





Adam Dent, Advent Communications

The background is a complex, abstract composition of numerous overlapping, semi-transparent geometric shapes and lines. These elements are primarily oriented diagonally, creating a sense of dynamic movement and depth. The color palette is vibrant, featuring a mix of primary and secondary colors including red, yellow, green, blue, and cyan, which are layered to create a rich, multi-dimensional effect.

Professor Madeleine Atkins, Coventry University



Coventry University

A Business-Facing University



Mission Statement

“We aspire to be a dynamic, global, enterprising university. We will work in partnership with external organisations through our research and engage our students as partners in a community of learning.”



Strategy

- Financially strong; invest to innovate and diversify
- Courses: traditional & new sectors; vocational
- International element – ‘global graduates’
- Work-related learning
- Applied research contributing directly to productivity



Engagement with Business

- 120+ start-up companies assisted
- 8000+ SMEs and 500+ larger companies supported
- Student enterprise and entrepreneurship
- B2B training subsidiary: ACUA
- Times Higher Education Entrepreneurial University of the Year 2011



Our Priorities for the Building

- Educating C 21st engineers
- 'Re-engineering engineering'
LEP/City Deal
- Test site for SMEs



Being an Anchor Institution

- Ladder of opportunity
- Scholarships and Bursaries
- Variable Fees
- Coventry University College
- Contribution to local and regional economy



2011
THE AWARDS
WINNER

ENTREPRENEURIAL
UNIVERSITY OF THE YEAR

OUTSTANDING SUPPORT
FOR STUDENTS



The background is a complex, abstract composition of numerous overlapping, translucent geometric shapes, primarily rectangular prisms and beams, in a wide array of colors including red, blue, green, yellow, and cyan. These shapes are oriented in various directions, creating a sense of dynamic movement and depth. A dark blue, semi-transparent banner is positioned diagonally across the lower right portion of the image, serving as a backdrop for the text.

Jim McCarthy, Poundland

An abstract graphic design featuring a complex arrangement of overlapping, colorful geometric shapes and lines. The shapes are primarily rectangular and triangular, in shades of blue, red, yellow, and green. They are arranged in a way that creates a sense of depth and movement, with some lines converging towards the bottom right. Two teal-colored banners are overlaid on the graphic, containing white text.

Coventry and Warwickshire

Champions

The background is a complex, abstract composition of numerous thin, rectangular strips. These strips are layered and oriented in various directions, creating a sense of depth and movement. The colors are vibrant and varied, including shades of blue, red, yellow, green, and black. The strips appear to be overlapping and radiating from a central point, giving the overall image a dynamic, starburst-like appearance.

Tim Luft, Serious Games International



Tim Luft *Managing Director*



SERIOUS GAMES
INTERNATIONAL



FreeStyleGames

SEGA®



codemasters™



Serious Games International ...



Why Serious Games ...

- Ipad is now over 15% of US PC market – fastest selling IT hardware ever
- UK is the 3rd largest user of Mobile Apps (81 Million downloads in Dec) beaten by China (99 Million) and USA (500 Million) BBC 2012
- 100% of 6-10 year olds in the UK now use games technology
- currently approx. 180 virtual worlds (100+ aimed at young people)
- 80% of top 1000 Corporates will use Games technology in next 18 months to support training, marketing, recruitment and process (Gartner 2011)



SERIOUS GAMES
INTERNATIONAL

How it fits ...

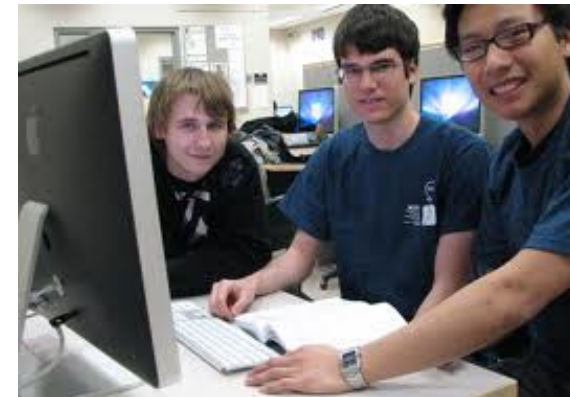
Local company creating Innovation and
Technology, market leader in Serious Games
Technology , Digital technology meets
Creativity



The Games Industry ...

