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PRESS RELEASE

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Asheville Hosts Serious Games and Gaming Technologies Exhibition and US Release of Fate of the World.

Asheville, NC: On Thursday, February 24, national scientists and leading developers of serious games and gaming technologies will convene at Gaming the Future: Connecting Innovation & Education, a national press conference and interactive science exhibition in Asheville, North Carolina. Hosted by ABSCI, a North Carolina-based sustainable communities initiative, Gaming the Future will take place at Grove Park Inn Resort & Spa from 9:00 AM until noon.

Gaming the Future is a nexus of cutting edge games, science, technology, art and design that highlights the best in the growing field of science-based games. Through formal presentations and interactive exhibits, the event will spotlight international organizations and companies that are using the power of games to raise awareness about the effects of global change.

Gaming the Future will feature British serious games developer Gobion Rowlands, Chairman of Red Redemption LTD, in his first American appearance launching “Fate of the World,” a dramatic global strategy game that allows players to save the world from the effects of climate change in a simulated format. “Fate of the World” was based on scientific and economic data from sources such as the United Nations and NOAA, and was developed in partnership with Oxford University climate change expert Dr. Myles Allen. www.fateoftheworld.net
PRESS RELEASE (cont.)

Serious games are a powerful medium of compelling entertainment and storytelling that are changing the way we learn. They use some of the most advanced simulations science has produced to let us explore the planet and the systems that shape it, all in stunning detail. They are the intersection of science, technology and education in preparing politicians and the public to make important long-term decisions about our planet. The opportunity has never been greater with over 170 million gamers in the US today.

The *Gaming the Future* event will also feature presentations and remarks by scientific and technology dignitaries, including Dr. Scott A. Hausman, director of NOAA’s National Climatic Data Center, the world’s largest archive of climate data and information, and global leader in climate monitoring and research headquartered in Asheville. Dr. Hausman and other key presenters will be joined by Asi Burak, co-president of Games for Change, who will speak on the administration’s initiative in education.

“We are delighted that NOAA’s critical climate data is being used in this new way. Games can help motivate young people to learn about and engage in important science topics,” says Dr. Hausman. “This also underscores how climate information is relevant in so many aspects of our lives and that future decisions depend on our understanding of it.”

*Gaming the Future* exhibitors have been specially assembled to spotlight:

**Entertainment** - Discover how serious games offer unrivalled new interactive experiences where players explore the future in a level of detail never before possible.

**Education** - Experience the integration of science, applied visualization and gaming with curriculum development. Connect with educators to promote experiential curriculum through technology-stimulated opportunities.
PRESS RELEASE (cont.)

Innovation - Meet key organizations and designers that have created new models with innovative user experiences as a way to encourage continued experimentation and development.

Networking - Create relationships with potential collaborators, new users of scientific data and available talent for expanding opportunities to use games, applied visualization and other experiential teaching modalities to stimulate learning and implement solutions.

ABSCI is proud to host Gaming the Future in Asheville as the area is widely recognized for its outstanding scientists, visualization artists, educators and game developers. With NOAA’s National Climatic Data Center headquartered in downtown, Asheville is emerging as a nationally respected center for climate and scientific research and innovative development.

Gaming the Future is open to the public and free to attendees.

For more information, contact Ashley Cooper at: Ashley@curioussense.com
Gobion Rowlands – Chairman and co-founder of Red Redemption Ltd, UK, a successful Oxford-based independent games development company which creates socially positive computer games. Gobion’s environmental gaming industry expertise has led him to be created a Fellow of the Royal Society of Arts (FRSA), a Fellow of the Royal Geographical Society (FRGS) and a Fellow of the Royal Institution (FRI). He is an ‘in demand’ international speaker and writer on serious computer games, social enterprise, climate change and communication, and a director and board member of the prestigious New York-based Games for Change.  

www.fateoftheworld.net

Asi Burak – Co-President Games for Change, is a veteran game maker, technology executive and social entrepreneur. As Co-President of Games for Change, he leads curation, development and execution of programs and services to raise the quality and influence of digital games for social impact. Asi is the award-winning Executive Producer who co-founded Impact Games, the creators of the internationally acclaimed “PeaceMaker” and “Play the News” gaming platforms (acquired 2010). He also served as a consultant to organizations such as Newsweek and McCann Erickson, around the strategic use of games to further brand engagement. He is often interviewed by international and national media, and has been invited to speak at conferences and institutions including TEDxGotham, the Sundance Film Festival, the Skoll World Forum, SXSW, GDC, and the US Army War College.

Jenny Dissen – Director of the Summer Institute on Climate Change, a program of the Cooperative Institute for Climate and Satellites (CICS-NC), established to achieve NOAA’s goal to “understand and describe climate variability and change to enhance society’s ability to plan and respond.” CICS-NC, supported by an agreement between NOAA, NC State University and the University of Maryland, focuses in the use of satellite and in situ observations in climate research, modeling and applications.
Scott Hausman – Director (Acting) of NOAA’s National Climatic Data Center in Asheville, the world’s premier center for climate data overseeing work with scientists and researchers world-wide to develop both national and global data sets to maximize resources provided by our climate and minimize risks of climate variability and weather extremes.

