- Construct and test interconnections with IT infrastructure
- Pilot test
- Deploy and operate
- Evaluate and revise

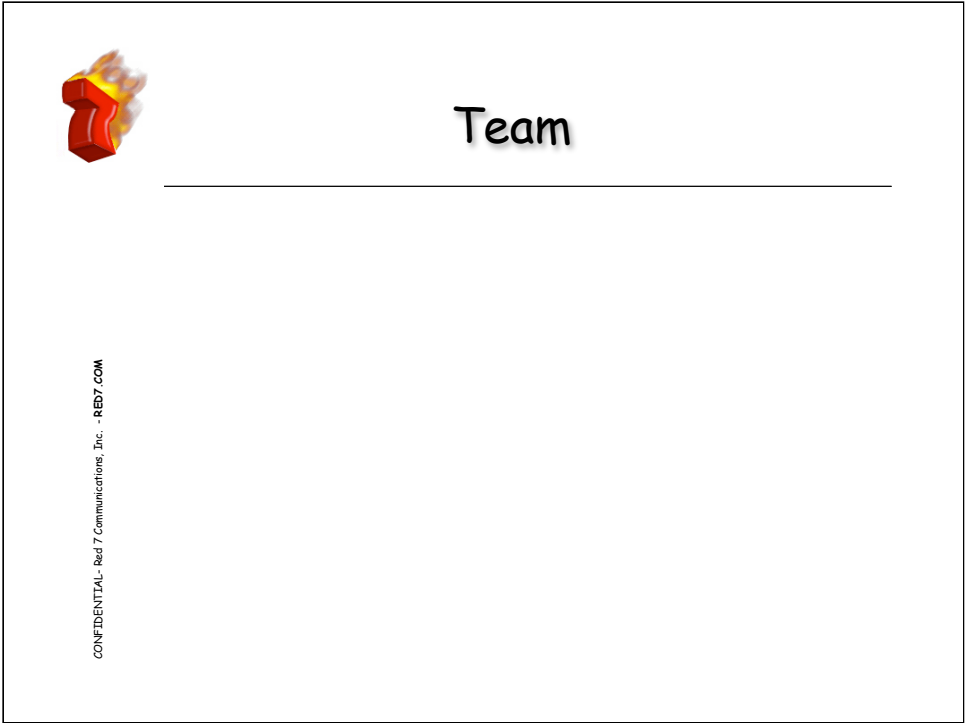
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Development and roll-out is also similar to that of a multi-media product. The primary variables are those of design - meaning primarily determining the scope of the training interactions and then developing interactions that support those interactions well. As with any complex product, testing is critical.

Deployment and operation require a technically-knowledgeable staff committed to making the player's interaction smooth and enjoyable.

Organizations should always plan an appropriate budget for evaluation and revision of materials, particularly if the organization's own products change frequently or substantially.

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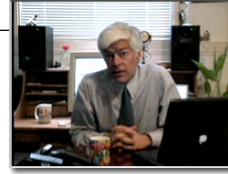


This section introduces the core members of the FIT Working Group.

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## Jim Schuyler



**Jim Schuyler, Ph.D.**, CEO of Red 7 Communications, has been a senior executive at landmark companies such as **Leapfrog Enterprises** (leapfrog.com), **Knowledge Universe Interactive Studio**, **KnowledgePlanet.com**, **T/Maker**, and **Individual Software, Inc.** Jim also founded and built **DesignWare**, and was a key technology founder of **WICAT, Inc.** He has designed and built over a dozen computer-based instruction and groupware systems. Jim holds a PhD in Computer Science from Northwestern University. ([More information online](#))

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**Executive experience as CEO, CTO, CIO, General Manager and VP:**

- LeapFrog (leapfrog.com) - eLearning toy support, online store, web, & operations
- Knowledge Universe (KUIS) - learning objects & web development
- NonProfitAuction.com - web auctions, including ecommerce and backoffice
- Deluxe Corporation - and T/Maker Company - extensive custom-printing software and web services group for several Deluxe business units
- Individual Software - consumer eLearning
- DesignWare - a pioneer in edutainment software for kids

**Technical capabilities & experience (hands-on):** Apache, Tomcat, Java servlets, ODBC, JDBC, ATG Dynamo development, 24x7 network hosting and operations, Perl, SQL, CGI, several assembler and many programming languages, with extensive cross-platform development.

Jim Schuyler is CEO of Red7, which is building and operating the Full-Immersion Technology infrastructure.

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## Web, Edutainment, & e-Learning

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Jim's background in web development, edutainment software, business software, and e-Learning is extensive. Here are a few examples.

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## Clark Quinn



Clark Quinn, Ph.D. has been working with business, education, government, and the not-for-profit sectors for over 20 years to develop innovative eLearning applications. Clark integrates creativity, cognitive science, and technology to deliver engaging and effective solutions to learning, knowledge and performance needs. He has been responsible for the design of award-winning online content, educational computer games, and websites, as well as intelligent learning and performance support systems. Currently working through OtterSurf Labs, he previously headed research and development efforts for KnowledgePlanet. Clark has served as an executive in online and eLearning initiatives, and has an international reputation as a scholar. ([More information online](#))

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### Representative Projects

- *Intellectricity* - an intelligent adaptive learning system
- *Managing the Media* - multi-award-winning online learning
- *Schools Web* - award-winning youth education activity
- *Quest* - Life-skills learning game.