High Value Jobs

- Programmers (Physics and Mathematics Skills)
- Animators (Art, Design, Creativity)
- Developers (3D)
- Script writers, Training Advisors
- Project Managers



SGIL ...

A combined Coventry & Warwickshire

- Coventry University – Student placements, joint research, access to specialist labs
- Coventry Council – Joint projects (SMART City)
- Local businesses; JLR/ Tata
- Coventry and Warwickshire LEP (International promotion)
- Coventry Chamber of Commerce (Networking, trade missions, export advice and training)

SGIL Products

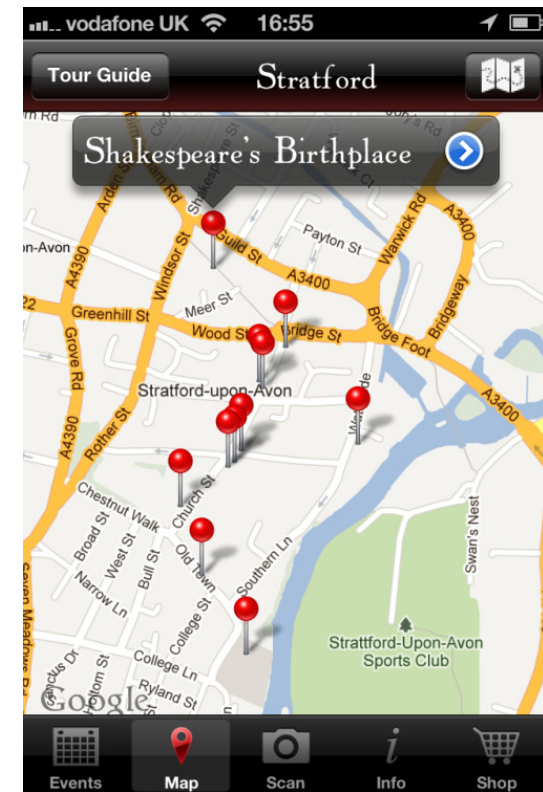


The Eye Shakespeare App ...

Created in partnership with Shakespeare's birthplace trust.

Designed to promote and enhance a visitors experience to Stratford Upon Avon. Ambitious initiative uses combination of digital technology to digitise the trust archive of historical documents.

Incorporating augmented reality this allows access to the new cool next generation features.





Chatterbox™ ...

Bespoke powerful Avatar based on the Apple Siri concept.

- Chatterbox communicates via voice and text

- Knowledge comes from web or dedicated database

Possibilities are endless



Realvue™ ...

... Stunning visualisations



Address your audience with high end
stunning computer graphics, cost effectively
and on a range of devices

Solve the long standing restrictions of time,
cost and delivery platform

Possibilities are endless

Buildings

Landscapes

Objects

Events

Disaster scenarios

Real life



Now, watch this movie clip carefully,
I'll be asking questions...



NISSAN world

PLAYER LOGIN: NAME@NISSAN.EUROPE.COM



LEADERBOARD 12.04.12 13.21 GMT



BOLD 1023



SMART 2118



ACCESSIBLE 1745



FULL LEADERBOARD
YOUR STATS
LOGOUT

IDEA ZONE
RANDOM GAME
BRAND ZONE

Coventry Unity Demo...





Current Partners ...





Thank you...

