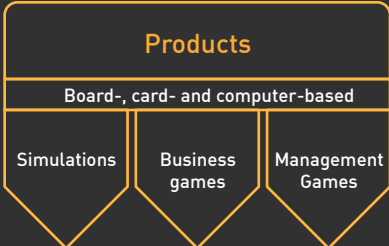




Games speak a language everybody understands.

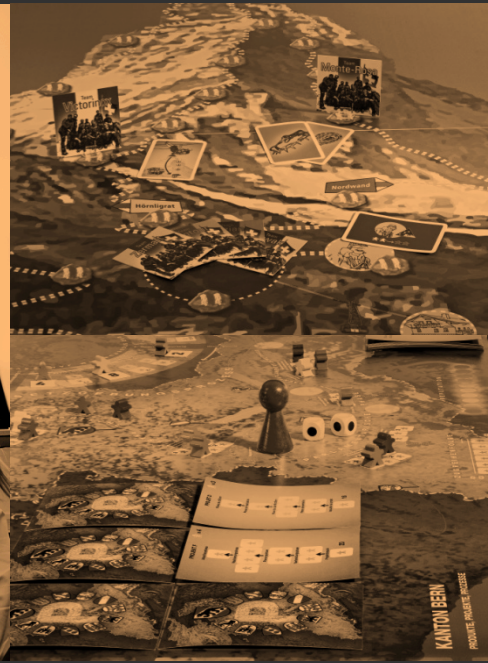
We develop and produce playful tools for businesses and institutions that can be used for training and further education purposes as well as internal and external communication. We are convinced that playful, experience-oriented learning makes it possible to convey knowledge that won't be quickly forgotten.

- Games get players actively involved, give them a chance to apply and internalize their knowledge and skills as well as to learn something new.
- Games open up many different ways to practice real-life situations in a safe environment.
- Games trigger positive emotions and open-minded attitudes, are fun and pique players' interest in examining the material offered.
- Games help to learn new material and applying current knowledge.
- Games make it easier to understand complex processes and content or the way an economic principle works.
- Games can help to communicate a values and key messages or conveying sensitive content.



game solution was founded in Zurich in early 2002. Our core team consists of people with extensive experience in the areas of game development, training and further education, business economics, management, macro economics, personnel development, communication and project management. game solution's products and services are provided over our locations in Europe and Asia and our network partners in Central and South America.





Playful solutions for trainings and further education

Those of us at game solution feel that playful solutions are one of the best and most appropriate learning methods available to meet specific needs. The special effect of using games as a method of conveying specific subject matter is that the participants must actively examine the topic to be learned. Unlike simple, straightforward teaching, this playful approach not only allows participants to acquire knowledge but also to learn how to apply the information taught. Only that can promote independent action and guarantee networked thinking.

- Focused on educational goals:** Playful solutions are based on what is required of students in a particular lesson module. They pursue a defined goal.
- Focused on actions:** Playful solutions promote an integral, differentiated perspective of a problem and put students' application, analytical, planning and evaluation skills to the test.
- Focused on the transfer from theory to practice:**
 With playful solutions, students apply their theoretical knowledge in practical decision-making situations.
- Focused on actual personal surroundings:** Playful solutions establish links to students' realms of experience and add reality, or at least a representation thereof, to the lesson.

Solutions for communication/ marketing

10 good reasons why you should use a game:

- Games fascinate people and pique their interest in topics that they would normally not address on their own and, in addition, can sensitize them on specific subjects.
- Games imply fun, are quickly accepted and create a positive, open mentality among players.
- Games are thus ideally suited as the bearers of messages.
- Games provide a forum for discussing things that are not permitted in real life. Games, on the other hand, permit the humor that is only rarely acceptable in everyday business.
- Games let you reach target groups that could not be reached via classical means of communication or your company's business activities.
- Games are also or even exclusively played during free time. The effect is that people are exposed to a company, product or topic on weekends or after work.
- Games promote familiarity and awareness through positive word-of-mouth advertising.
- Games establish lasting associations and, without drawing attention to the fact, provide players an learning experience which increases their understanding of the game content.
- Games outlast other media and, since they are played repeatedly, ensure regular communication. Your own game will generate enduring added value.
- Games are relatively economical compared to costly advertising and work-intensive PR and can be used over a long period of time and have a purely positive effect.

