

## News Release

Date: Mar. 30, 2016

### **MOT develops Serious Game.**

#### ***- Plan to establish a game company in Netherlands.***

MOT , which has been engaged in research of Management of Technology, announces development of Serious Game. MOT will launch a working group in Apr. 2016 and will start full-fledged academic research, product/business model development and plans to establish a company with Serious Game focuses in Netherlands at end of 2016. Since MOT developed and marketed its original Serious Game product, "ROE UP" (card game) in 2014, it has searched for expanding Serious Game business and accumulated know-how. In this context, MOT representative traveled to Netherlands for Fact-Finding in Feb., 2016 with assistance of Netherlands Foreign Investment Agency (NFIA), and visited governmental institutions involved in Serious Game, major game companies and universities (Utrecht University, NHL University, Hanze University).

Dutch Government has promoted Serious Game, and Netherlands is Serious Game advanced country. There are many software developers and industries such as Health and Education engaged in Serious Game business. Their product quality is reputed as world-top class. In this Fact-Finding Trip, MOT representative built effective relationship with stakeholders gaining internal consent for broad range of possible business tie-up and support for product development in Industry-Academia-Government collaboration.

Quality of Computer Serious Game's products has improved thanks to recent progress of software technology. Consequently, MOT is convinced that the quality of Serious Game products will be acceptable for consumers. To develop business globally while discussing with both internal and external stakeholders, MOT plans to establish its game company in Netherlands, which is located in the heart of Europe. MOT will strive to develop superior Serious Game business while soliciting cooperation domestically and globally with a wide range of business partners such as hardware manufactures, game creators, filmmakers and school teachers.

Note. Serious Game

A **serious game** or **applied game** is a game designed for a primary purpose other than pure entertainment. The "serious" adjective is generally prepended to refer to products used by industries like defense, education, scientific exploration, health care, emergency management, city planning, engineering, and politics.

Source: [https://en.wikipedia.org/wiki/Serious\\_game](https://en.wikipedia.org/wiki/Serious_game)