



- BreakAway, Ltd.

- Small business
- Serious games design and development since 1998

- Lead Designer: Eric Church

- Current Partners:

- LoveLab at University of TX Austin

- Human learning and decision-making researchers
- Specialize in games-based research by controlled manipulation of factors

- Advanced Brain Monitoring, Inc.

- Equipment and research in monitoring cognitive state





# Research Interests

- Team: Recognition and mitigation of cognitive biases using serious games
- BA: Development partner for research team most interested in researching factors to make serious games effective
- LL: Use of games to improve the ability to retrieve and manipulate information under cognitive load
- LL: Prevention of over reliance on heuristics by boosting or increasing efficiency of use of cognitive/attentional capacity
- LL: People's information preferences and expertise shifts while playing games
- LL: Interested in studying getting players "in the zone" for training



# Development Capabilities: VLE



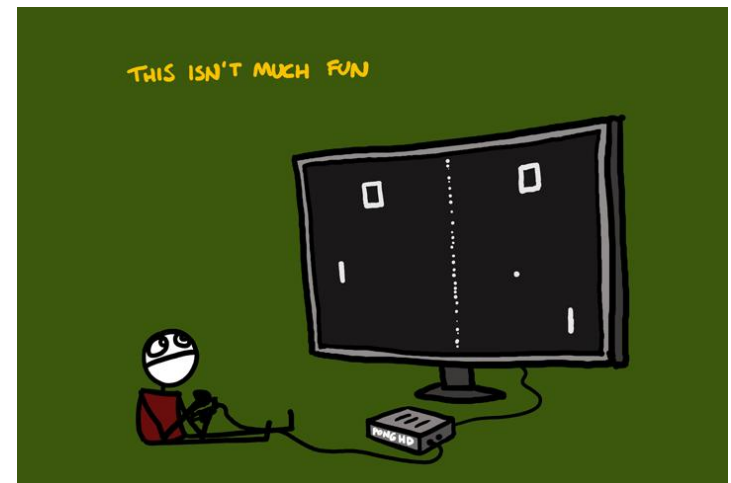
- Through applying:
  - Game design expertise
  - Development technologies
  - User interface mechanisms
- Creating 2D and 3D virtual learning environments:
  - Large worlds for strategic exercises
  - Massive multi user virtual worlds
  - Focused interior work places, work stations & equipment

**Partnered with subject matter experts our design team creates novel solutions to address real world needs**



# Looking for Sirius Partners

- Looking to join a team – don't need to prime
- We seek the following as partners:
  - Intel community subject matter experts
  - Instructional designers
  - Complimentary social science researchers
  - Experimentation, measurement and statistics practitioners



Exploding Dog Image: [www.explodingdog.com](http://www.explodingdog.com)



# Contact Information

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