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10th gamescom congress:

Think Tank for Digitalisation: gamescom congress demonstrates the potential of gaming technology

- International speakers: Maxime Durand (Ubisoft, Assassin's Creed), Aleissia Laidacker and Ben Schwab (Magic Leap), and many more
- Wide range of topics: e.g. Media education, eSports, art, artificial intelligence, autonomous driving, medical technology, data protection
- Tickets are already on sale

The gamescom congress is Europe's leading conference on the potential of computer and video games for the society as well as the economy. This year's congress on 22 August 2018 provides visitors with an impressively wide range of topics, and will demonstrate that gaming technology will be helpful in mastering digitalisation in almost all economic and societal fields. The congress will be held for the tenth time in 2018, as part of gamescom, the largest event for computer and video games worldwide. Tickets for the gamescom congress are available at www.gamescom-congress.com.

The gamescom congress shows that computer and video games are more than just an entertainment medium in a myriad of different ways. With over 850 participants, the gamescom congress in 2017 served as a digitalisation think tank that extended far beyond the gaming sector. The conference is geared towards creative artists, educators, politicians, scientists, journalists, and representatives from all industries.

How can games impart knowledge? Where can industry benefit from games? How do games influence how we coexist? These and many more questions will be answered during the schedule of over 30 events, subdivided into five tracks:

- Living with games (examples: commemorative culture, eSports, art)
- Learning with games (examples: media education, youth protection)
- Innovation with games (examples: artificial intelligence, cryptocurrencies)
- Economy and games (examples: autonomous driving, medical technology)
- Law and games (examples: GDPR, copyright law)

Examples:

Maxime Durand demonstrates how games can enrich the teaching of history in the classroom. He has worked with Ubisoft as a historical consultant for the game Assassin's Creed Origins. In a non-violent, free update to the game, which is also suitable for usage in schools, the players can explore Ancient Egypt during the time of Cleopatra. In his presentation, "History for all. How Assassin's Creed transformed into an educative tool", he talks about the potential of games in teaching and the eternal struggle between historical accuracy and playability.



gamescom congress 2018

22 August 2018
www.gamescom-congress.com

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The presentation "Artificial Intelligence and the Future of Games" delves into the enormous potential of artificial intelligence. Aleissia Laidacker and Ben Schwab lead the Interaction Lab at a billion-dollar start-up, Magic Leap, and show what effects the intelligence boom has on all forms of digital entertainments, both currently and in future.

The panel "Commemorative Culture in Games" will discuss computer games in the context of historical events and socio-political responsibility. The panel include Olaf Zimmerman, (Managing Director of the Deutscher Kulturrat), Andreas Lange (Director of the Computer Games Museum in Berlin), and journalist Christian Schiffer from Bayerischer Rundfunk.

Start and end of the event:

The doors to the gamescom congress 2018 will open on 22 August at 09:00 a.m. The conference will take place in the Congress Centre North at the Koelnmesse, and will finish at 6:00 p.m.

Participation:

- The ticket shop can be accessed at www.gamescom-congress.com
- Tickets purchased on the day will cost Euro 85.00.
- Tickets for students and educators cost Euro 35.00 (proof required).
- The congress tickets can be combined with entrance tickets to gamescom (trade and private visitors) for an additional fee.

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About the gamescom congress 2018

The gamescom congress 2018 takes place on Wednesday, 22 August 2018, from 9.00 a.m. to 6.00 p.m. at the Congress Centre North of the Koelnmesse in Cologne as part of gamescom, Europe's leading business platform for the gaming industry and a global all-rounder event for digital gaming culture. The gamescom congress is Europe's leading conference about the potential of computer games in a digitalised world, and offers touchpoints that extend far beyond the digital and media sectors. International Speakers introduce themselves in exciting presentations and talks. The congress will be hosted by Koelnmesse GmbH and game e.V., the German Games Industry Association. The gamescom congress is sponsored by the State of North Rhine-Westphalia and the City of Cologne. www.gamescom-congress.com

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