

Join the Trade Body for Serious Games, Learning Games Visualisation & Emerging Technologies

angils is the only European-based networking trade body for Serious Games and emerging technologies and techniques across digital entertainment, media and the knowledge industries - uniting innovative gaming technologies and skills with learning, business and marketing needs.

By joining angils, you have the opportunity to *network with the key innovators* and *learn about the applications that benefit* from the adoption of games technologies and techniques - and *where games and the wider entertainment community can benefit* from emerging technologies and techniques arising from the knowledge sectors.

Members' key benefits, in addition to major discounts for leading events and reports, include:

- The opportunity to come together as a single voice to have a say in the market's direction and purpose and be instrumental in shaping the direction and focus of initiatives and task forces
- Networking at invitation-only events where you get to meet end-users and suppliers developing and deploying serious games in the real-world
- Access to information on the key players and key trends in the market and for identifying investment and project funding
- Special benefits are detailed on the website: www.angils.org

Who We Are

Our Board, responsible for shaping the direction and policy of angils, is led by Founding Chairman Professor Bob Stone of Birmingham University.



Bob Stone is Director of the Human Interface Technologies Team at the University of Birmingham, UK. He also holds the position of Royal Academy of Engineering Integrated Professor (Systems Engineering) at the University of Plymouth, and in 1996, he became an Academician of the Russian International Higher Education Academy of Sciences (Moscow) and an Honorary Cossack in 2003.

He is Research Director of the UK's Human factors Integration Defence Technology Centre and is also on the Advisory Group and Evaluation Metrics Team for the US serious gaming project Pulse!!

Pulse!! Is a serious gaming initiative, funded by the Office of Naval Research, which aims to develop a sophisticated medical trainer for battlefield scenario and terrorist incident management.

Bob is joined on the Board by the **founding company members**: TPLD, PIXELearning, imaginary srl, PlayGen, KWP and Geomerics. The ANGILS Board works closely with our **Advisory Council** that includes:

- Joe Little of BP
- John Newton of NCR
- Mark Oehlert of Booz Allen Hamilton
- Paul Hollins of the UK's Centre for Educational Technology and Interoperability Standards
- Nader Nanjiani of Cisco

Key representatives from the games and defence communities are also joining the Council.

Our Founding Team, responsible for running angils, is lead by:

Martine Parry – Founding CEO



Following graduation in Physics from Kings College, London University in 1986, Martine spent eight years in the AI industry, two as a research engineer in computer vision systems with GEC Marconi and the remainder with various leading visualisation, simulation, pattern recognition and performance support tools and service organisations, developing business across sectors including defence, the intelligence community, energy, telecommunications, health and finance. She also developed the telecommunications market for leading European software house Admiral Computing (now merged with LogicaCMG) during the first major period of the industry's deregulation in the UK.

Since 1996 she has worked within the learning, CGI and games sectors, developing new projects, scoping application needs and analysing sectors and application segments.

The team includes:

- Jeremiah Alexander - North East (UK) Coordinator
- Kam Memarzia, Director, PlayGen - London Coordinator
- Lucia Pannese, Director, Imaginary - Continental Europe Adviser

We plan a number of commissioning and informative events every year bringing our members close to companies and organisations that they would otherwise find it difficult to meet with.

Who Can Join?

Anyone who has an interest or involvement with serious games can join, whether as an organisation or individual from anywhere in the world. As a trade association, our focus is on the business and commercial interests of the serious games space.

We have 3 categories: Individual Member, Full Member for commercial organisations, plus a Network Affiliate category that allows us to build bridges with other associations and academic institutions.

Whilst any individual can join, the types of organisations eligible to join as full members are those commercially interested in commissioning or developing serious games.

To Join

- **Full Member:** simply download the application form from the website at www.angils.org/ and then complete and return the form along with payment for the appropriate sum by cheque (in UK only) or BACS/ IBAN from the rest of the world.
- **Individual Membership:** Pay online. www.angils.org Membership is just £45 + vat (approx 67 EURO + vat) per year for European-based professionals and £18 (approx \$35 USD) for those based in the rest of the world and provides a minimum potential saving on reports and conference fees of £200/ 290 EURO for this year.
- **Network Affiliate Membership:** Contact us directly to discuss the terms and conditions of this type of membership.

More at www.angils.org or contact Martine Parry:

By phone : + 44(0)7788 191252 or +44 (0) 845 838 1989 or by email: martine@angils.org