

- Press release -

MFG sees visualisation technologies as a future growth market

"MFG Visual Experience Lab" on show at FMX 2010

MFG Baden-Württemberg has confirmed that it will present the "MFG Visual Experience Lab" at FMX 2010, the International Conference for Computer Animation, Visual Effects, Games and Digital Media. MFG uses this new lab to test and research current visualisation trends and technologies together with universities, businesses and talented newcomers from South-West Germany. Trade visitors will have an opportunity to learn how these technologies can be integrated into computer games and virtual training worlds, for example at the "MFG Games Track" on May 5 or at the demonstration of the "MFG Visual Experience Lab" on May 6.

Stuttgart, April 22, 2010 – MFG Baden-Württemberg will present the "MFG Visual Experience Lab" at FMX 2010, the internationally renowned platform for computer animation, visual effects, games and digital media. This laboratory for visualisation and simulation technologies provides businesses and research institutes in South-West Germany with an open experimental forum in which to study current trends and projects and test new applications jointly with MFG.

Cooperation with businesses in the South-West

TriCAT GmbH in Ulm and the Baden-Württemberg Ministry of the Interior are among the partners who already benefit from the lab: the development of a serious game and the evolution of the prototype were assisted by MFG. MFG also arranged contacts between the project team and experts at the University of Tübingen's Knowledge Media Research Centre (IWM), which currently contributes research support in the development process for the Ministry's "virtual training for police

forces". An impressive second place for this virtual training scenario at the Serious Games Award testifies to the huge success of this partnership.

New joint research project with the Baden-Württemberg Film Academy

In addition to partners in industry, MFG also makes its laboratory accessible to research institutes and universities. FMX will coincide with the kick-off event for an unusually intensive and extensive form of cooperation on May 6, 2010. MFG, the Public Innovation Agency for IT and Media, will in future give its backing to practice-oriented research projects and support talented newcomers at the Baden-Württemberg Film Academy. This is the latest milestone in a longstanding collaborative venture, which MFG hopes will be further strengthened as a result.

Another partner in the academic arena is Heilbronn University. The university uses the cooperation principally to formulate answers to research questions such as "Do virtual learning and training scenarios offer an incentive to discover 3D worlds like Second Life?" or "How do business enterprises rate virtual training as a personnel development instrument for specialists and executives?". The preliminary results of the research work, which also involves PR agency Sympra, are expected to be published in July.

Computer and serious games as a growth market

The Baden-Württemberg computer games industry will be showcased as an especially promising future growth market for visualisation technologies. Gameforge, the market leader in browser based online gaming, will unveil concepts and visions at the "MFG Games Track" alongside several smaller niche suppliers. The IT experts at Korion, for instance, develop simulations to teach trainees about their company's business processes in a playful way. Talenträspel, another fledgling company from Germany's south-west corner, specialises in three-dimensional virtual worlds.

MFG has acted as an FMX partner since 1995, during which time it has devoted considerable attention to investigating current trends and new technological developments in the field of visualisation, visual effects and digital media. The diverse activities of the Public Innovation Agency for IT and Media are bundled in the "MFG Visual Experience Lab".

Links to other sites:

www.mfg-innovation.de

www.fmx.de

www.visual-computing.de

You can find free picture material in the Press Center on the MFG information portal: <http://bit.ly/9Opzjk>.

About MFG Baden-Württemberg

MFG is one of Europe's leading innovation agencies for IT and media, focusing on information technology, software, telecommunications and creative industries. It is committed to networking the creative and high-tech sectors with the goal of strengthening South-West Germany's economic position and promoting cooperation on a European and global level. As a recognised expert in knowledge based services, MFG particularly targets end-user industries as potential customers and consumers. With its certified services (ISO 9001) and 100,000 technology partnerships, MFG is an international pioneer when it comes to systemic location development in the public and private context.

Press contact:

MFG Baden-Württemberg mbH
Public Innovation Agency
for Information Technology and Media

Silke Ruoff

Communication / Marketing Manager
Breitscheidstrasse 4
70174 Stuttgart / Germany
Phone: +49 (0)711-90715-316
Fax: +49 (0)711-90715-350
e-mail: ruoff@mfg.de

This press release can also be downloaded from www.mfg-innovation.com.