

FOURTH SERIOUS GAMES PRIZE 2020 WWW.SEGAP.IR



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INTERNATIONAL SERIOUS GAMES SYMPOSIUM 2020

UP TO 20 MILLION TOMANS
WORTH OF PRIZES FOR THE
SELECTED PAPERS IN THE AREA
OF SERIOUS GAMES

SERIOUS GAMES FESTIVAL 2020

UP TO 200 MILLION TOMANS
WORTH OF PRIZES FOR
THE SELECTED GAMES AND
SERIOUS GAME OF THE YEAR

SERIOUS GAMES HACKATHON 2020

UP TO 100 MILLION TOMANS
WORTH OF PRIZES FOR THE
DEVELOPED GAMES IN THE
AREA OF PANDEMIC

DEADLINE FOR REGISTRATION:
NOVEMBER 20, 2020



Serious Games prize 2020



The Initial Call for the Comprehensive Event of the Serious Games Prize 1399 (SeGaP2020)

1 Preface

Serious Games (Targeted Games), are a key part of Digital Games Industry that are considered as effective tools for Education, Advertising, Healthcare and other serious purposes. In addition to the technical knowledge of Game-Development, making serious games also requires specialized scientific knowledge of the field in question and academic Research & Development.

By holding three events; the Serious Games Festival 2020, Serious Games Hackathon 2020 and the International Serious Games Symposium 2020, the 4th Comprehensive Serious Games Prize Event, attempts to provide scientific and industrial infrastructure for the development of more serious games in Iran and to expand development circles from academic research to commercialization of existing products in the industry. Serious Games Prize 2020, as in previous terms, with millions of cash prizes and a large network of sponsors and partners, is an opportunity to contribute to the growth of serious games in Iran.

In addition to digital games, this event will support other serious entertainment such as board games or simulators. Accordingly, the SeGaP2020 Secretariat invites all game researchers and game developers interested in producing and studying in the field of serious entertainment to join this large community and as a member of this network collaborate in the production of articles, games and sharing experiences.

2 What are serious games?

By a general definition, serious games can be considered as a branch of digital games produced not mainly based on entertainment, but also with educational, cultural or therapeutic purposes. Relying on different areas, these goals can be considered as games in the fields of Theoretical Education, Skills Training, Social Reforms and Promoting Prosocial Behaviours, Healthcare, therapy and Rehabilitation, Advertising and Persuasion (Persuasive Advertising). These games are categorized variously; but in general, they can be divided according to Table 1.

Table 1- Serious Games Categories

Serious Games Categories	Definition	Examples
Theoretical Education	Using games to teach scientific and educational concepts	Teaching mathematics, physics, foreign languages and other theoretical concepts

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Skill Training	Using games to acquire various skills	A wide range from managerial, military, crisis management and occupational skills to teaching prayer to children and etc.
Persuasive Advertisement	Developing games with the goal of advertising and promoting a concept	Promoting a tourist attraction, a political party, religious advertising, advertising products, brands and etc.
Social Reforms and Promoting Prosocial Behaviours	Modeling to improve or change social status and promote moral and social instructions through play	Environmental protection, conservation of cultural heritage, promotion of tourism culture, public health, social responsibility, shift in social behaviors and ...
Healthcare	Preventing disease and staying healthy with the help of games	Avoiding issues such as diabetes, obesity or addiction and encourage healthy eating and exercise
Therapy and Rehabilitation	Using games as a therapeutic tool to facilitate the treatment of various diseases and rehabilitation	Help treat diseases such as ADHD, autism or phobia, and rehabilitate victims of stroke, mental disorders, etc.

3 The Goals of SeGaP 2020

- Special focus on developing games about facing Pandemics.
- Continuing to support the production and commercialization of educational games based on state-of-the-art technology, healthcare and treatment
- Connecting academia and industry and reinforcing the relationship between the two in the field of serious games
- Help develop business opportunities and entrepreneurship
- Identifying and supporting serious game developers to help expand the game industry
- Creating transformation in educational, advertising, medical and social systems, etc.
- Introducing and supporting active serious game developers to create proper role models for the new generation
- Promoting an efficient perception on the game category among policymakers, consumers and other industry audiences

4 Benefits of Attending the Event

- Communicating with stakeholders and investors in the field of serious and targeted games
- Receiving considerable cash and non-cash prizes for selected teams, articles, and games

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- Connecting to a large network of game scholars and developers of the country
- Cooperation in producing science in the field of serious games
- Establishment of selected games in growth and acceleration centers to accelerate the commercial development of games
- Using the extensive advertising space of the competition to introduce the game to the audience and investors
- Taking the opportunity to experience serious game development in the Serious Games Hackathon.

5 Different Sections of Serious Games Prize 2020

The 4th Serious Games Prize event, same as last year, also supports writing articles in this field in addition to developing serious games and reviewing the works produced. In this course, three separate events will be held including:

- International Serious Games Symposium 2020
- Serious Games Festival in 2020
- Serious Games Hackathon 2020

5.1 Serious Games Symposium 2020

5.1.1 Introduction

Serious games are a key part of the digital games industry and are considered as an effective tool for education, advertising, healthcare, and so on. Although designing a serious game requires some important aspects of technical knowledge, it also needs specific scientific knowledge about the serious aim of the game and because of that, it is important to consider both sides of the academia and industry for developing it.

5.1.2 Conference Background

DIREC as the secretariat of SeGaP has the experience of holding Digital Games Research Conference (DGRC) for two years in a row. To focus more precisely on the SGs subject, DGRC scientific committee has decided to hold the 3rd conference in the especial field of SGs, with the new title: "International Serious Games Symposium 2019". Also This year SGS2020 is holding internationally with the same title as last year to promote scientific papers of serious game studies. Tables 2, 3, and 4 listed articles in the area of serious games which has been presented during 3 years in these events.

