

027606

mGBL

mobile Game Based Learning

Specific Targeted Research Project

Information Society Technologies

## D 8.2 First Dissemination and Exploitation Plan

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Dissemination Level		
<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

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## 1 Abstract

This first release of this dissemination and exploitation plan describes the overall strategy for the dissemination and exploitation of the mGBL results, forthcoming plans for the dissemination of knowledge gained during the work, and the exploitation plans for the consortium as a whole, for individual participants, and groups of participants. It identifies the target groups for the mGBL results and the strategic impact of the project in terms of improvement of competitiveness or creation of market opportunities for the participants. One of the purposes of this deliverable is to disseminate information about the project, and its progress, in such a way that other workers in the area can make use of the results, or see how they can feed information into the project. This document will be maintained through the lifetime of the project, and represents an integral part of the Periodic Activity Report.

## 2 Executive Summary

This dissemination and use plan is a living document, meaning that it will be updated during the life of the project. It has several purposes:

- To document the overall strategy for the dissemination and exploitation of the knowledge gained from the mGBL-project.
- To document partners' exploitation plans for the knowledge they have gained.
- To be a repository of the history of presentations made at the workshops and in conferences, and publications, articles, etc. that have been written since the start of the mGBL-project.
- To generally disseminate information about the project, and its progress, in such a way that other workers in the area can make use of the results, see how they can feed information into the project, and/or collaborate.

The structure of the document is as follows:

The document comprises three sections: Exploitable knowledge and its use, dissemination of knowledge and publishable results.

- Exploitable knowledge and its use:

This section (Section 3) presents those project results, which are classified as knowledge having a potential for industrial or commercial application in research activities or for developing, creating or marketing a product or process or for creating or providing a service. An overview table is accompanied by a short text per exploitable result.

- Dissemination of knowledge:

The dissemination activities in this section (Section 4) include the past and future activities in the form of a table. An overview table is accompanied by a short description for each major activity (workshop, conference, etc.) having taken place or planned since the last report.

- Publishable results:

This section (Section 5) provides a publishable summary of each exploitable result the project has generated.

### 3 Exploitable knowledge and its use

This section presents exploitable results, defined as knowledge having a potential for industrial or commercial application in research activities or for developing, creating or marketing a product or process or for creating or providing a service. It provides an overview, per exploitable result, of how the knowledge could be exploited or used in further research. Both - past and planned future activities - are included.

#### 3.1 Overview table – Exploitable knowledge and its use

Exploitable Knowledge (description)	Exploitable product(s) or measure(s)	Sector(s) of application	Timetable for commercial use	Patents or other IPR protection	Owner & Other Partner(s) involved
	Software tool for supporting the selection of m-learning games	1. computer based teaching, e-learning 2. game industry	first prototype for evaluation: June 2006  commercial use planned for September 2008	- Copyright protection  - Trade Secret	<b>evolaris,</b> TRIESTE, Ultralab, AZM-LU
	Prototype game template	1. computer based teaching, e-learning 2. game industry 3. mobile service providers	first prototype for evaluation: June 2006  final prototype for evaluation: October 2007  commercial use planned for September 2008	- Copyright protection  - Trade Secret	<b>ARC-sr,</b> <b>TRIESTE</b>

Exploitable Knowledge (description)	Exploitable product(s) or measure(s)	Sector(s) of application	Timetable for commercial use	Patents or other IPR protection	Owner & Other Partner(s) involved
	Prototype platform	1. computer based teaching, e-learning 2. game industry 3. mobile service providers	first prototype for evaluation: April 2007  final prototype for evaluation: April 2008  commercial use planned for September 2008	- Copyright protection  - Trade Secret  - Trademark?  - Patent?	<b>evolaris</b> , UM, PFRI

### 3.2 Exploitable results

#### 3.2.1 Software tool for supporting the selection of m-learning games

- Description:

A classification of the mobile games will be developed showing which attributes of learning targets, content, and target groups demand which kind of mobile games. Building upon this classification a software application will be implemented supporting the selection of various types of mobile games suited for learning based on these attributes.

- Exploitable results:

The software tool supports taking decision on classifying different kinds of m-learning games and on selecting suitable mobile games for the applications e-health, e-commerce, and educational advice.

- Possibilities of exploitation:

The target group interested in the software tool consists of institutions, universities, companies working in the area of game development.

