Virtual Worlds and Innovation

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Virtual Worlds are NOT New
What Virtual Worlds do for us

- Encourage imagination
- Support exploration
- Create opportunities
- Help understanding
- Engage our interest
- Develop networks
- Build relationships

Catalyst to Innovation
Innovation occurs across Boundaries

Science - Arts

ICT facilitates innovation by improving accessibility of:
- Knowledge
- Understanding
- Creative Tools
- Collaborative Environments
- Shared Spaces
across multiple disciplines
Spectator to Participant
Consumer to Producer

Web 2.0
Accessible interfaces

Electronic Games and Virtual Worlds bring science and creativity together as an engine for innovation
Accessible understanding

Sensors & 3D visualisations help us understand and manage our environment
Accessible collaborative environments
Accessible personal publishing

Games and virtual worlds create personalised spaces and opportunities to share creative experiences
SHASPA – Bridging Physical & Virtual Worlds

Technology enhanced shared spaces bring virtual world applications to physical environments
The New Renaissance

Converging technologies are driving a new age of creativity and innovation by creating environments which cross the boundaries of arts and science and bring the power of innovation into the hands of millions of end users.

The power to drive innovation by creating such environments is evidenced by Second Life, Nintendo Wii, Facebook, Google and other technology platforms that make mash-ups and end user content and applications more accessible.
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