

HERE GAMES ARE INNOVATORS.

APPLICATIONS FROM SAXONY-ANHALT

Games! For billions of people worldwide, computer and video games are an integral part of their everyday lives. In Germany, over 34 million people regularly use interactive entertainment. This makes Germany the fifth largest sales market in the world. But games are more than just entertainment.

They play a **key role in the digitization process** - as a **promising economic sector**. They are **innovation drivers** for forward-looking technologies such as 3D and network technology, XR applications or artificial intelligence.

Games build bridges into our technology-based lives. They connect the analogue with the digital world. They help to rethink processes and products digitally. Using a cultural technique that every child has mastered: playing.

To reduce future costs, health insurance companies use feedback systems to motivate members to do more sports. Retailers use a bonus program to retain customers and to keep follow-up purchases steady. Hospitals train doctors via VR in complicated surgeries - unlimitedly often, without endangering lives. All this is made possible by the transfer of technology and knowledge from the gaming and XR industry to new fields.

Companies from Saxony-Anhalt have recognized the potential of games for society and economy and are making more out of games - more **ENTERTAINment**, more **EDUtainment**, more **APITs**.

> USPs Saxony-Anhalt

> Network, Education & Co.

> APITs

> EDUtainment

> ENTERTAINment

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Success stories

Games & XR Mitteldeutschland



Experimental Games AG



ztainment GmbH



Rat King



Prefrontal Cortex



3DQR



APITs - Applied Interactive Technologies describes the interactive, technology- and method-based potential of games for the industrial revolution 4.0. How can APITs help to cope with digitization and how can game technologies be used? How can APITs help with the digitization of the economy? Our success stories provide information.

Success Stories & Applications from Saxony-Anhalt

Gamebook: Industry 4.0



3DQR: Platform & App

2tainment: Virtual training



Polarith: Crane automation via..

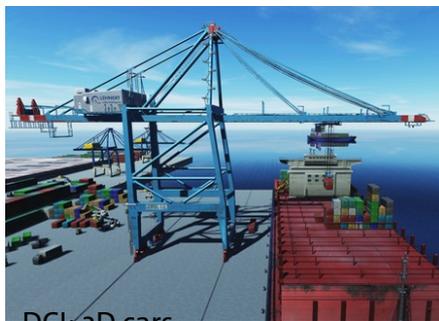
Prefrontal Cortex: Interactive a..



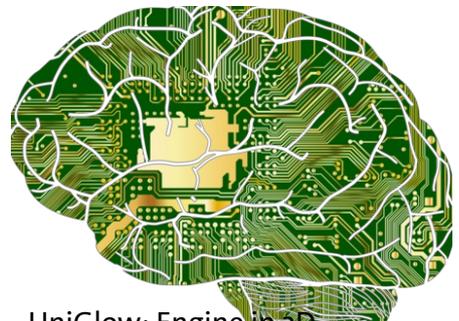
neotiv: App zu Alzheimer



close2real: medical training



DCI: 3D cars



UniGlow: Engine in 3D



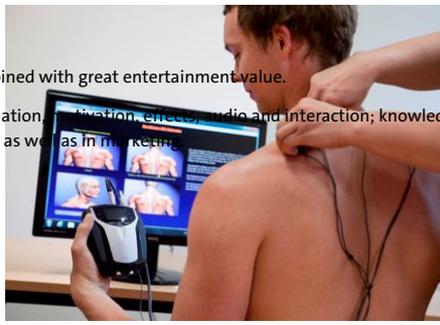
Celloon: mobile Tools



Hasomed: Health



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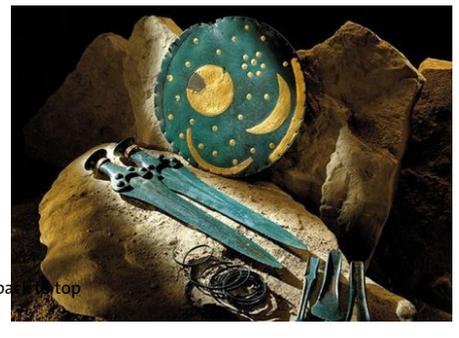
combined with great entertainment value. Animation, simulation, effects, audio and interaction; knowledge transfer can also be carried out in a playful way. This is also possible in marketing.

Success stories from Saxony-Anhalt

Digital Classroom

Gamebook: The game turns se...

Rat King: Sky Disc



ENTERTAINMENT

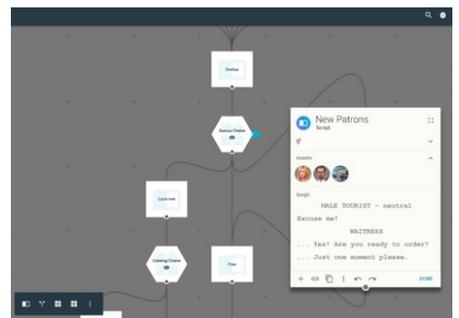
From development to publishing - games specialists and games generalists are at home in Saxony-Anhalt.

Success stories from Saxony-Anhalt

Rat King: Best youth game

UniGlow: 3D-Puzzle-Game

Gamebook: Tell better stories



Entertainment: First Playstation game..



A.MUSE: kreative & art

Animation Arts: Games

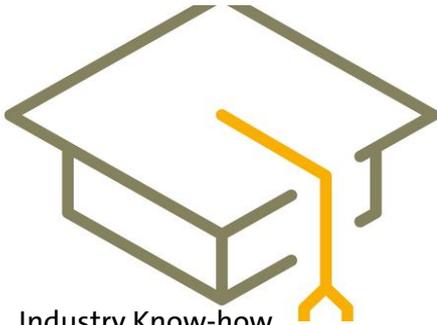


MotionWorks: Animation



Good reasons for Saxony-Anhalt

Subject-specific courses



Industry Know-how

New investments

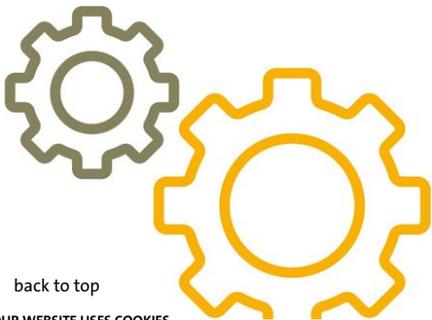


Funding density

IT Competence



Network



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