



Life Game Project

Games for Living



The LGP is an EON Foundation Initiative Registered Charitable Trust



Games - Where are they now?

- Business: US\$50+ Billion and growing
- Typical Player: 35+ yrs old, more male than female
- Participation: Single or Multi-Player (Lan, WAN, Web)
- Content: Many Genres, Many Titles
- Experience: Interactive, Immersive, Compelling
- Deployment: Individual games purchased retail (or pirated) either as a disk or a Download (e.g. Steam platform).
Installed and played locally on PC (with Keyboard & Mouse / Joystick / Steering Wheel) or Games Console (Playstation, PSP, Wii, Xbox ...) with Controller.

Games are Serious

- Business: US\$50+ Billion and growing **More**
- Typical Player: **More** diverse, 4 – 84 yrs (-> market segmentation)
- Participation: **More** Single and Multi-Player, **More** Web
- Content: **More** Genres, **More** Titles
- Experience: **More** Interactive, **More** Immersive, **More** Compelling -> **More satisfying than the Real World**
- Deployment: Game on CD or Downloaded and installed on local PC or Games Console with local content + Games delivered over a web server platform + The **Game Cloud** for Games-on-Demand using advanced browser based video compression from a remote data-centre **to a local PC** or **a High Definition TV** with a **MicroConsole** (See www.OnLive.Com) = **Paradigm Shift**

LGP Purpose

*Co-Founded by Owen McCall and Ian Howard
from a breakfast conversation facilitated by
Parikshit Basrur in August 2009.*

**Supporting New Zealand as a place where
everybody is safe and loved**

**by harnessing the power of immersive games
technology**

**to foster the development of life skills and
positive lifestyle choices**

LGP Values

We believe that collaboration and leadership occurs naturally in an environment where everyone feels safe and loved. We do this by:

- living life with a sense of play**
- acting with integrity and for the highest good of all**
- learning and improving**
- seeing people as the best they can be**
- encouraging action**
- being open and inclusive**

What is Success?

To laugh often and much

To win the respect of intelligent people and the affection of children

To earn the appreciation of honest critics and endure the betrayal of false friends

To appreciate beauty

To find the best in others

To leave the world a bit better place, whether by a healthy child, a garden patch or a redeemed social condition

To know even one life has breathed easier because you have lived

This is to have succeeded

Ralph Waldo Emerson

LGP BHAGs

- 1. Create a self managing framework for the New Zealand IT industry and Educationalists to engage with and connect New Zealanders with today's immersive games experience to teach life skills in fun and sustainable ways.**
- 2. Learn from delivering pilot LGP Projects**
- 3. Measurably impact the lives of 2,000 kiwis, their family and friends through the delivery of immersive games technology by Christmas 2012 by establishing:**
 - 12 active LGP projects by end of 2010**
 - 50 active LGP projects by end of 2012**
- 4. Commissioning 2 immersive games for our Communities and for sale.**

LGP Operations Guidelines

- **Deliver LGP Projects to achieve measureable positive outcomes within Communities**
- **LGP Projects honour the LGP Values and contribute to the LGP Purpose and BHAGs**
- **Each LGP Team develops and applies effective Selection Criteria and Outcome Metrics**

LGP Organisation



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LGP Co-Founders

Owen McCall, The Warehouse
Ian Howard, i&A



Fostering engagement of Communities with LGP.
Team Lead (TL): Graziella Thake, ICP Group



Coordinating delivery of each LGP Project to an
Underserved Community. TL: For each LGP Project



Ambassador: Enrolling people and
organisations in LGP
Supporter: Any organisation or
individual who contributes influence,
funding, products, services, time or
anything else in support of the LGP.
TL: Owen McCall, The Warehouse



Content: Games content as described in LGP
Advisories available through LGP.org.nz.
Development: Facilitating development of
selected concepts for deployment as LGP Games.
TL: Ian Howard, i&A



Designing, implementing and
supporting LGP Games delivery
infrastructure(s) for Communities.
TL: Peter Olds, Gen-i



An existing organisation or agency that
collaborates on related projects with LGP
– By Negotiation

LGP Services

Media Liaison: Alec Brown, Vital Marketing
Video that Works: Reuben Pillsbury, Real TV
Web Stuff: Roger Kingsley, experienz
Finance & Admin: EON Foundation

LGP Foundation Supporters

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 **experienz**

Invitation

**Would
you like
to Play?**

Engaging with The LGP

- More at <http://www.lgp.org.nz/>
- Become an LGP Community:
http://www.lgp.org.nz/become_a_community.php
- Help Wanted: http://www.lgp.org.nz/help_wanted.php
- LGP on LinkedIn:
http://www.linkedin.com/groups?gid=2375861&goback=.gdr_1272854761777_1
- LGP on Facebook:
http://www.linkedin.com/groups?gid=2375861&trk=myg_ugrp_ovr



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