



GamifyConference
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Press Release

Save the Date - remote control productions and Engaginglab collectively host the GamifyConference at the Medientage München, October 18th, 2013

Munich, 20.08.2013 – remote control productions and Engaginglab collectively host the GamifyConference at the Medientage München, October 18th, 2013.

Under the term Gamification the event will focus on cases and ideas with an innovative look forward on the way how we can use Gamification, serious games, and further applications to overcome challenges within organizations and their customers. To achieve this we will provide keynotes, presentations and panels in english & german.

Already confirmed speakers include:

- **Mario Herger** from San Francisco, Senior Innovation Strategist at SAP, the market and technology leader in business management software and
- **Marko Nink**, Strategic Consultant at Gallup, primarily a research-based, global performance-management consulting company

More speakers will be announced soon on www.gamifycon.org

"If done right, Gamification contributes to a knowledge economy, like engineering contributes to an industrial economy. And for just that reason we need an international platform in Germany that unites and demos actual experiences and success stories of Gamification. This is exactly the mission of GamifyCon". Roman Rackwitz (Chair at GamifyCon)

The GamifyConference 2013 will be hosted collectively by remote control productions and Engaginglab; in co-operation with 'Medientage München' and supported by the bavarian state chancellery.

GamFed, the world's first international Gamification Confederation that leads, unites and fosters the interests of industry practitioners, vendors, consultants and educators worldwide, is also partnering the event.

After the conference there will be a networking event.

Further information can be found at www.gamifycon.org and www.facebook.com/gamifyconference

For further information please contact:

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About remote control productions

remote control productions (RCP) is Germany's major developer network and an independent production house focusing on development and production of games. Since 2005 the Munich based company is supporting, financing and coaching startups and development studios. RCP is also participating in projects in the fields of serious games, gamification, conferences, education and lobbying.

While doing this RCP partnered up and became co-owners of multiple development studios. The ever-expanding network consists of a dozen studios with different fields of expertise like mobile games, browser games, serious games or gamification applications.

Thanks to our network and additional partners nationally and internationally, RCP established itself as a credible, efficient and reliable production partner on more than 50 projects for PC, mobile, browser and console. Our work for hire, publishing and licensing partners include Koch Media, ProSiebenSat.1 Games, Ravensburger Digital, Ubi Soft, Deutsche Telekom, Gamevil, RNTS Media, Chillingo, Volkswagen, Spilgames, dreamfab, Bigpoint, Intel and BMW.

For more information please visit: <http://www.r-control.de/>

About Engaginglab

Founded 2009 in Munich, Germany, Engaginglab is a first mover and thought leader in the field of Gamification. By combining the disciplines of neuroscience, psychology & game-design-thinking we help organizations to gamify processes. Inspired by the best practice examples of how to motivate people we are reverse-engineering what makes games effective and graft that into business environments. There is a surprising truth about what motivates the human being. Companies work with Engaginglab to engage customers and employees and turn them into raving fans.

For more information please visit: engaginglab.com