



# PIXELearning®

Games-based business & management skills development

Dear Sir or Madam

**Re: Games-based eLearning solutions**

PIXELearning's unique technology, experience and know-how in applying computer game and simulations, enables us to deliver effective, engaging and efficient learning experiences which:

- Improve the effectiveness of training & education
- Enable staff to actually practise skills
- Simulate complex scenarios and environments
- Reflect organisational needs more effectively than generic eLearning
- Motivate and appeal to a wider audience

We look forward to meeting you at WOLCE 2006 where we shall be demonstrating our unique range of games-based learning products and services

Yours sincerely,

*PIXELearning*

[info@pixelelearning.com](mailto:info@pixelelearning.com)

**Richard Smith**  
Sales Director

The Innovation Centre  
Coventry University Technology Park  
Puma Way, Coventry, CV1 2TT, UK

T +44 (0) 24 76 236971  
F +44 (0) 24 76 236024  
E [info@pixelelearning.com](mailto:info@pixelelearning.com)  
[www.pixelelearning.com](http://www.pixelelearning.com)



**Internal Memo**  
**Re:** Solving our eLearning problems  
**Message:** Look no further...I've spoken with the guys at PIXELearning. They can solve all of our problems.

skillsmart retail™ Game



## world of learning

Come and meet the PIXELearning team at the World of Learning Conference and Exhibition:

### VIP PASS





Kevin Corti, Managing Director and co-founder of PIXELearning

# LEARNING FROM THE WORLD OF VIDEOGAMES

Games-based Learning (GBL) is all about leveraging the power of computer games to captivate and engage end-users for a specific purpose such as to develop new knowledge and skills.

You only have to look at an 'average gamer' (early 30s) to see that the videogame industry has mastered the art of using computer technology to captivate its audience. Entertainment games are demonstrably engaging. In comparison when the training industry uses the word 'engaging', there is an all too obvious incongruity.

When was the last time you had to drag a learner from their office PC at 11 o'clock at night whilst they pleaded; "Please...just another hour...I really want to finish this module"?

There is a lot more to GBL than simply using 'fun' as a means to engage learners however. A simulated environment, system or scenario can allow learners to experience something that is too costly, too risky or even physically impossible to achieve in the real world.

Repeatability is also a particular strength of GBL. If a learner fails to achieve the desired in-game outcome, then they can modify their approach thus building a deeper understanding of scenarios, concepts, processes, environments and systems. The same can rarely be said of conventional eLearning.

Games are environments and/or systems in which people solve problems such as 'how do I build a successful business?' This is what derives satisfaction on the learner's part. If a GBL application enables the learner to be able to solve



Screen shot of the first level of the Skillsmart Retail game



Image of the Scottish Enterprise 'Get Marketing!' game

that same problem in the real world then doubtless the learner's employer will also derive a certain amount of satisfaction!

GBL allows trainers to analyse: what strategies learners adopted; if they understood how their

*When was the last time you had to drag a learner from their office PC at 11 o'clock at night whilst they pleaded; "Please...just*

decisions affected a specific outcome; how well they analysed and made sense of information; and, whether they were able to justify their decisions. GBL applications capture all of this data in often staggering levels of detail.

PIXELearning are the UK's leading provider of GBL products and services for business education, management and vocational skills development. The Coventry-based company has developed custom solutions for a range of clients including Coca Cola, Scottish Enterprise and Skillsmart Retail. In addition the company's products are being used in hundreds of schools, colleges and universities throughout the UK. The company has also partnered with, amongst others, Edexcel to create business games for the UK schools market.

PIXELearning's development team has been drawn from the worlds of training, education and

entertainment games and the company has invested heavily in the development of core technology platforms that allow it to develop internal and external GBL applications extremely quickly and efficiently.



Screen from Coca Cola Enterprises game

To learn more about Games-based Learning and PIXELearning visit [www.pixelearning.com](http://www.pixelearning.com).

"PIXELearning developed an exciting proposal and delivered the finished solution on time and to budget. We were impressed not only with their creativity but also their professionalism. They always communicated effectively with us and were also able to make insightful and positive suggestions of their own."

Head of eBusiness, Coca-Cola Enterprises