### 3.2.2 *Prototype game templates for first evaluation/ final game template for evaluation*

- Description:

At least two templates (one single user, one multi-user game) will be developed. Basically, the first prototype game templates will be published on a specified prototype platform. Test users of the online panel – who participate in an ongoing communication with the mGBL project – will test and evaluate these game templates to analyse the usability and usefulness of the prototypes. Thus, the usage experience of the students themselves and the teachers as developers will be inspected.

In-depth analysis of user experience will deliver valuable insights into requirements for the system design. In the field user trials - which will take place at different universities and at institutions that provide educational advice services – information in form of qualitative and quantitative data will be gained that allows the measurement of usability (efficiency, effectiveness and satisfaction).

- Exploitable results:

The purpose of the prototype game templates are to support effective and efficient learning of target strategies and skills. Results of all-embracing research will be iteratively integrated into the prototype games to optimize the effectiveness of mobile game based learning. In fact, the game templates are innovative because they allow implementing different kinds of learning contents and they contain the current requirements of the mobile game target group in all participant countries.

There will be provided a first and a final version of the prototype for exploitation. (The first can be exploited at month 8; the final at month 24)

- Possibilities of exploitation:

The final prototype game templates can be used by universities, educational and vocational counselling organisations, mobile technology providers and

game developers. Using this final templates teachers at universities are able to create an own game which contains exactly the essential content of their subjects.

Another possibility is to sell them to companies that want to advance the game templates by themselves. These companies may also be interested in the first version of the prototype game templates.

### *3.2.3 Prototype platform for first evaluation/ final prototype platform for evaluation*

- Description:

A prototype platform which will be used for filling the game templates with content will be developed. Users (e.g. from the online panel) will have the possibility to log in and to test the game prototypes. The users, game configurations and results will be stored in a database. An authoring and administration tool (View, Configuration, Content) for teachers and IT staff will be developed. Also a deployment module for the deployment of mobile games to end user handsets will be available.

The advantage of this platform will be time- and cost-effective development and deployment of mobile games.

- Exploitable results:

There will be a first and a final version of the prototype. (The first will be available at month 18; the final at month 30)

The first prototype platform and the final prototype platform can be exploited in connection with the game templates.

- Possibilities of exploitation:

The final prototype platform can be used by universities, educational and vocational counselling organisations, mobile technology providers and game developers. Using the final prototype platform teachers at universities are able fill to the game templates with content.

The target group is the same as for the game templates.

### 3.3 Ideas database online - “exploitation radar”

- Description of the Ideas database online:  
 The purpose of the “ideas database online” (“exploitation radar”) is collecting ideas for exploiting the results of the mGBL project.  
 The exploitation radar will consist of a discussion forum with a chat function and (if necessary) an area where users can upload and download documents.
- Specification of topics: First of all, there has to be a moderator who specifies certain topics to focus on. The task of the moderator is to monitor the ideas and suggestions which were written by the members in the forum. Every quarter year there will be defined another moderator who is in charge of the exploitation radar. The moderator will be one of the mGBL partners, so that every mGBL partner is responsible for the exploitation radar one time during the mGBL project.
- Definition of the moderator for quarterly topic and organization of the chat-sessions:

month	June 2006	September 2006	December 2006	March 2007	June 2007	September 2007	December 2007	March 2008	June 2008	September 2008
project-partner	Ultralab	PFRI	ARC-sr	SAB	TRIESTE	ASTER	evolaris	UM	AZM-LU	FFRI

## 4 Dissemination of knowledge

This section includes past and future dissemination activities which are listed in tabular form below. The overview table is accompanied by a short description for each major activity (workshop, conference, etc.) having taken place or planned. The dissemination activities within the mGBL-project will be part of work package 8 "Dissemination and Exploitation". It is in this work package that the material for the workshops is collected and updated, and where the workshops are tailored in conjunction with the targeted regions, in terms of the type of participants, the focus of the material to be presented, location, host organisation, sponsoring, etc. The following table gives an overview of the dissemination activities that the mGBL-consortium has been and will be involved in.