Table 2. List of papers presented in Serious Game Symposium 2019
These Parers got indexed in IEEE Xplore Digital Library. ([Click here](#))

Title	Authors
Forogh Mahmoodi, Leila Kashani-Vahid, Hadi Moradi, and Ali Yekta-Parast	A Cognitive-Sensory-Motor Gamepad for Therapy of Children with ADHD

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Title	Authors
Seyed Vahid Mostafavi, Yoones A. Sekhavat, Samad Roohi, Hesam Sakian Mohammadi, and Kazem Pouralvar	A Game-based System to Study the Danger of Advertising Displays for Pedestrians: Are They Really Dangerous?
Shiva Khatoony	An Innovative Teaching with Serious Games through Virtual Reality Assisted Language Learning
Zahra Farsi, Mahdieh Yazdani, and Maryam Nezamzadeh	Comparative evaluation of simulation versus serious game on the smartphone platform for training nursing students in cardiopulmonary resuscitation: A randomized controlled trial
Leila Kashani-Vahid, Sahar Kazemi Taskooh, and Hadi Moradi	Effectiveness of "Maghzineh" Cognitive Video Games on Reading Performance of Students with Learning Disabilities in Reading
Alireza Pir, Leila Keshavarz Afshar, and Saynaz Maveddat	The effectiveness of a set of Neuroland Digital mini-games, on enhancing visual memory and reducing spelling errors in students with writing problems: a pilot study
Hamideh Mohammadi Nasab, Mohammad Ali Mazaheri, Sadeq Fallah Tafti, and Samaneh Behzadpoor	The Effectiveness of the "Man-Man" Mobile Game on Children's Self-Concept and Self-Esteem
Kazem Pouralvar, Yoones A. Sekhavat, and Samad Roohi	The interplay between metacognitive strategies and learning styles in learning via serious games
Mohammad Abooyee Ardakan and Zahra Vahed	<i>A conceptual framework for cognitive game design analysis(CGDA)</i>
Milad Jafari Sisi	A Framework for GPS-Based Tourism Games to Improve Spatiotemporal Management of the Regional Movements of Visitors
Reza Darooei, Alireza Vardm and Hossein Rabbani	Barbam: A New Acrophobia Virtual Reality Game
Arghavan Saeidan, Zohreh Rafezi, and Hossein Eskandari	Designing a Serious Game "Events" and Investigating the Effectiveness in Modifying Confirmation Bias: A Single Subject Study
Khadijeh Salehi Aghdam and Masoud Hasani Alavi	Designing MIND PRO Working Memory Game and evaluating its effectiveness on working memory in ADHD children
Shayesteh shokoufefdard, Mohamad Ali Mazaheri, Mahmoud Heidari, Mojtaba vahidi, and Parisa Seyed Mousavi	Development and Evaluation of Maternal Sensitivity Assessment Game
Elham Hakimirad, Leila Kashani-Vahid, Marzieh Sadat Hosseini, Atefeh Irani, and Hadi Moradi	Effectiveness of EmoGalaxy Video Game on Social Skills of Children with ADHD
Nahid Hamidzadeh, Leila Kashani-Vahid, Hadi Moradi, Samira Vakili, and Atefeh Irani	Effectiveness of EmoGalaxy Video Game on Social Skills of Children with Oppositional Defiant Disorder

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Title	Authors
Farkhondeh Fazel Bakhsheshi	Escape Rooms: A New phenomenon in Tourism
Farkhondeh Fazel Bakhsheshi	Serious Games and Serious Gaming in Escape Rooms
Zeinab Sadat Jahromi	Study on effectiveness of Hana game application on cognitive problem solving skill, attention and academic achievement linguistics and mathematics on first grade student
Hanie dehghani and Atefeh Ahmadi	The effectiveness of a mobile application "Kalcal" on the learning of mathematics in students with dyscalculia
. Mohsen Eini and Parisa Saghafi	The perspective of Certain Realizable Crimes in Second Life
Farkhondeh Fazel Bakhsheshi and Ghazal Ghaziani	Tourism Based Games: A Study of Challenges and Profits
Bahram Hooshyar Yousefi and Hana Mirkhezri	Toward A Game-based Learning Platform : A COMPARATIVE CONCEPTUAL FRAMEWORK FOR SERIOUS GAMES

Table 3. List of papers in the area of Serious Game presented in DGRC2018
These Parers got indexed in IEEE Xplore Digital Library. ([Click here](#))

Authors	Title
Pedram Amini, Abbas Zahiri and Mohammad Nejad Pour	A Large-Scale Infrastructure for Serious Games Services
Keyvan Borna and Hesam Maghamirad	Serious Games in Computer Science Learning Goals
Amir Reza Asadi and Reza Hamadi	Augmented Reality Game Creator for on-site Job Training
Leila Kashani Vahid, Marzieh Mohajeri, Hadi Moradi and Atefeh Irani	Effectiveness of Computer games of Emotion Regulation on Social skills of Children with Intellectual Disability
Zahra Amiri, Younes Sakhvat and Sakineh Goljarian	A Framework for Rehabilitation Games to Improve Balance in People with Multiple Sclerosis (MS)
Atefeh Irani, Hadi Moradi and Leila Kashani Vahid	Autism Screening Using a Video Game Based on Emotions
Azadeh Bashiri, Leila Shahmoradi, Behrouz Alizadeh, Hamid Beigi, Marjan Ghazi Saeedi, Sharareh Rostam Niakan Kalhori, Masoud Nosratabadi and Mahnaz Esteki	Designing a Clinical Decision Support System for Recommending Computerized Cognitive Programs in the Rehabilitation of Attention Deficit Hyperactivity Disorder
Amir Reza Asadi and Reza Hamadi	Understanding Currencies in Video Games: A Review
Hesam Sakian Mohammadi, Milad Jafari Sisi, Erfan Pirbabaei and Younes Sakhvat	ExerBrain: A Comparison of Positive and Negative Reinforcement in Attention Training Using BCI based Computer Games
Pedram Amini, Abbas Zahiri,	A Large-Scale Infrastructure for