Clark Quinn has been developing e-Learning applications and engaging learning experiences for 20 years.

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## Clark Quinn - Managing the Media

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### What is News?

Media Skills

Resources - Forum - Help - Home

- Orientation
- What is News?
  - Why
  - How
  - News Values
  - Quiz
  - What Works
  - Your Turn
  - Wrap Up
- MediaSpeak
- The Interview
- Assessment
- Quick Guide

Introduction

A MEMORITE IS EXPECTED TO STONE THE CITY AT ANY MOMENT - SEEK SHELTER IMMEDIATELY

HE GOOSE

Some quotes really grab your attention

TIME FOR A NOTABLE QUOTE!

CAN YOU CONFIRM THAT FISH HAVE BEEN KILLED BY CHEMICALS?

OUR SCRUTINY OF THE PARTICULAR SITE IN QUESTION HAS REVEALED THAT THE BIODA EXHIBITED A SIGNIFICANT MORTALITY RESPONSE. AT THIS POINT IN TIME, OUR APPRAISALS ARE YET TO DETERMINE THE CULPABILITY OF FOREIGN SUBSTANCES.

Here's a scary thought: if you are *not specific* about the meaning of your message, the media or your audience will make one up.

The media misquoted me.

Did they change your explanation?

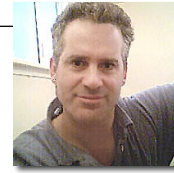
You mean, I should have given them an explanation?

Clark has developed a number of award-winning e-Learning programs.

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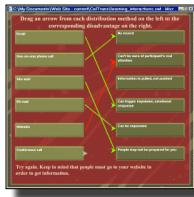
# Jeff Goldsmith



**Jeff Goldsmith** is an interface and interaction designer specializing in new product definition and development. He prototypes and implements user-experiences using Flash ActionScript, JavaScript, DHTML, Photoshop, and other tools. Jeff comes to IT from a 20-year career in the arts as a writer and photographer. He has an uncommon ability to bring technicians and designers together to create more intuitive and compelling products which are also easier to implement. Jeff brings a "user-centric" perspective to problem solving - an unwavering empathy for the people who will have to use whatever is created. ([More information online](#))

### Accomplishments

- Interface design and programming of a web-delivered training program for agency managers for Caltrans (State Department of Transportation)
- Led a team for the first-ever site-wide survey and user-experience analysis of Intel's corporate web-site
- Front-end programming and design for a usability overhaul of large web-application for LeapFrog, the best-selling creator of educational electronics.



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Jeff Goldsmith is our illustration, user-interface and animation expert. He has broad-ranging experience in user experience design and implementation. He also designs and implements complex Flash interfaces.

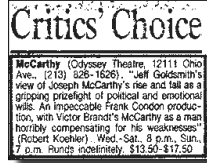
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# Jeff Goldsmith - Writing, Interaction Design, & Implementation



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## Jason Shaeffer



**Jason Shaeffer** builds teams, manages engaging rich-media production, and identifies and supports client needs. Jason began his career by creating and managing the production of rich media content at How2.com. He helped create an award-winning repository of educational material, and began his journey into the world of education and technology. From How2.com Jason moved to become vice president of Vis-à-vis inc. where his focus is on the creation of engaging, memorable, effective and enjoyable learning content. ([More information online.](#))

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### Accomplishments

*Lead producer or producer for...*

- Interactive content development for Sacramento State College of Continuing Education;
- Production of over 200 training modules for AutoDesk;
- Online OCEA certification 3D simulation for Pfizer;
- Caltrans project management overview - online training;
- Cosmic Soda Pop, an award-winning online animation series;
- Independent digital video editor, producer and sound designer

Jason Shaeffer is our project manager, and is an experienced videographer.

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# Jason Shaeffer - Producer & Project manager

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The collage features several key elements:
 

- Autodesk Subscription Program Tour:** A screenshot of the Autodesk website showing navigation tabs like 'Getting Started', 'Using Subscription', and 'Managing Subscription'. The main content area is titled 'Getting Started on Autodesk Point A' and includes instructions on how to activate services and register on Point A.
- Power2Learn:** A logo for 'POWER2 learn' with a URL 'http://www.2learn.ptaer.com' below it.
- Virtual Classroom:** A 3D rendered scene of a virtual classroom with a stage, a podium, and a screen displaying instructions: 'Press the Up arrow to move forward, press the Left/Right arrow to turn, and press the Down arrow to stop. To begin the program, press the spacebar to the left and press SPACEBAR. Press ENTER or click here to continue.'
- Cartoon Characters:** A cartoon character in a suit and a cartoon of a woman saying 'This looks right.' in a speech bubble.

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**Red7 Communications, Inc.**  
Phone 415.242.2424  
info@red7.com  
San Francisco, California

Red7 Communications, Inc. produced, owns and operates the **Full-Immersion-Technology** software framework.

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