

i maginary



The Serious Game for energy saving

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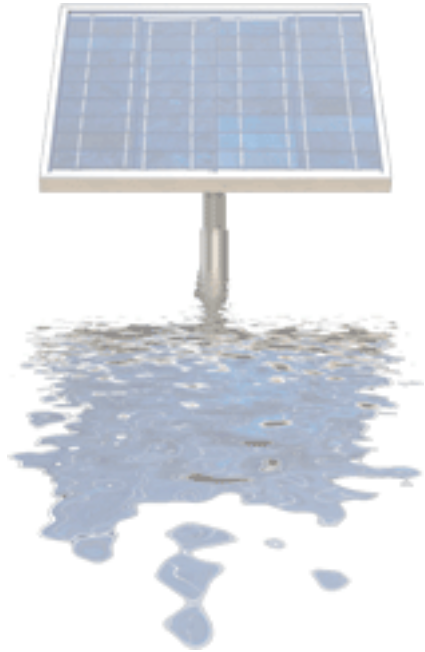
Also visit **www.seriousgames.it**, the
first Italian web community dedicated
to the Serious Games!



What is a Serious Game?

A **Serious Game** is an **interactive virtual simulation** which looks like a game, but has serious objectives, such as education, training, awareness-raising and marketing.

imaginary offers this new tool to companies that need support in marketing, market research and training, and that wish to deploy new ways of promotion and awareness-raising.



The Serious Game for awareness-raising campaigns

imaginary proposes the **Serious Game** as an original and captivating means to convey the message that the company, organisation or body wishes to communicate.

imaginary achieves this type of solution by means of a game that both profiles the user and raises awareness of a particular issue.



The Serious Game for energy saving

Within the policies and initiatives that have been developed to inform people about **energy saving**, *imaginary* advances the Serious Game as a way of conveying the message which the awareness-raising **campaign on energy saving seeks to promote**.

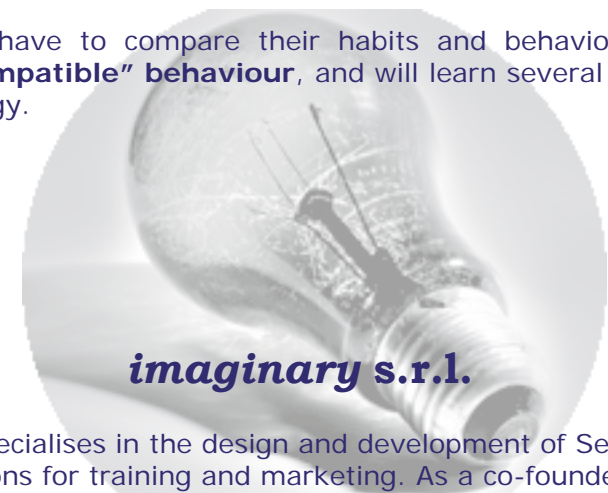
The game can be used both within a wider awareness-raising project and as a key-tool to inform people about the scarcity of energy sources, in order to promote energy saving.

Since the Serious Game is an interactive and attractive tool, it makes the player closer to the issue.

Not only can players appreciate the message conveyed by the game in an original and captivating manner, but they can also actively take part in the campaign.

As an introduction to the Serious Game, players can **enter information about their habits** that allow the game promoters to macro-profile the users, whilst offering a good starting-point to customise the game, in the light of the information given.

Players will have to compare their habits and behaviours with an **"energy-compatible" behaviour**, and will learn several useful tricks to save energy.



imaginary specialises in the design and development of Serious Games and simulations for training and marketing. As a co-founder of ANGILS and partner of SAGSET, the main European networks in the field of Serious Games, *imaginary* plays an active role in numerous international research projects, collaborating with the leading players in the Serious Games market.