### 4.1 Overview table

Planned/ actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
	<b>Press release</b> (press/radio/TV)				
9.12.2005	"Lernen beim Spielen macht mehr Spaß", Der Standard	General public	AT	700.000	evolaris
Ongoing	Further press releases	General public	AT, HR, I, SI, UK	targeted media not yet defined	all
	<b>Media briefing</b>				
07.02.2006	Project presentation at the official KickOff/Admin Event at the European Commission in Luxemburg	European Commission, Participants of all FP6 CALL 4 projects	Europe	~50	evolaris, UM
04. 05.2006	Project presentation at the Regional Dimension of the EU eLearning Agenda Conference	European Community	Europe	not yet defined	evolaris, UM
During the whole project	Newsletter	Higher education	AT, HR, I, SI, UK, but also international	>200	All
During the whole project	Online articles	General public	AT, HR, I, SI, UK, but also international	Websites not yet defined	All
Second half of the project life time	Mobile games with viral element	Higher education	AT, HR, I, SI, UK	~150.000	ARC-sr

Planned/ actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
<b>Conference</b>					
05.06 – 07.06.2006	Panel Bled Conference	Research	Europe, USA	~300	PFRI
22.05 – 26.05.2006	MIPRO Conference	Research	Croatia, Europe	~250	Ultralab
End of the project	Online COP conference	Research, Industry & Higher education	International	not yet defined	All
End of the project	COP conference project end	Research, Industry & Higher education	International	not yet defined	All
<b>Exhibition</b>					
During the whole project	Specific workshops	Research, Industry & Higher education	AT, HR, I, SI, UK	50-200	All
<b>Publications</b>					
30.01.2006	Paper submission for the Iadis international conference	Research, Industry & Higher education	Europe	~200	evolaris
30.03.2006	Paper submission for the Mobile Learning Conference EC-Tel 2006	Research	Europe, international participatns	not yet defined	evolaris
06.03.2006	Abstract submission fo the MApEC Conference – Multimedia Applications in Education MApEC 2006	Research, Industry & Higher education	Austria, Europe	~40	evolaris
23.03.2006	Computer Game-based Learning” - ITSE Journal special issue – Abstract Submission	Research			evolaris
<b>Project web-site</b>					
October 2005	First Project Website online	General public	International		evolaris
February 2006	Final Project Website online	General public	International		evolaris/all
<b>Posters</b>					
19.10.- 21.10. 2005	eChallenge 2005	Research	International	~1.000	UM
19.06.- 22.06.2006	ITI Conference 2006	Research & Higher education	Europe, USA	~100	FFRI
12.09. - 15.09.2006	Mobile HCI 2006	Research	Europe, USA	~250	not yet defined
<b>Direct e-mailing</b>					
2006	COP – Community of Practice	Research Industry	Europe, international	NA	All

## 4.2 Description of major activities

### 4.2.1 Press release

- The article "Lernen beim Spielen macht mehr Spaß" was released on Monday, September 12 2005, in "Der Standard" (Forschung Spezial), an Austrian daily newspaper with a daily print run of 700000.
- Further press releases will follow as soon as the first deliverables are done. Through existing partnerships with offline media companies five articles per year about the mGBL project in newspapers are planned to appear and provide information for the broad public.
- Assignment of the responsibility for the newspaper publication: (months: 12,24,36):

minimum 5 newspaper articles per year (months: 12, 24, 36) – one article per year and country			
	month 12 until September 2006	month 24 until September 2007	month 36 until September 2008
<b>Austria</b>	evolaris, SAB, ARC-sr	evolaris, SAB, ARC-sr	evolaris, SAB, ARC-sr
<b>Croatia</b>	PFRI, FFRI	PFRI, FFRI	PFRI, FFRI
<b>Italy</b>	ASTER, TRIESTE	ASTER, TRIESTE	ASTER, TRIESTE
<b>Great Britain</b>	Ultralab	Ultralab	Ultralab
<b>Slovenia</b>	UM, AZM-LU	UM, AZM-LU	UM, AZM-LU

### 4.2.2 Media briefing

- Quarterly newsletter publication:

Knowledge generated within the project will be made available to a wider audience through a periodic newsletter that will offer further information about the project, to the broad public and to the m-learning community. The newsletter will be sent quarterly to approximately 200 recipients.

Two newsletters were sent by evolaris since the beginning of the mGBL project.

- Assignment of the responsibility for the quarterly newsletter publication: (months: 6,9,12,15,18,21,24,27,30,33,36):

month	March 2006	June 2006	September 2006	December 2006	March 2007	June 2007	September 2007	December 2007	March 2008	June 2008	September 2008
project-partner	evolaris	SAB	PFRI	ARC-sr	Ultralab	ASTER	TRIESTE	Maribor	evolaris	AZM-LU	FFRI