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Authors	Title
Mohammad Nejadpour	Serious Games Services
Zahra Amiri and Younes Sakhvat	A framework for rehabilitation games to improve balance in MS patients (In Persian)
Tahereh Kahidi Basiri and Atefeh Ahmadi	Probot: A Serious Game to Teach Programming Concepts to Children and adolescents (In Persian)
Reyhaneh Hooshmand and Afshin Azizi	Feasibility of administrative and legal dimensions of governmental protection for serious games(In Persian)
Ahmad Reza Matinfar and Yousef Khodabandehloo	Computerized Cognitive Training for Mental Disorders (In Persian)
Azar Tabaei, Leila Majidi and Mahnaz Esteki	The impact of Video Games on Sensory Integrity, Eye Contact, Auditory Sensitivity and Social Interactions in Autistic Children (In Persian)
Fereshteh Amouzadeh, Peyman Honarmand, Mehdi Rahimzadeh, Hassan Gharayagh Zandi and Reza Rostami	Comparation the Impact of Fifa on the ADHD Symptoms in Athlete Students with ADHD (In Persian)
Leila Kashani Vahid, Samira Shafiei Khameneh, Atefeh Irani, Hadi Moradi and Mohammad Parsa Azizi	The Effects of Computer Games on Social Skills of Children with Autism (In Persian)
Shima Zabihifar and Elham Kargar Tazraq	The effectiveness of Food Balance on food habits of children 7 years old in Davarzan (In Persian)
Mohsen Roshanian Ramin and Bahar Izadi Jazi	Mechanics and Instructional Goals in Serious Games (In Persian)
Morteza DorriGiv and Shabnam Saffariyeh	Design and Development of Simple Games to Support Skills for Children with Cognitive Learning Disorders (In Persian)
Hamed Aliyari, Masoomeh Kazemi, Hedayat Sahraei, Behrouz Minaei Bidgoli, Mohammad Reza Daliri, Seyed Mohammad Ali Seyed Hossein, Mohammad Sahraei, Zahra Dehghanimohammadabadi	The Effect of Scary Computer Games on Players Cognitive Nerve Changes: Hormonal and Brain Signals (In Persian)

**Table 4. List of papers in the area of Serious Game presented in DGRC2017
These Parers got indexed in ISC.**

Authors	Title
Hooman Habibnia, Tara Rezapour and Hadi Moradi	Maghzineh: A Game Based Approach for Brain Empowerment
Atefeh Irani, Hadi Moradi, Leila Kashani Vahid	A Serious Game To Learn And Enhance Emotional Skills For Children: A Pilot Study
Yousef Khodabandehloo, Reza Rostami, Mahsa Farahmandpour and Sara Yadollahi	An attempt to increase intelligence with intensive computerized cognitive training and speech therapy: a single-case study

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Hossein Zarei and Shaghayegh Kolli	Designing and Implementing a Smartphone Game for Blind People (In Persian)
Laleh Esmaeli and Mansoureh Bahramipour	The effectiveness of cognitive Brtvanmndy cognitive computer games, creativity and self-regulating student behavior years old (In Persian)
Hossein Dehghanzadeh, Behrooz Minaei and Hojjat Dehghanzadeh	A framework for identifying the appropriate mechanics of computer games for teaching cognitive subjects (In Persian)
Hamed Ali Yari, Masoumeh Kazemi, Hedayat Sahraei, Behrooz Minaei, Mohammad Reza Daliri, Seyed Mohammad Ali Seyed Hosseini, Zahra Dehghani and Marjan Erfani	Cognitive study of Puzzles Game Effects on Problem Solving and Attention at players (In Persian)
Mina Esmaeli, Hassan Ashayeri and Mahnaz Esteki	The effect of computer games on improving student's Problem Solving and life skills (In Persian)
Faezeh Aghazadeh Par, Parasto Alikhani and Mojtaba Vahidi Asl	Identifying the Challenges in the Implementation of Gamification in Instruction: An Exploration into the Experiences of Activists in the Field (In Persian)
Ehsan Gol Ahmadi and Atefeh Ahmadi	A Serious game for mobile phones to help Diebetic children 8 and up to manage their disease (In Persian)
Alireza Mahanian and Gholam Ali Montazer	Clarifying the Concept of Gamification and Proposing a Model to Use it in Educational Context (In Persian)
Yazdan Movahedi, Hamidreza Amarloo, Leila Mozehkesh and Morteza Pourmohammadi	The effect of Computer-Aided Rehabilitation on creativity and emotional intelligence of industrial design students (In Persian)
Milad Jafari Sisi, Hesam Sakian Mohammadi, Erfan Pirbabaei and Behnam Alizadeh Ashrafi	A Study on the Capability of Augmented Reality Technology to the Empowerment and Gamification of Textbooks Through Interactive Content Simulation (In Persian)
Saeed Pourrostaei Ardakani, Salah Ismaili Gujar, Laila Khedri Lilous and Hojjatollah Moradi	Investigating the relationship between the use of multiplayer computer games and interpersonal skills (In Persian)
Ehsan Bahrami and Mojtaba Vahidi Asl	Leaderboard And User Engagment In The Gamified Learning Management System (In Persian)
Zahra Batoli, Fatemeh Fahimnia, Nader Naghshineh and Fakhraladat Mir Hosseini	Design based on the theory of the game framework of information literacy training (In Persian)
Mehdi Khorram and Mahnam Monfared	Design library service for kids by use of game models (In Persian)
Arian Taheri and Seyed Bashir Hosseini	A Study of Binary logic Application Moods in Serious Computer Games (In Persian)

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5.1.3 SGS2020 Tracks:

Papers should cover the topics which are related to the field of serious games. The tracks of SGS2020 are inspired by international related events and the potential topics including:

A. Technology track:

- ✓ Architectures and Algorithms for SGs
- ✓ Artificial intelligence and machine learning for SGs
- ✓ Balancing and Dynamic Difficulty
- ✓ Big data for SGs
- ✓ Computer Graphics & Visual Effects
- ✓ Emotions and Affective Interaction
- ✓ Human-Computer Interaction for SGs
- ✓ Interactive narrative and digital storytelling
- ✓ Interoperability and standards
- ✓ Modeling and simulation
- ✓ Privacy
- ✓ Procedural Content Generation (PCG)
- ✓ Quality assessment for SGs
- ✓ Security & privacy
- ✓ Social computing
- ✓ Technological support for collaborative games
- ✓ User Experience and User Interface (UX, UI)
- ✓ Virtual, Augmented and Mixed Reality (VR, AR, MR)
- ✓ Wearable Technologies

B. Cognitive Science track:

- ✓ Cognitive processing in SGs
- ✓ SG for Cognitive disorders
- ✓ Cognitive Architecture in SG design and development
- ✓ Neuroscience in SG

C. Pedagogical foundations track:

- ✓ Pedagogical theories in the field of SGs
- ✓ Support for educators and trainers
- ✓ Support higher-order thinking through serious games

