

We're Serious About Games

In Wake County, game development is big business and getting bigger. With more than 30 companies employing more than 1,000 people, the greater Raleigh area is home to one of the largest concentrations of game development companies in the United States.

Last month, Wake County Economic Development and North Carolina State University hosted the annual NCSU Economic Development Forum at the

Friday Institute on N.C. State's Centennial Campus. This year's forum—Serious About Games—covered the rapidly evolving serious games/advanced learning technologies sector of the multi-billion-dollar computer games industry.

Eric Roberts, chief scientist for Learning and Advanced Distributed Learning Initiatives in Washington, D.C., and Jerry Heneghan, president and CEO of Virtual Heroes, a local serious games

company, were the keynote speakers. Roberts and Heneghan offered national and local overviews of the impact of serious games technologies on sectors ranging from defense-related simulators to K-12 education applications.

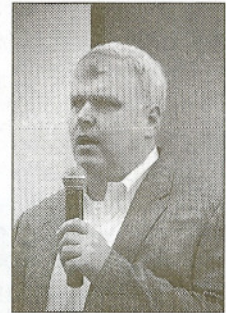
Roberts and Heneghan also took questions from the audience and further enlightened the participants on the complex and rapidly growing serious games industry sector.



CHAMBER CHAIR-ELECT BILL ATKINSON OF WAKEMED HEALTH & HOSPITALS REINFORCED THE RELEVANCE OF THE SERIOUS GAMES INDUSTRY IN THE GREATER RALEIGH AREA.



PARTICIPANTS LEARN ABOUT THE BOOMING SERIOUS GAMES INDUSTRY DURING NCSU'S ECONOMIC DEVELOPMENT FORUM.



ERIC ROBERTS (LEFT) OF LEARNING AND ADVANCED DISTRIBUTED LEARNING INITIATIVES AND JERRY HENEGHAN (RIGHT) OF VIRTUAL HEROES GAVE OVERVIEWS OF THE IMPACT OF SERIOUS GAMES TECHNOLOGY ON OTHER INDUSTRY SECTORS.