- A minimum of ten articles in online media per year  
Additionally, ten articles per year about the mGBL project in online media will provide information for the broad public.  
Assignment of the responsibility for the articles in online media: (months: 12,24,36):

minimum 10 articles in online media per year (months: 12,24,36)– two articles per year and country			
	month 12 until September 2006	month 24 until September 2007	month 36 until September 2008
Austria	evolaris, SAB, ARC-sr	evolaris, SAB, ARC-sr	evolaris, SAB, ARC-sr
Croatia	PFRI, FFRI	PFRI, FFRI	PFRI, FFRI
Italy	ASTER, TRIESTE	ASTER, TRIESTE	ASTER, TRIESTE
Great Britain	Ultralab	Ultralab	Ultralab
Slovenia	UM, AZM-LU	UM, AZM-LU	UM, AZM-LU

- Mobile games with viral elements for all ALADIN Universities  
Mobile games with viral elements (self diffusion) enabling viral marketing will be developed by ARC-sr. The mobile games will be available as free downloads provided to all universities of the ALADIN (ALpe Adria Initiative, a network of universities from Austria, Czech Republic, Croatia, Germany, Hungary, Italy and Slovenia that have agreed to cooperate in the field of e-education) network and to cluster member organisations.

#### 4.2.3 Conferences

The mGBL project will be presented at different conferences during the whole period of the project through mGBL partners to inform interested groups about the latest research results:

- Presentation 1 - Panel Bled Conference (5-7 June 2006) – Chair: Dragan Ciscic → further information could be found under the following link: <http://www.bledconference.org/>
- Presentation 2 – MIPRO Conference (22-25 May 2006) - Chair: Alice Mitchell → further information could be found under the following link: <http://www.mipro.hr/>

Members of cluster organisations, the ALADIN network and representative organisations from relevant industrial sectors will be invited to join an mGBL Community of Practice (COP).

- Presentation 3 - In collaboration with the COP, mGBL will seek to hold one major online conference
- Presentation 4 - In collaboration with the COP, mGBL will seek to hold one major conference at the end of the project in a country of one of the partner organisations

#### 4.2.4 Exhibition

- Specific workshops

Enterprise specific workshops within the consortium’s industry partner network will feed the network of project participants with research knowledge to take ideas forward. Four enterprise specific workshops per year within the consortium’s industry partner network will take place.

Assignment of the responsibility for the enterprise specific workshops:

month	March 2006	June 2006	September 2006	December 2006	March 2007	June 2007	September 2007	December 2007	March 2008	June 2008	September 2008
project-partner	TRIESTE	SAB	ULTRALAB	ARC-sr	FFRI	AZM-LU	ASTER	evolaris	evolaris	UM	PFRI

#### 4.2.5 Publications

Minimum of three peer-reviewed papers in academic journals will be published during the project:

- Paper 1 - Iadis international conference Mobile Learning 2006 Dublin July 14 to 16 – paper submission January 30, 2006 “MGBL MOBILE GAME BASED LEARNING” (evolaris)
- Paper 2 - MApEC – Multimedia Applications in Education MApEC 2006 September 4 – 6 2006, Graz, Abstract submission March 6, 2006 “Mobile Game-Based Learning: The mGBL Project” (evolaris)
- Paper 3 - Computer Game-based Learning” - ITSE Journal special issue – Abstract Submission March 23, 2006 (evolaris)
- Paper 4 - First European Conference on Technology Enhanced Learning, Crete, Greece - October 1-4, 2006 – paper submission March 30, 2006 (evolaris).

Further planned peer-reviewed papers:

- Paper 5 - MIPRO-Conference (Ultralab, TRIESTE, UM, PFRI, evolaris) – 1<sup>st</sup> week of April
- Paper 6 - IST-Helsinki 21-23 November 2006

#### 4.2.6 Project website

[www.mg-bl.com](http://www.mg-bl.com)

Knowledge generated within the project will be made available to a wider audience through the public part of the multilingual project website to the m-learning community and to the broad public.

- The first version of the project website is online since 10.10.2005.
- The final version of the project website was published on 20.01.2006

#### 4.2.7 Posters

Classic conference poster presentations will be presented at different conferences:

- Conference 1: eChallenge 2005 Laibach Oktober 2005 done by University of Maribor

Planned poster presentations:

- Conference 2: ITI Conference FFRI 2006
- Conference 3: mLearn 2006
- Conference 4: Mobile HCI 2006

#### 4.2.8 Direct e-mailing

- The members of the mGBL COP – Community of Practice will be informed about the major activities within the mGBL project through direct e-mailing

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## 5 Publishable results

There are no available results that could be published at the moment. As soon as they are available they will be considered in the next version of the dissemination and exploitation plan.