D. SGs mechanics and design track:

- ✓ Mapping pedagogical goals & principles into SGs mechanics
- ✓ Design of score, rewards, achievements, and related interfaces
- ✓ Ubiquitous/pervasive gaming
- ✓ Support for educators and trainers

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- ✓ Balancing realism, engagement, learning, and entertainment
- ✓ Collaboration, cooperation, & participatory design of SGs

E. Application track:

- ✓ Case studies on developing/deploying serious games in application domains such as tourism, advertising (advergaming), education, skill learning, healthcare, well-being, prosocial behaviors, and ETC.
- ✓ User studies applying serious games in the above domains, studying effectiveness for learning/training
- ✓ Understanding how, when, with whom, for what to use serious games
- ✓ Verification of learning transfer
- ✓ Study of the long-term impact
- ✓ Assessing personal abilities through serious games

F. Policy-making, Management, & Business track:

- ✓ Policy instruments and measures to empower the SG developers
- ✓ Policies for education & training in kindergartens, schools, and universities in the field of SGs
- ✓ Models for especial serious game accelerators & incubators
- ✓ Serious games market studies
- ✓ Business models for SGs

5.1.4 Submission Guideline:

- The deadline for full paper submission is November 20, 2020
- December 24, 2020: International Serious Games Symposium 2020
- All the documents will be accepted just in English
- The submitted papers must be written up to a maximum of 12 pages.
- Papers which contain plagiarism will omit from the review process, and the authors will not be able to submit an article again.
- Lack of transparency will omit participants from the process of submission in the event.
- Accepted papers will be scheduled for either oral presentation or poster presentation.
- The papers must be written up in IEEE template ([Click here](#) to download the paper template)

Click here or refer to www.segap.ir, to submit your papers to the Serious Game Symposium 2020

5.1.5 Presentation, indexing and awards

- Due to the spread of COVID-19 there is a possibility that SGS2020 will be

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held online. The secretariat of SeGaP will announce it subsequently.

- After three stage of reviewing, the accepted papers will announced for oral and poster presentation.
- The secretariat of SeGaP2020 is going through the procedure to get the indexing for SGS2020.

5.1.6 How to apply, register, and contact us:

- [Click here to download the paper template](#)
- For submitting papers in SGS2019: www.segap.ir/en

5.2 Serious Games Festival 2020

Like the previous events, the festival section of SeGaP continues to host the developed games on various topics of serious games. Participants with games in different fields of serious games including education, training, advergaming, prosocial behaviors promotion, well-being, healthcare, and etc. can submit their entries to the Prize Secretariat. The submitted works will be judged in three stages of production, commercialization and science, then the teams selected for the final will present their achievements and finally the serious game of the year will be introduced. Cash prizes are dedicated to selected games in the following areas:

- The serious game of the year will win the Foundation's Grand Prize of 200 million Rials.
- The finalists of the festival will receive a total prize of up to 200 million Rials.
- The games that have participated in previous courses of the event, could participate in the **best update** section to try again their chance of winning a prize of 30 million Rials.
- In particular, DIREC as the event secretariat has prepared prizes of a total of up to 100 million Rials for serious games in the field of Political Literacy. Accordingly, the games developed based on teaching appropriate political choice, understanding political structures or electoral culture are to be judged exclusively.

Click here or refer to www.segap.ir, to send your game to the Serious Game Festival 2020

It is noteworthy that, as in previous years, the festival section benefits from the support of various agencies on various topics. Collaborative institutions with specific awards dedicated to selected games in their refereeing panel, provide the opportunity for game developers to take advantage of these prizes by submitting games conforming to the priorities set by each institution. All the approved supports up to the date of publication of the initial call is as described in Table 5.

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Although the main approach of the festival is devoted to digital serious games, participants can also submit their other entertainment-related productions such as board games or simulators.

Table 5- Cash prizes of the Serious Games Festival 2020

Prize Type	Achievement Conditions	Awarding Institution	Total Awards Ceiling
Serious Games Prize of the Year	The highest points in the main jury	Serious Games Prize Secretariat	200 million Rials
Festival Finalists	Minimum points required for attending as a finalist of the festival		200 million Rials
Winner of the Best Update	The highest score for the new version of a serious game that has already participated in the event.		30 million Rials
Selected Political Game	Teaching political literacy, political systems and the right choice in political elections		100 million Rials
Selected Game of the Healthcare Department	The highest score in the jury of the health sector	National Institute for Medical Research Development (NIMAD) on behalf of the Ministry of Health, and Medical Education	200 million Rials
Selected Game of the Technology Department	The highest point in the jury of the use of state-of-the-art technologies	Automation and Digital Technologies Development Headquarter	170 million Rials
Selected Game of Lifestyle and Marriage Department	The highest score in the jury of the lifestyle and marriage section	Ministry of Sports and Youth, Tehran	300 million Rials
Selected Game of the Technology Department	The highest score in the jury of the use of state-of-the-art technologies	Shahid Beheshti University Accelerator (Hub)	100 million Rials+ 1 billion Rials acceleration services
Selected Game of Life Skills Department	The highest score in the jury of the life skills section	Iran Drug Control Headquarters	150 million Rials
Selected	The highest score in the jury	Institute for the	Will be

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Game for Kids	children and young adults of section	Intellectual Development of Children and Young Adults	announced soon.
Selected Game of the Book Beading Department	The highest score in the jury of the book promotion section	Iran Public Libraries Institution	100 million Rials

5.3 Serious Games Hackathon 2020

Serious Games Hackathon is a three-day gaming event as a unique opportunity for ideation and developing a serious game. In this section, after announcing the call and registration, the participants will compete from December 9 to 11, 2020. Besides the technical mentors in the field of game development and design, expert mentors are also present according to the issue and concerns of the sponsors. The games are ultimately developed up to the demo version, the experience and, the initial idea of making a serious game on the subject.

Being well received by the audience and supporters, Serious Games Hackathon over the past two years have focused on autism therapy and interaction with autistic patients, promoting a culture of rational drug use, English language teaching (for children, young adults, and deaf people), and life skills: a conscious choice. Considering the subject, sponsors, and the number of provinces hosting this event, there is good hope to have a wide range of audiences at the third SGH.