Contact:

Tel +44 (0) 2476 158 223

info@seriousgamesinternational.com

www.seriousgamesinternational.com





Coventry and Warwickshire

Champions

The background of the slide is a complex, abstract composition of numerous 3D rectangular bars. These bars are rendered in a variety of colors, including red, blue, green, yellow, and cyan. They are arranged in a way that creates a sense of depth and movement, with some bars appearing to recede into the distance while others are in the foreground. The bars are overlapping and intersecting, creating a dense, layered effect. The overall impression is one of dynamic energy and complexity.

Doug White, Corporate Games



UK Corporate Games™

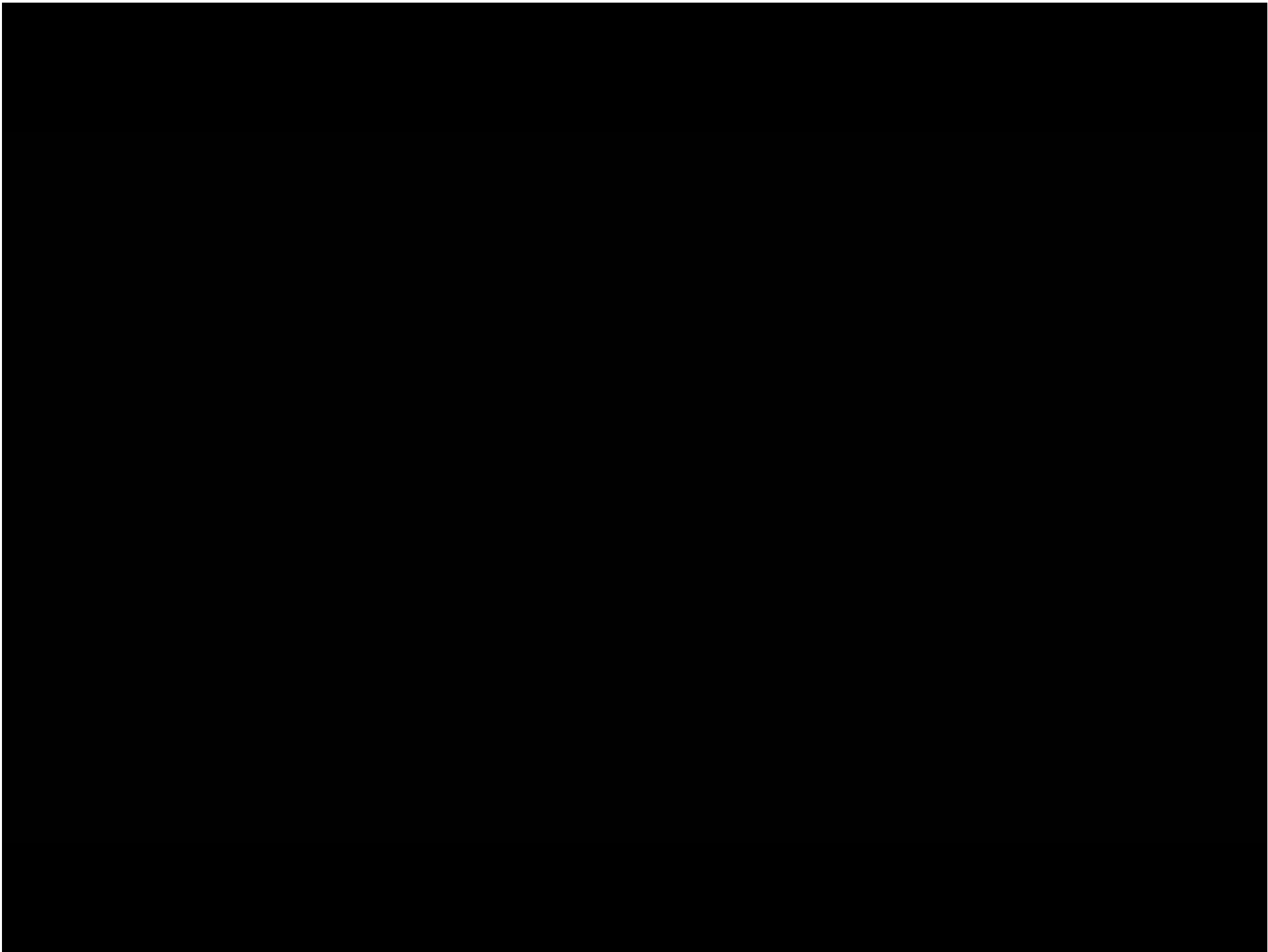
Coventry 4 - 7 July 2013



In partnership with

Coventry City Council
THE UNIVERSITY OF
WARWICK

The ultimate mix of sport, business and tourism



What are the Corporate Games?



Multi Sport Festivals for Businesses

Open to all for the benefit of all

Teams – Tiny or Tremendous – represent every size and kind of business, institution or organisation

Team Members include Colleagues, Clients, Family and Friends

Any Age

No Qualifying Standards

Disabled integrated



Corporate Benefits



The **Corporate Games** offers unrivalled Corporate benefits and Business opportunities.

- Team Building
- Promotes Health & Fitness in the Workplace
- Staff Integration
- Business Networking
- Host City Promotion
- Improves staff morale
- Brand Promotion
- Reduces Absenteeism
- Increases Productivity



Participating Organisations



The **Corporate Games** are the world's largest corporate multi sports festivals.
Over **20,000** organisations and **1,000,000** athletes have competed worldwide across the last 25 years.

