



INVITATION TO JOIN A RESEARCH & DEVELOPMENT CLUSTER ON GAMES, SERIOUS GAMES & GAMIFICATION

RISE (<http://www.rise.org.cy>), the first Research centre in Cyprus focusing on Interactive media, Smart systems and Emerging technologies, invites all local companies and institutions to express their interest for taking part in an innovative cluster in the area of **games, serious games and gamification**.

The games and serious games industry is growing rapidly whilst academic research and innovation are flourishing in this area. Serious games can be seen as applications of interactive technology which combine a “serious” dimension (an educational dimension rather than just an entertainment one) and a “gaming” dimension (game-design concepts and models, game structure, game mechanics/techniques, and game-like graphic user interface). The term “edutainment” is directly linked to serious games; it has been introduced referring to entertainment games that are grounded in the notion of game-based learning as they have the ability to educate the players. As such, serious games are gaining an ever increasing interest for education and training, in formal, non-formal, and informal settings. The global sales of serious games are projected to reach \$15 billion by 2020 and will be more than quadruple by 2023.

RISE aspires to develop an innovative cluster of interconnected local companies and institutions to foster innovation, competitiveness and economic growth in the area of serious games. Clusters should be defined as geographic concentrations of interconnected companies and institutions, shaping networks that could improve industrial competitiveness and innovation by bringing together resources and expertise, promoting cooperation among business, public authorities and universities. The area of games, serious games and game-based learning brings together expertise from various fields including but not limited to educational technologies, learning science, game design, psychology, interaction design, interactive media art, artificial intelligence, museums and heritage sites among others. In this context, RISE is reaching out to all the local companies and institutions which are interested in collaboration aiming at the establishment of a network that could have a significant contribution to the aspects of research and development in the field of serious games and game-based learning.

This effort is led by the **Interactive Media & Edutainment/Education Multidisciplinary Research Group (MRG) of RISE**, which focuses on research related to multimodal interaction and learning as well as emerging technologies for learning and entertainment/edutainment.

If your organization **is enacted in the field of games and/or serious games and gamification** and you are **interested in joining this innovative cluster**, you are kindly requested to complete this **Application form** (<https://goo.gl/forms/5HNw8JBZqU5a6AdI2>), no later than Monday, **April 15th 2019**.

The organizations that will be notified by **Friday, April 26th, 2019** to join a group meeting with members of RISE to come up with a road map for action. The selection of the participating organizations will be based on their profile alignment with the scope of the cluster.



RISE

Research Centre on Interactive Media
Smart Systems and Emerging Technologies

Please, do not hesitate to contact us if you have any further questions or enquiries at andri.i.ioannou@cut.ac.cy and 25002276.

Thank you for taking the time to consider this invitation.

On behalf of RISE,
The Interactive Media & Edutainment/Education MRG

Andri Ioannou (Assistant Professor, MRG Leader)
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