The third round of Serious Games Hackathon will be held simultaneously in 2020 with the re-support of the Ministry of Sports and Youth in **Tehran, Tabriz, and Isfahan**. This year, considering the subject of self-management as an important issue of the pandemic of Coronavirus, the Ministry of Sports and Youth with the topic of **Life Skills: Facing Pandemic Diseases**, sponsors and organizes the Serious Games Hackathon 2020 in three provinces and will award the **best board game or digital games** of this section. It should be noted that the NIMAD Institute, according to the subject, as a representative of specialized mentors in this field, is another partner institution in holding this course; therefore, interested participants can register individually or as a team **until Friday, November 20, 2020** to take advantage of this opportunity.

The cash prizes of this section are included in Table 6, and in addition to the cash prizes awarded by the sponsors, the selected games of each institution will be considered for follow-up investment and commercialization. It should be emphasized that the Automation and Digital Technologies Development Headquarter and Shahid Beheshti University Accelerator (Hub) support their

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selected games in this section by providing facilities for game development, in addition to cash prizes.

Table 6- Cash and Non-Cash Prizes of Hackathon Section of Serious Games 2020

Prize Type	Awarding Institution	Total Awards Ceiling
Selected Games of Tehran Hackathon	Ministry of Sports and Youth, Tehran	300 million Rials
Selected Games of Tabriz Hackathon		300 million Rials
Selected Games of Isfahan Hackathon		300 million Rials
Hackathon Featured Games in Three Provinces Based on Extensive Reality	Automation and Digital Technologies Development Headquarter	300 million Rials cash prize + 1500 million Rials facilities for three selected games
Featured Hyper Casual Games in Hackathon of Three Provinces	Shahid Beheshti University Accelerator (Hub)	50 million Rials cash prize + 500 million Rials facility

Click here or visit www.sggg.ir, to register as a team or individual in the Serious Games Hackathon 2020.

6 Participants of this Event

Considering the fact that serious games are problem-oriented, one of the most important ways for the production and promotion of these games in Iran is to identify organizations with concerns in their field of activity in line with the relevant priorities, that by developing and using serious games can solve them and improve their situation. Therefore, attracting the institutions to use this platform and introducing games as an effective tool for them, is considered as one of the important goals of this event.

Accordingly, during the three periods of holding comprehensive Serious Games Events, institutions from many different fields have associated this event. As in previous periods, this year's event will also be held with the participation of several institutions.

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6.1 Iran Computer Games Foundation and Digital Games Research Center (DIREC)

Iran Computer Games Foundation, under the supervision of the Ministry of Culture and Islamic Guidance, has been operating since 2006 as the sole custodian of the game industry in the country. Given the importance of serious (targeted games) as a branch of digital games, the Foundation strives to identify the potential of these games in various fields by holding a Serious Game Prize event and creating a large network of private and public activists, and contribute to the serious games development in the country. Therefore, one of the main missions of the Foundation is to support the research, production and promotion of serious games in the country, that is done annually **by organizing the Serious Games Prize event**.

Digital Games Research Center (DIREC), the Vice-Chancellor research office of Iran Computer Games Foundation, was established in 2015 with the primary goal of increasing the share of research in the digital games industry. In this regard, DIREC has established interactive communication with industry activists, including game development companies, publishers, media, universities, and policymakers, and then by conducting periodic surveys on consumer behavior studies across the country, gained access to a significant amount of data and information. Moreover, one of the most important DIREC's missions is to focus on serious games and identify academic and industrial activists in the field. This goal is achieved each year by taking the responsibility **of monitoring and organizing the SeGaP event as its secretariat**.

6.2 Faculty of Management and Accounting, Allameh Tabatabai University

Allameh Tabatabai University has been established as a specialized university in the field of humanities since 1984 and currently operates with 10 faculties and 226 various disciplines and orientations. Today, serious games based on scientific research have found their audiences in Iran's universities and in various fields such as cognitive sciences, educational technology, psychology, etc. Allameh Tabatabai University, with its high capacity in terms of related fields, students and professors active in these fields, is considered as one of the active scientific poles in the field of serious games, especially in the subject of humanities. Therefore, the Faculty of Management and Accounting of Allameh Tabatabai University, on behalf of Allameh Tabatabai University, has been considered as the **scientific host of the 4th Serious Games Prize** event and will supervise the performance of the 2020 International Serious Games Symposium.

6.3 Iran National Innovation Fund

At the end of 2012, according to Article 5 of the Law on Supporting Companies and Institutions of Knowledge-Based and Commercializing Innovations and

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Inventions, the Innovation and Prosperity Fund as a financial institution was established to realize a knowledge-based and technology-based economy and complete the chain of ideas to market. The Fund supports knowledge-based companies to commercialize innovations and inventions, apply research knowledge and achievements, and complement the idea / product / market chain, and provides financial and credit services, including assistance, facilities, and partnerships.

This fund has been cooperating with the Serious Games Prize event since 2019 by hosting and providing the venue as well as the required infrastructure such as internet and other necessary equipment in Serious Games Hackathon. During this course, it will host Serious Games Hackathon in Tehran.

6.4 Faculty of Multimedia, Tabriz Islamic Art University

Faculty of Multimedia, Tabriz Islamic Art University is a specialized faculty in the field of digital content production, which has been operating since 2007. Combining the faculty of computer and art specialists by creating a space for the production of multimedia products in the form of digital games, animation, mobile and web applications, the mission of this faculty is to create a bridge between art and computer science to train experts in the field of Digital arts.

This faculty also produces digital content by providing advanced and up-to-date equipment and devices, such as motion capture, virtual reality, sound studio, eye tracker, encephalograph, and many other modern tools.

This department has been cooperating with the Serious Games Prize event since 2019 by hosting and providing the venue as well as the required infrastructure such as internet and other necessary equipment for the Serious Games Hackathon in Tabriz. During this round, it will host Serious Games Hackathon in Tabriz.

6.5 University of Isfahan

The University of Isfahan, as a comprehensive and leading university, operates in the new and interdisciplinary field of games by launching the Center of Entertainment Industry and, a Serious Entertainment Laboratory. According to the history of this university in the field of serious games and having research and operational capacity in the serious games department, the Center of Entertainment Industry on behalf of the University of Isfahan collaborates with the Serious Games Prize event by hosting and providing the hall, technical and specialized mentors as well as the necessary infrastructure such as Internet and other necessary equipment for Serious Games Hackathon in Isfahan.

