



## The RAGE project aims at delivering advanced technology and know-how to support EU Applied Games industry build-up and job creation

European gaming studios, developers and researchers will soon have access to advanced gaming technology resources and state-of-the-art knowledge to develop Applied Games easier, faster and more cost-effectively thanks to RAGE (Realising an Applied Gaming Eco-system), a Horizon 2020 research and innovation project on gamification technologies to be launched on February 1<sup>st</sup>.

The EU based industry for non-leisure games - Applied Games - is an emerging business with multiple uses in industry, education, health and the public administration sectors. As such, it is still fragmented and needs critical mass to compete globally. Nevertheless its growth potential is widely recognised and even suggested to exceed the growth potential of the leisure games market.

To take advantage of the fruitful opportunities of this growing industry, the RAGE project will deliver a collection of **self-contained gaming assets** that support game studios at developing applied games more efficiently and making them better suited for their purpose. RAGE will make these assets available along with a large volume of high quality knowledge resources through an online portal and social space that will connect research, gaming industries, intermediaries, education providers, policy makers and end-users.

RAGE will help to seize these opportunities and advance industrial leadership and innovation by delivering to Applied Games studios:

- 1) An interoperable set of advanced technology assets tuned to applied gaming,
- 2) Proven practices of using asset-based applied games in various real-world contexts,
- 3) Centralised access to a wide range of applied gaming software modules, services and resources,
- 4) An online social space that facilitates collaboration that underlie progress and innovation,
- 5) Workshops and online training opportunities for both developers and educators,
- 6) Assets-based business cases supporting industry at seizing new opportunities, and
- 7) A business model and launch plan for exploiting RAGE results beyond project's duration.

The gaming technology assets gathered along the project lifecycle will be tested and evaluated by gaming companies integrated in the RAGE consortium. These companies will be creating games that will be empirically validated in real world pilots in different application scenarios representing different markets and target groups for the Applied Games industry.

RAGE's results will generate direct impact on the competitive positioning of thousands of European SMEs in the Applied Games market. Impacts from RAGE will be visible in terms of fulfilling new client needs by quicker and more challenging methods of skills acquisition, enabling new business models based on the usage of the assets repository, contribute to secure direct skilled jobs and further job creation, and strengthening collaboration across the entire Applied Games value chain.

RAGE is a 48-months Technology and Know-How driven Research and Innovation project co-funded by EU Framework Programme for Research and Innovation, Horizon 2020. The project is co-ordinated by the Open University of The Netherlands and it includes the participation of 19 key partners from the game industry, the education sector and research centres from 10 European countries: Austria, Bulgaria, France, Germany, Italy, Portugal, Romania, Spain, United Kingdom and The Netherlands.

### Additional information

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