Teams travel from all over the UK to meet local companies for sport, fun and business!

Deloitte.

Games 80+

ERNST & YOUNG
Quality In Everything We Do

Games 70+

IBM

Games 70+

KPMG

Games 65+

pwc

Games 50+

accenture
High performance. Delivered.

Games 30+

**AMERICAN
EXPRESS**

Games 25+

Coca-Cola

Games 35+

COLGATE-PALMOLIVE GmbH

Games 20+

ERICSSON

Games 25+

FUJITSU

Games 30+

hp

Games 20+

**'yes'
OPTUS**

Games 45+

Telstra

Games 40+

TOYOTA

Games 25+

barclaycard

Games 20+

CSC

Games 25+

gsk
GlaxoSmithKline

Games 20+

QANTAS
THE AUSTRALIAN AIRLINE

Games 25+

Unilever

Games 40+

Canon

Games 20+

EDS

Games 25+

Honeywell

Games 20+

Shell

Games 30+

vodafone

Games 30+

Sports & Celebrations



22 sport programmes

Individual

Running
Golf
Tenpin Bowling
Swimming

Team

Soccer (5s, 6s & 11)
Basketball
Hockey
Rugby 7's
Netball
Cricket 8s

Racquet

Tennis
Badminton
Squash
Table Tennis

Fun

Dragon Boat
Softball
Karting
Touch
Poker
Volleyball



SuperCentre Registration



Grand Parade of Athletes



Great Games Party



Host City



- Generates Immediate Economic Impact
- Nearly three quarters (72%) of visitors stayed overnight, with the most common form of accommodation being hotels (88%);
- Accommodation and food & drink accounted for the highest proportion of net additional expenditure with 50% and 32% respectively;

UK Corporate Games Liverpool 2010

4,880 participants and visitors

Liverpool & North West

Accommodation and food & drinks	£ 2,490,911
Shopping and attractions	£ 390,663
Travel and other	£ 136,578
TOTAL	£ 3,018,152

Source: Ekos Ltd, Visitor research and economic impact assessment, June 2010,

A Great Event



- Thousands of Participants
- Hundreds of Organisations
- Major Economic Impact
- The Capital of Corporate Sport