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6.6 Avagames Professional Center of Investing and Publishing Iranian Games

Avagames is a specialized investment and acceleration center in the field of digital games, which has been operating since 2016. Avagames differs from other accelerators in providing services such as a shared workplace, a network of experienced foreign and local coaches who consistently provide expert advice to teams in the areas of production, market recognition, growth, company registration and entry into global markets.

Avagames has been collaborating with Serious Game Awards since the first Serious Games Prize by providing services to selected teams of the event, so that the selected teams can use these services to develop their game.

In addition to providing acceleration services, Avagames, as a commercial jury, is responsible for reviewing the economic dimensions and helping to commercialize the event games, and will also be collaborating with the event.

6.7 National Institute for Medical Research Development (NIMAD) on behalf of the Ministry of Health, and Medical Education

National Institute for Medical Research Development in Iran (NIMAD) is a government agency affiliated with the Ministry of Health and Medical Education, which was established in 2017 with the purpose of creating a high-level scientific institution to lead, manage, support and develop medical research in the country including; Education, development, innovation and technology in the medical sciences.

NIMAD Institute, as one of the key sponsors of the Serious Games Prize, started its participation and cooperation from the second edition. The first role of the institute in this event was to propose the subject of and financially support the Serious Games Hackathon in 2018, by awarding 150 million Rials cash prizes to selected games in the field of autism therapy and promoting the culture of rational drug use and allocating commercialization credits to these games. Also, in the section of the Serious Game Festival in 2018, NIMAD supported its selected game in the field of healthcare with cash prizes worth 50 million Rials. Furthermore, NIMAD, as one of the companions and supporters of the 3rd Serious Game Festival, praised the selected games in the field of health with cash prizes up to 200 million Rials.

In continuation of these collaborations, this year NIMAD also supports the event in the field of health games and with a view to facing the epidemic of diseases, including the following supports:

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- Up to **200 million Rials** cash prizes for selected games in the field of health in the Serious Game Festival of the year, **subject to research and effectiveness studies**
- **Scientific mentoring on the subject of epidemics** in the hackathon section of serious games

6.8 Automation and Digital Technologies Development Headquarters of the Science and Technology Vice Presidency

Automation and Digital Technologies Development Headquarters has been established in the Science and Technology Vice Presidency to formulate policies and prioritize the development of digital economy technologies, with the goal of developing technological businesses. It considers priorities such as the development of the digital economy ecosystem, technology-oriented and future-oriented priorities, need-based and problem-oriented priorities, and adopts a national and trans-institutional approach to enhancing activities related to developing and improving the business environment, developing start-ups ecosystems and engagement. The private and public sectors operate in the field of digital economy.

Iran Computer Games Foundation is working with the headquarters to create a platform for game developers to take advantage of this opportunity to strengthen and develop serious games. Subsequently, the Automation and Digital Technologies Development Headquarters has been in the network of partners and sponsors of SeGaP since last year, supporting serious games developed on new platforms -Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR)- by dedicating 150 million Rials of cash prizes to these technologies.

Subsequent to this collaboration, the support of the Headquarters in the Serious Games Prize 2020 **in the field of games based on augmented reality (AR), and virtual reality (VR) technologies, block chain and artificial intelligence** are as follows:

- Up to **170 million Rials** cash prizes for selected games of the Headquarter in the Serious Game Festival
- Up to **300 million Rials** cash prizes for selected games of the Headquarters in Serious Games Hackathon 2020
- Up to **30 million Rials** cash prizes for selected articles of the Headquarters in the International Serious Games Symposium 2020
- Up to **500 million Rials** in facilities (such as free loans, providing required infrastructure and removing obstacles) for the three selected games of the Headquarters in Serious Games Hackathon

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6.9 Ministry of Sports and Youth

The Planning and Social Development Office of the Deputy Minister of Youth Affairs of the Ministry of Sports and Youth works with the purpose of studying and conducting research on strategic areas of youth affairs in order to explain their various issues and needs and provide appropriate strategies to solve youth issues in cooperation with relevant executive organizations. The key tasks of this institution to achieve the relevant goals are as follows; cooperating with agencies and organizations to raise awareness and social skills, leading prevention programs and promote mental, social and spiritual health of young people and also planning to improve social skills of young people.

Due to the problem-oriented approach of the Serious Games Prize event and in accordance with the goals and tasks of this institution, a cooperation was established between the Iran Computer Games Foundation and the Ministry of Sports and Youth to provide financial support for this event. In 2019, Ministry of Sports and Youth, as the sponsor of the Serious Games Hackathon 2019 in Tabriz, raised the issue of "Life Skills, conscious choice" and awarded cash prizes up to 150 million Rials. The winners of this section were praised. In this event, the Ministry of Sports and Youth, in addition to financial support, introduced and invited specialized mentors in this field.

Following these collaborations, the Ministry of Sports and Youth also contributes to the Serious Games Prize 2020 event on the subject of **Life Skills: Facing the pandemic of diseases in the Serious Games Hackathon in the three provinces of Tehran, Tabriz and Isfahan and the issue of improving lifestyle and promoting marriage culture in the festival** section of the Serious Games Prize 2020. The supports include:

- Up to **300 million Rials** cash prizes for its selected games in Serious Games Hackathon **for each province**
- Up to **300 million Rials** prizes for the selected games in the Serious Games Festival of the year

6.10 Cognitive Sciences and Technologies Development Headquarter of the Science and Technology Vice Presidency

Cognitive Sciences and Technologies, as one of the modern sciences and technologies of the present age, tries to discover the secrets of the human mind and cognitive functions. Hence, the establishment of the Cognitive Sciences and Technologies Council in the Vice-Presidency for Science and Technology in 2014 has provided the necessary governmental and administrative foundations for the development of this knowledge in Iran. This council's activities rely on its goals that include focusing on research priorities, infrastructure development, education, and promotion of cognitive

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technologies. Due to the nature of serious games and its application in the fields of cognitive sciences, Iran Computer Games Foundation cooperates with this council to reinforce the development of serious games in this field. And in the fourth Serious Games Prize, the Cognitive Sciences and Technologies Council will be one of the sponsors in the partner's network of this event.

