

# All Things Virtual - Part II

## Virtual Worlds and Games at Work

14<sup>th</sup> September, 2012, 08:30-13:00 | Dipoli, Otakaari 24, Espoo



	Program
8:30	Coffee and registration
9:00	Seminar opening Marko Ylikorpi   Senior Technology Adviser, Tekes
9:10	ProViWo project results Virtual Worlds at Work: Benefits and Challenges   Anu Sivunen, Project Manager
9:40	Virtual world, new collaboration tool for companies?   Kai Pousi, Senior Development Manager, Fujitsu Finland
10:00	Keynote   Team collaboration and group decision making in 3D virtual environments. Assistant Professor Alexander Schouten
11:00	Express lunch sandwich   Eat and meet the vendors <ul style="list-style-type: none"> <li>• IBM</li> <li>• LudoCraft</li> <li>• Microtask</li> </ul>
11:45	Panel   Future of virtual worlds and games at work Chair: Jyrki J. Kasvi, TIEKE <ul style="list-style-type: none"> <li>• Alexander Schouten, Tilburg University</li> <li>• Wili Miettinen, Microtask</li> <li>• Tony Manninen, Ludocraft</li> <li>• Tim Gorree, Nokia</li> </ul>
13:00	Closing the seminar

## Why attend?

In globalizing world geographically distributed, technologically-mediated work is increasingly important. Emerging media for distributed collaboration are virtual worlds. Virtual worlds are more known in games but they can be effectively applied to work as well. Learn how!

## Who should attend?

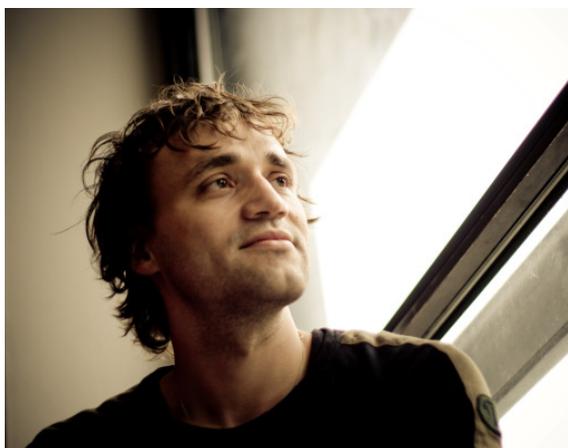
Managers, IT, social media, and innovation specialists, and academic researchers willing to find out why play is crucial to work. Come and hear the latest developments on gamification and virtual worlds at work!

## Register now!

The seminar is free of charge. Feel free to bring in your colleague or others interested in this research field.

Register online: <https://eage.aalto.fi/?fs/en/proviwo>  
In case of questions or last minute cancellations, please contact [bit-info@tkk.fi](mailto:bit-info@tkk.fi)

We welcome our  
Keynote Speaker,  
**Assistant Professor  
Alexander  
Schouten**



Alexander Schouten is an assistant professor of business communication and digital media at Tilburg University, the Netherlands. His research focuses on the social aspects of information technology, Online Collaboration and Decision Making, and Online Impression Management. Specifically, he investigates how communication technologies affect how people work together and how this is contingent on social context and task type. An important research area is the possible use of virtual environments in providing (a) visual information processing capabilities and (b) avatar-based interaction. In his work in collaboration with the VU University Amsterdam, he seeks to explain how three-dimensional virtual worlds (3DVWs) support virtual team collaboration. The project is part of an International Research Project called Metaverse1, which is an industry-driven, pre-competitive R&D program that brings together partners from industries (such as Philips and Siemens) and universities in Europe. His work has been published in numerous journals, such as Communication Research, Computers in Human Behavior, Journal of Computer-Mediated Communication, and Media Psychology, as well as in the popular press.

Welcome to join this open seminar organized by ProViWo project, part of Virtual and Mobile Work Research Unit, BIT Research Centre, Aalto University, in collaboration with Tekes and company partners.



For more information, visit our homepage: <http://www.vmwork.net>

We welcome,  
**Kai Pousi**  
Senior Development  
Manager  
Fujitsu Finland



**FUJITSU**

Kai Pousi is Senior Development Manager at Fujitsu Finland. He joined Fujitsu 2006 and has been worked on service management and program management roles. Since 2010, he has been working in Fujitsu Finland Cloud Office and he is responsible for offering strategy and development roadmaps of infrastructure outsourcing services and new ubiquitous services.

Before joining Fujitsu, Pousi held a number of roles in R&D, HR and IT areas at Nokia.

**More speaker  
information to  
follow!**

We welcome,  
**Wili Miettinen,**  
Founder & CEO,  
Microtask



Wili is a Finnish serial entrepreneur with a long history in computer graphics & computer gaming technologies. He was the founder & CTO of Hybrid Graphics, a company that pioneered 3D graphics on mobile phones, and created the Umbra middleware used widely in the MMO industry. Hybrid was acquired by NVIDIA in 2006. These days Wili is the founder & CEO at Microtask, working on themes such as crowdsourcing, cloud labor, and gamification.

Microtask is a Finnish technology company bringing real-time human intelligence into the cloud.

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We welcome,  
**Tony Manninen**  
CEO & Co-founder  
LudoCraft LTD.



**LudoCraft**  
www.ludocraft.com

Tony Manninen, PhD, is co-founder, CEO & Lead Designer at game studio LudoCraft Ltd. Tony is a computer games designer and consultant. His areas of expertise include collaborative multiplayer games and their diverse applications. In the work context, he has designed numerous games and has published game related papers in academic forums, as well as, game reviews and game related articles in popular media. Currently, Tony concentrates on leading LudoCraft in its pursuit of applying and commercializing games and game-like solutions for utilitarian purposes.

We welcome,  
**Tim Gorree,**  
Senior System  
Analyst,  
Nokia



**NOKIA**

Tim has production and operational experience of multi- and social-media. He was an early adaptor of social networks and all things 2.0 since the beginning. He is the co-author of book 'From Surfing to Homepage' together with Mr. Gordon Barr. His achievements include Nokia Venture Challenge Award 2002, IMAGINA Best Intraverse Silver Award 2009 for Nokia in Second Life, Nokia Innovation and Excellence Award 2010 Semi-Finalist for Nokia in Second Life and Virtual Nokia IPO on Empire Avenue 2011. Tim works at the Groupware and Social Media Team in Nokia Information and Capability Management (ICM) Unit.

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