Interview with Studio 42

"A serious game… "

Is the Serious Game market really serious? Apparently yes! The 2008 turnover in the United States for the e.learning part alone will be 10 billion dollars (Financial Times). This is the context in which Studio 42, a young company created at the belle-de-Mai Media Cluster in 2007, has defined serious projects based upon the experience, skills and productions done by its eight partners (including two companies).   Thierry Platon, one of the founding partners already knows the rules!

> The band of 8…

Thierry Platon: Studio 42 began with a meeting… firstly between Stéphane Gimenez and myself at the Lyon show on the theme of serious games, then with the others, all of whom had been working in the videogame field for years. Apart from sharing a common conviction (that this market has an enormous potential for growth in France and in other countries) we have additional skills in the subject that can be converted into projects. Hence the common will to create Studio 42 based on this activity… Provence Promotion has then enabled us to create a fabric of useful relations. The development agency has also facilitated our installation in the Belle-de-Mai Media Cluster.

> Smile! You are being "body-coached"!

Studio 42's first project is based on Physio Software, a physiological simulation software developed by the company of the same name, itself a shareholder of Studio 42. We have developed it for use with the Wii, the most recent games console made by Nintendo, to produce a product called "Body Coaching". This is a new more interactive form of fitness sessions. You can move about with the controls in your hands, while the coach is monitoring you to correct your movements. This is possible by creation of an avatar that reproduces the movements on the screen. The coach is thus able to make corrections so that everyone performs the right gestures, and he can also measure performances.

> Seriously searching for a publisher...

Although Physio Software is still at the prototype stage, it has already been presented to the CSN in early summer, so that we have obtained its financial support. The final demonstration was presented to the Lyon Game Connection in early December: and it will be presented again in February at the San Francisco fair. In short, we are in the preproduction phase and we are now looking for a publisher.

> And actively for employees!

The company is also growing to match progress with the project. At the moment, we have initiated a recruitment phase. Two persons will probably be joining our workforce by the end 2007 and will participate in R&D; the team should be composed of 11 persons before the end of 2008: we have many other concepts to be developed still around the same subject.

Thierry Platon

The serious game

A Serious game is a computer application that combines a serious pedagogic or informative purpose, with play principles originating from video games or computer simulation. Therefore, the purpose of a Serious Game is to make a serious content attractive by putting it into fun form with enjoyable interactions, rules and possibly objectives.

For further information

http://www.game-connection.com, the international meeting place of video game players

http://www.bip-media.eu/ The BiPmedia company, one of Studio 42's partners

http://www.physiosoftware.net/ The Physio Software company, another of Studio 42's partners

http://www.studio-42.org/ and http://www.body-coaching-game.com/ Studio 42 sites