Therefore, the axes of the Council to support the selected games in all three sections are as follows:

1. The articles submitted to the International Serious Games Symposium will be in line with the research priorities mentioned on the Council's [website](#).
2. In the Serious Games Festival of the year, improving cognitive functions of children and adults, cognitive rehabilitation in areas of cognitive impairment including; Alzheimer's, autism, attention deficit, and hyperactivity disorder through serious games.
3. In the Serious Games Hackathon, the games focus on improving cognitive skills such as decision making, problem solving, self-control and response inhibition in pandemic conditions.

Cognitive Sciences and Technologies Council supports its selected teams with cash and non-cash prizes:

- Up to 20 million Rials cash prizes for the International Serious Games Symposium
 - Up to 200 million Rials cash prizes and 400 million Rials non-cash prizes acceleration support within a one year period Since the announcement of the results, funds of 80% of the sale price for the first team, 60% of the sale price for the second team and 40% of the sale price for the third team (at Serious Games Festival)
- Since the announcement of the results, funds of 13% of the sale price for the first team, 33% of the sale price for the second team and 53% of the sale price for the third team (at Serious Games Festival)
- Up to 100 million Rials cash prizes and 400 million Rials non-cash prizes acceleration support within a one year period Since the announcement of the results, funds of 80% of the sale price for the first team, 60% of the sale price for the second team and 40% of the sale price for the third team (at Serious Games Hackathon)

6.11 Shahid Beheshti University Accelerator (Hub)

Shahid Beheshti University Accelerator (Hub), since 2017 with the strategic partnership of Iran Mobile Communications Company (Hamrah Aval) and Shahid Beheshti University, has provided a platform for the growth of innovative digital ideas in Iran. The establishment of the hub as an accelerator in Tehran

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and at Shahid Beheshti University is an opportunity to get closer to the dynamic atmosphere of the university, and provides the opportunity for the Hub to create an atmosphere of innovative and creative thinking among students. And with activities towards entrepreneurship training and supporting the entrepreneurs to develop creative and entrepreneurial ideas in the university, and facilitate the process of commercialization of ideas while reducing the risk of starting a start-up business, this Hub contributes to providing opportunities in these fields.

XR specialized laboratory of the Hub provides services to entrepreneurs and technologists in this field has been opened since February 2017. Also, since the summer 2020, the Hub has started its specialized publishing services in the field of mobile games. These services include marketing and user engagement, providing technical infrastructure, professional mentoring (game balance, monitoring, ...) and investing in game development and optimization.

It should be noted that the Hub, as one of the sponsors of the third edition of the Serious Games Prize in 2019, praised the games in the field of education at the Serious Games Festival 2020 by donating a cash prize of 50 million Rials.

Following this collaboration, the Hub sponsorships at the 2020 Serious Games Prize event on **high-tech games (virtual reality and augmented reality) in the Serious Games Festival section and the hyper-casual games in the Serious Games Hackathon section** are as follows:

- Up to **100 million Rials cash prizes** and **1 billion Rials non-cash prizes** in the serious Games Festival
- Up to **50 million Rials cash prizes** and **500 million Rials non-cash prizes** in the section Serious Games Hackathon

6.12 Iran Drug Control Headquarters

Iran Drug Control Headquarters was established to plan, monitor, coordinate and follow up the issues related to countering narcotic supplies, preventing drug addiction and treating it since 1988, with the approval of the Expediency Discernment Council. One of the goals of the Headquarters is to use prevention and public education programs and advertise against drugs.

Due to the nature of serious games and its application in creating culture and promoting social-friendly behaviours, the Iran Drug Control Headquarters in order to use the capacity of serious games to achieve its goal and prevent drug use and change misconceptions among people, as one of the supporters, contributed to the selected games in the Serious Games Festival 2019. In this event, the game, which was produced with the priorities of

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promoting a healthy lifestyle and preventing addiction, was awarded a cash prize of 20 million Rials by the Headquarters.

To follow up this cooperation, the Headquarters supports in the event of Serious Games prize 2020 includes topics of promoting skills of self-awareness, empathy, effective communication, interpersonal relationships, decision making, creative thinking, problem solving and critical thinking up to 150 million Rials cash prizes for selected games in Serious Game Festival of the year.

6.13 Institute for the Intellectual Development of Children and Young Adults

The Institute for the Intellectual Development of Children and Young Adults, has been a host to Serious Games Prize event since the third edition with the goal of identifying and supporting works related to children and young adults. In the fourth edition of the event, the collaboration of this institution with the event has been expanded to three parts. In particular, this year's Serious Games Prize is the gateway to the National Open Idea Event, which is hosting video games for the first time. The center's support for children and young adults' games is as follows:

- Cash prizes for selected games in the Serious Game Festival
- Cash prizes for selected articles in the International Serious Games Symposium
- Contributing to and producing the selected games if the plan is approved by the production council of the center
- Supporting ideas and video games participating in the National Open Idea Event

About the National Video Game Open Idea Event

The General Directorate of Creative Entertainment and Computer Games of the Children and Adolescents Intellectual Development Center has organized a free idea event for the third year in the field of toys and for the first time in cooperation with the Iran Computer Games Foundation to bring together designers, manufacturers, developers, experts and It is held by those who are interested in this economic-cultural field. Free ideas are an excuse for designers and game developers to provide a platform for the growth and dynamism of the gaming industry in a constructive interaction.

National Video Game Open Idea Event with the purpose of 1. Identifying talented and creative people and creating an atmosphere of support for video game developers and talents who have not had the opportunity to present their works, 2. Promoting and developing a video game culture for idea makers and encouraging designers, and talents to enter the field of video games, 3. creating a suitable platform for introducing innovative ideas in accordance with the Iranian-Islamic culture for investment and 4. encouraging

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university centers to create academic disciplines with the theme of video games. The process and criteria for participating in the National Video Game Open Idea Event section are as follows:

- **Registration;** All the works sent to the Serious Games Festival of the year or produced in the Serious Games Hackathon 2020, with a free subject in the field of children and teen agers, that have not yet reached the commercialization stage, can participate in this section. Conditions for entering the free idea section 1. being innovative, 2. originality of the idea, 3. relevance to the subject, 4. scientific and practical feasibility, 5. having economic justification and 6. having cultural and educational aspects of the idea. Also, in this section, in addition to the games produced in Hackathon and the works submitted to the festival, the games produced up to the demo or prototype stage are also accepted.
- **Preliminary judgment;** At this stage, from the ideas received at the event, the best ones will advance to the next stage, and the scientific committee will judge the selected ideas in the presence of the selected jury. The most important advantage of any idea is its proximity to the target market and its applicability from the investors' point of view.
- **Holding a national event for the open idea of video games;** The idea presentation stage, the date of which will be announced later, will be in three parts: a. Introducing the idea, b. Participants' questions and answers from the owner of the idea and c. the jury's questions and answers from the owner of the idea
- **Awarding prizes;** The best works of the Serious Games Prize will be awarded cash prizes up to 100 million Rials, and further collaborations with the owners of the selected works for investment and commercialization of the games will be pursued.

