

Join us for the launch of the Game Experience Lab at TU/e!

On November 29, 1972 the game *Pong* was launched. Pong was the first game to hook a mass audience to a computer game. The game offered a simple recreation of a game of tennis. Two players were required to use a control dial on an arcade machine to move a paddle on their side of the court and hit a ball that was bouncing back and forth. The instructions to the game were as simple as its monochrome graphics:



DEPOSIT QUARTER
BALL WILL SERVE AUTOMATICALLY
AVOID MISSING BALL FOR HIGH SCORE

Soon Pong's huge success spread to people's homes, helping to sell legendary home game systems like the Magnavox Odyssey and the Atari 2600.

Fast forward 35 years. On November 29, 2007, we are proud to announce the launch of the **Game Experience Lab**.

Over recent years, digital games have rapidly gained in interest. In pop culture they rival film and television in popularity. Originally deemed frivolous, game design principles and game engines are now being re-used for purposes of education, training and therapy, spawning an area now known as 'serious games'. Scholars from a variety of perspectives, including computer science, visual design, film and television theory, performing arts, literary theory, and media psychology have taken an interest in digital games. Meanwhile, digital games have significantly diversified in design, ranging from classic arcade games to embodied games (e.g., the *Pong* of today is called *Nintendo Wii Sports*, which is again breaking sales records all over the world). Mobile, mixed reality and pervasive games are on the rise.

The Game Experience Lab at Eindhoven University of Technology is an interdisciplinary group of scholars working together to better understand the captivating player experiences associated with digital games. We explore digital gaming from a variety of perspectives, including conceptualisation and measurement of player experiences, positive and negative effects of games and gaming, gaming as spectator sports, new gaming interfaces and their effects on player experience, gaming for special or unexpected user groups, and social phenomena around digital gaming. Our scientific endeavours are supported through multiple laboratory spaces with state-of-the-art gaming equipment and high-end measurement and observation tools.

Join us for the celebratory opening of the Game Experience Lab on Thursday, November 29 2007, from 16:30 – 18:00, at the IPO building. Free drinks and games available. More information at: www.gamexplab.nl