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The Hollywood Hill Announces Play4Change Lab

Hollywood social change group to develop commercial-grade social change video games that incorporate new technologies such as location-based software, embedded sensor networks, augmented reality, micro-transactions, virtual goods, and crowd-sourcing of social activism to benefit society.

The Hollywood Hill (<http://www.hhill.org>), the premier social change membership organization for film, television, music, and gaming professionals, today announced the creation of a research and development lab to affect social change through games. This venture represents the first time a Hollywood-focused membership organization is involved in the development of games for social change.

The Play4Change Lab has assembled a top-tier Advisory Board of professionals from the commercial game industry to be involved in advising on the design, development, production, and marketing/distribution of these games. The group includes Robin Hunicke, Game Designer & Producer, whose credits include MySims and Steven Spielberg's Boom Blox; Susan Bonds, President of 42 Entertainment, producers of The Dark Knight and upcoming Tron alternative-reality games; Dave Durnil, a former NASA scientist and co-founder of Qualcomm's Gaming Division, now Director of Advanced Content and Gaming at Qualcomm; Stone Librande, Creative Director for Maxis/EA, creators of the 100 million-selling Sims franchise; Adam Sussman, VP of Worldwide Publishing for EA Mobile; 20-year veteran Producer, Programmer and Game Designer Doug Church, and Mark Deloura, an independent game consultant formerly with leadership positions at Sony, Nintendo, and Ubisoft.

Funding for Play4Change games will come from The Hollywood Hill's new projects partner Armchair Revolutionary. Armchair Revolutionary (www.armrev.org) is a website that engages the public in supporting innovative social projects that seek to revolutionize the world. The initiative will provide the Play4Change Lab with (a) public funding for the development of its games, (b) on-going coverage and progress reports for the public on the development of the games and (c) public awareness of critical issues behind the game's targeted social issues.

Some of the major obstacles (funding, distribution and user acceptance) holding back Serious Games, Games-for-Change and ARGs can be addressed by bringing in the commercial games industry through The Hollywood Hill's reach, and tapping into Armchair Revolutionary's crowdsourcing platform for distribution and public funding. In order to execute the needed level of quality for broad user adoption, the Play4Change Lab's games will be produced by teams of professional freelance game designers and producers hired on a project-by-project basis, with research on their impact and best practices conducted in collaboration with universities and foundations. The lab's Advisory Board of key commercial gaming designers and developers assists with the development of the games, as well as the hiring of talent, and marketing/distribution strategies.. Armchair Revolutionary's will provide the funding, distribution and activist leg for the social change impact.

The Play4Change Lab's first game, "Make Waves" focuses on the issues preventing ocean sustainability - pollution, habitat destruction, and over-fishing. The goal of the oceans game will be to integrate social activism components with the latest mobile, location-based, sensor-based and web software technologies to illustrate the issues preventing ocean sustainability. Revenues coming from the game after its launch will be split among a variety of marine

sustainability projects.

"We are continuing to see social games that enrich people's lives as a growing sector of the gaming industry. The Play4Change Lab is rethinking how to make that community marketplace combine the excitement of commercial games with real-world change." - Robin Hunicke (*Producer/Designer on Steven Spielberg's Boom Blox and EA's MySims*)

The Play4Change Lab's executive director is Ariel Hauter (director of The Hollywood Hill). The lab will be located in The Hollywood Hill's Catalyst Center in Hollywood CA.

About The Hollywood Hill

Founded in 2004, The Hollywood Hill is Hollywood's premier nonprofit social change membership organization for film, television, music, and gaming professionals. The organization hosts monthly speaker events on innovation in science and technology as well as the impact of digital technologies on the entertainment industry. The organization also produces social issue media with its members for various social change projects around the world. It's Founding Advisory Board includes Lawrence Bender (Film Producer of An Inconvenient Truth, Inglourious Basterds, Pulp Fiction; Mike Medavoy, Film Producer of Shutter Island; Arianna Huffington).

www.hhill.org

About Armchair Revolutionary

Armchair Revolutionary is a new social gaming website that crowdsources public support for world changing science and technology projects. The website supports a wide variety of user activities on social change projects that include science and technology innovation, as well as documentary films and games-for-change.

www.armrev.org

About Play4Change Lab

The Play4Change Lab is a games-for-change, serious games, and alternative reality games lab managed by The Hollywood Hill. The lab's mission is to develop, produce, and measure the impact of commercial-grade games-for-change, serious games, and alternative reality games. The lab specializes in games that integrate new technologies such as sensor networks, augmented reality, simulation, and virtual goods.

www.p4clab.org