6.14 Iran Public Libraries Institution

According to the Act of Establishment and Management of Public Libraries passed in 2003; Iran Public Libraries Institution is a non-governmental public institution that is the legal custodian of the country's public libraries. It is responsible for building, equipping, expanding, renovating, providing resources, providing library services, developing and promoting reading, managing, supervising of other public libraries throughout the country.

Today, books and reading is a concern of many people in various reader communities, and the decline in per capita of reading book in the country has become a cultural alarm and one of the issues that doubles the need for decisions and policies in this area. Introducing books and libraries and their related rules using interesting and digital tools are among the basic measures

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to encourage and promote the culture of reading, which will be accompanied by an increase in people's desire to read. In this regard, serious or purposeful games are tools that can Take a key step in solving this problem by providing this context.

For this purpose, for the first time, the Public Libraries of the country, as one of the sponsors of the Serious Games Prize event, with the goal of familiarizing with books and promoting the culture of reading among the youth, supports the Serious Games Festival 2020.

Supports and priorities of the institution in the event and in the topics 1. **Introducing and promoting the position of public libraries, the professional importance of librarians and increasing their visits, 2. Promoting book reading and 3. Bibliography and introducing glorious resources up to 100 million Rials cash prizes** to the games selected by the institution from the festival section of SeGaP.

6.15 Soft & Identity-making Technologies Development Headquarters of the Science and Technology Vice Presidency

Soft & Identity-making Technologies Development Headquarters of the Science and Technology Vice Presidency, has been created due to the necessity and considering the strategic and economic importance of industries, cultural products and soft technologies, and as a result of including "Soft and Cultural Technologies" as one of the priorities of technology development in the comprehensive scientific plan. In order to support creative companies in the country's innovation ecosystem and achieve the goals of the headquarters, a special service called "Creative Ecosystem Development Program" has been planned under the supervision of the Soft & Identity-making Technologies Development Headquarters of the Science and Technology Vice Presidency. According to the relevant regulations, expert organizations, after being qualified as the principles for introducing creative companies, are responsible for specialized review and approval of creative companies.

This event has been considered as the headquarters' principles since 2019 and if the works and games submitted to the Secretariat of the SeGaP are produced in the form of a legal business, they will be introduced to the Creative Ecosystem Development Program after initial evaluation by the Secretariat and after being registered as Creative companies, and can benefit from the following services:

- Business space facilitation services
- Market development services
- Support, financing and fundraising services

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7 Important Dates

- **November 20, 2020:** Deadline for full paper submission in International Serious Games Symposium 2020, sending the developed games for Serious Games Festival 2020, and individual and team registration in Serious Games Hackathon 2020.
- **November 27, 2020:** Introducing the finalists of the Festival 2020 and selected papers of International Serious Games Symposium 2020.
- **December 9, 10, and 11, 2020:** Serious Games Hackathon 2020
- **December 24, 2020:** International Serious Games Symposium 2020
- **December 25, 2020:** The final of the festival and the closing of the Serious Games Prize 2020

8 Registration Terms and Conditions

1. All participants in the festival or hackathon are required to introduce a natural person as the team representative on the registration form. Obviously, all communication with the development team will be done through that person; therefore, it is necessary that the representative is always available and accountable from the time the form is sent until the end of the event.

2. If the submitted game is a demo version, after developing to the finals stage, it would be possible to submit it in one of the next rounds of the festivals. But, finalized games can be submitted once in a Serious Games Prize.

- Note: Solely the games that have already been submitted for the prize, can enter the Best Upgrade section as well.

3. There is no limit for the number of serious games submitted to the festival, but each festival registration form is reserved for only one game.

4. Serious games submitted must not be a copy or localized version of other games and must be developed solely by the owners of the work.

5. The game submitted to the festival must be quick and easy to install, and in case any special steps are required for it to run, these prerequisites should be sent along with the game as an installation guide. If the jury is unable to play the game for any reason, the game will be eliminated from the competition.

6. The serious game development team with a submitted game must be committed to sending all the required files and documents to the SeGaP Secretariat, however; we use these documents solely for judging and emphasizes on protecting the intellectual property rights of the works.

7. The participants at the hackathon are responsible for providing equipment (such as laptops, motion sensors, headsets, etc.) to develop the games.

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8. At Serious Games Hackathon, each person can only be a member of one team in a province.

9. Individuals or teams participating in Serious Games Hackathon are responsible for their accommodation overnight.

10. Regarding the symposium section, all papers must have research originality. In case of any plagiarism, the authors will be banned from submitting any articles.

11. If any investor or client wishes to cooperate with one of the participants, the pricing expert chosen by the Secretariat of the Serious Games Prize will be in charge of determining the value of the project in question, and the parties will base their negotiations on the announced expert opinion.

12. Providing any dishonest information will result in the complete elimination of all parts of the event.

9 How to send works, register and contact the secretariat

To participate in the festival (as well as the open idea section) or Hackathon, two separate forms have been designed, and according to your desire to participate in each you can fill one or both. Regarding the submission of papers to the symposium, it is necessary to upload your papers for the secretariat through the submission system.

Use the following link to send works to the Serious Game Festival 2020:

<https://survey.porsline.ir/s/oLpAnVs>

Use the following link to register as an individual or group in the Serious Games Hackathon 2020:

<https://survey.porsline.ir/s/Cu4RakA>

To submit an article to the International Serious Games Symposium 2020, log in via the following site:

www.segap.ir

The Digital Games Research Center (DIREC) as the Secretariat of the Serious Games Prize is located at the National Computer Games Foundation, and is ready to answer questions from respected audiences on weekdays. For any further information use one of the followings:

Website: www.ircg.ir , www.direc.ir And www.segap.ir

E-mail: serious.games.prize@gmail.com