UK Corporate Games™

Coventry 4 - 7 July 2013

In partnership



Coventry Platinum Champions



Coventry Silver Champions



Coventry Bronze Champions





Coventry and Warwickshire Champions

22nd May 2013

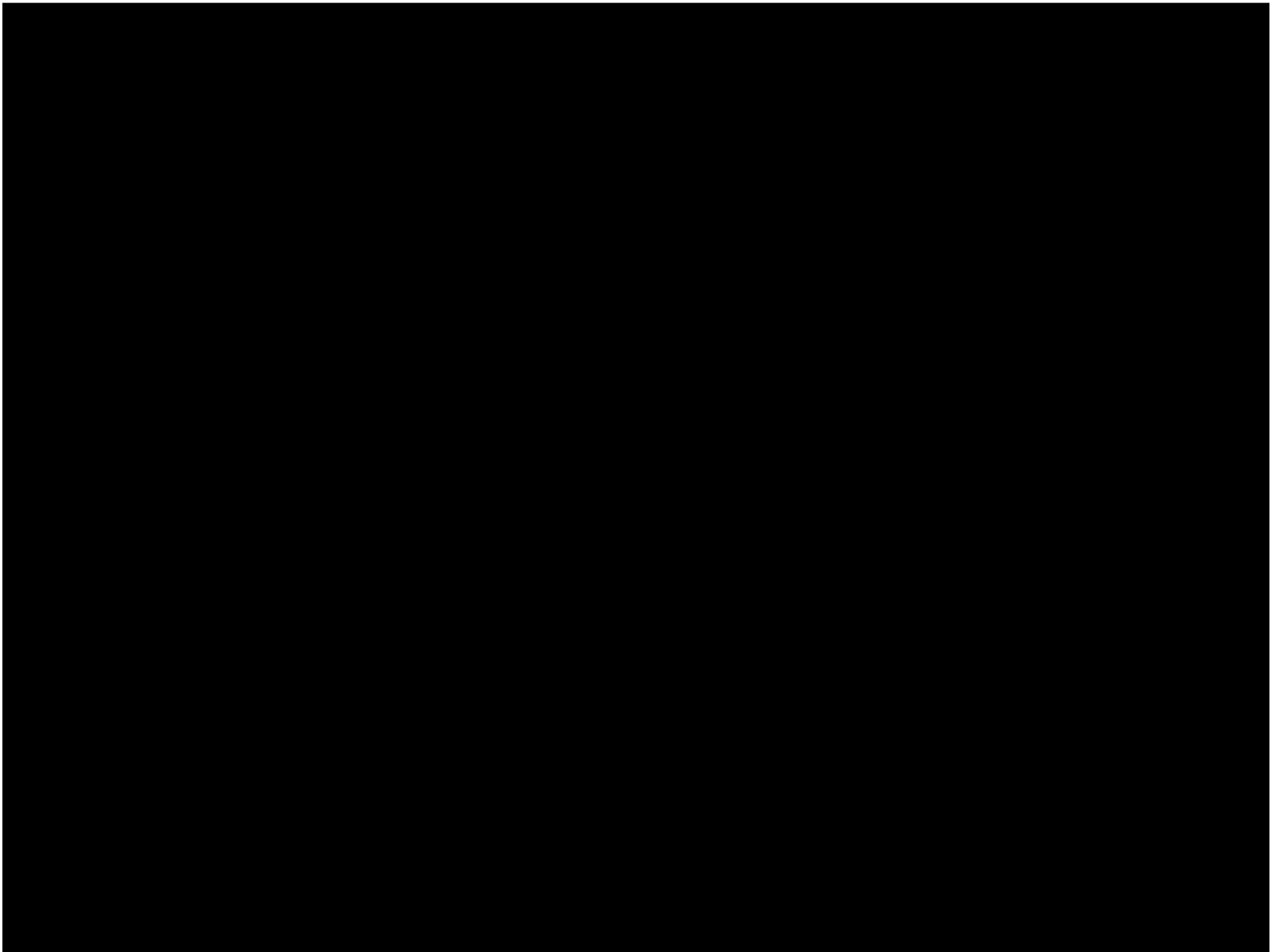
17th July 2013

18th September 2013

7.45 – 9.30am

www.coventry-warwickshire.co.uk





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