Drew Jones – Co-director of Climate Interactive, a “think and do tank” that creates policy-maker-oriented simulations for top leaders and civil society. Drew and his team at CI and MIT Sloan developed “C-Roads,” the user-friendly climate simulation in use by the US State Department, John Holdren in the White House, Senator John Kerry, the analysts for the Chinese Government and many other governments around the world.

David McConville – Director of Noospheric Research at The Elumenati, David is a media artist and theorist whose work explores the potential of immersive visualization tools to expand perspectives on humanity’s place in the cosmos. He is co-founder of The Elumenati, a design and engineering firm that creates custom installations for clients from art festivals to space agencies. He is also a director of the Buckminster Fuller Institute and creative director of the Worldviews Network.

Mack Pearsall – Chairman of ABSCI, a North Carolina sustainable communities’ initiative that partners with public and private research institutions and state and federal agencies to develop innovative programs that encourage environmental stewardship and community plans for sustainability.
AGENDA

THURSDAY, FEBRUARY 24, 2011

Grove Park Inn Resort & Spa, Heritage Ballroom
Asheville, NC

9:00 AM Registration, Networking, Exhibitions

10-11:00 AM Presentations & Press Conference:
US Launch of Fate of the World
Questions and Answers

11:00 AM-NOON Networking, Exhibitions
EXHIBITORS AND DISPLAYS

**FATE OF THE WORLD**
Become a player in this dramatic global strategy game that puts all our futures in your hands. Hailed by Treehugger.com as “compelling,” the game features a dramatic set of scenarios covering the next 200 years. You must manage a balancing act of protecting the Earth’s resources and climate versus the needs of an ever-growing world population, who are demanding ever more food, power, and living space. Will you help the whole planet or will you be an agent of destruction? Featuring the latest science, including data from NOAA, Fate of the World is the sequel to the popular BBC Climate Challenge played by over 1 million people all over the world. According to The New York Times, “While ‘Fate of the World’ arms you with environmental data and renewable energy policies rather than grenades and rocket launchers, the result is still compelling. Leading games site RockPaperShotgun.com said, “Its brilliance is in its simplicity.”  [www.fateoftheworld.net](http://www.fateoftheworld.net)

**CLIMATE INTERACTIVE**
Visitors to the Climate Interactive Display will get to test climate scenarios in real time using C-ROADS, the same simulation used by top climate leaders around the world and learn about “World Climate,” the role-playing policy game they’ve developed around the model. Senator Kerry said, “I have to tell you — C-ROADS works, it is important, and it is already getting broad dissemination, ... I used it”

**MAGIC PLANET**
Explore NOAA’s National Climatic Data Center dynamic, interactive digital video globe. Magic Planet uses NOAA data in an innovative and engaging way to teach young people about our world.
THE ELUMENATI GEODOME AND WORLDVIEWER
Enter the GeoDome, an immersive visualization and gaming environment that enables collaborative exploration of scientific data and simulations. By interactively navigating through beautifully rendered visualizations of Earth and space datasets from NASA, NOAA and elsewhere, participants gain a deeper appreciation of the complex interconnections that sustain life on our home planet. Inside the GeoDome, educators use Worldviewer TM, a geospatial gaming platform developed by The Elumenati, to tell Earth science stories through interactive display of images, video and animations, including NOAA’s Science on a Sphere content.
www.elumenati.com; www.geodome.info

THE WORLDVIEWS NETWORK
Discover the Worldviews Network, a pioneering collaboration of artists, scientists, and educators working to engage communities in dialogues about humanity’s relationship to Earth. Supported by a NOAA Environmental Literacy Grant, the Worldviews Network is working with science centers across the US to interactively visualize scientific data within immersive environments to graphically illustrate what science can teach us about our home in the cosmos. By developing new ways of revealing the unique conditions that support life on Earth, we hope to inspire innovative approaches for re-imaging the interconnections between the big picture and our everyday actions.
www.worldviews.net

GEOPORTAL – RENCI
Explore an innovative application that combines a gaming engine with local geographic data to create a serious game to aid in community planning and decision making. The game plays in 3D on The Elumenati’s GeoDome, or 2D on a flat screen using real data to make real decisions while offering a totally entertaining experience.
Test Climate Scenarios in real time using C-ROADS, the same simulation by top climate leaders around the world.

Fate of the World delivers more than 1,000 impacts - including storms, floods, heat waves, flash fires, desertification, glacial melt, sea level rise, resource wars, drought, famine, dissidence, extinctions, epidemics, technological breakthroughs, energy shortages, and political backlash.

Gobion Rowlands FRGS, FRI, FRSA Chairman & Chief Information Officer- Red Redemption, Ltd.

Fate of the World delivers over 100 policies - including geo-engineering, technological research, international aid, diplomacy, economics, emergency defenses, species protection, forestry, health, energy choices, population, politics, and clandestine operations.

The GeoDome enables collaborative exploration of scientific data and simulations through immersive visualization and a gaming environment.

For High-Res photos, please copy and paste the link below into your address bar on your browser.