SilverGame

SilverGame is an innovative multimedia platform, which is to host a variety of game-based applications, community features and web-based services specifically designed to cater to the needs of elderly people. The project focuses on activities like singing, dancing and driving to activate senior citizens and encourage social interaction among them. The idea is to take advantage of information and communications technologies to contribute to the physical and mental well-being of elderly people. Driven by the extensive analysis of end user needs, as well as from important input from psychologists and sociologists, a key objective is to transfer game-based interactions and web-based communication within the SilverGame environment into relationships and to promote participation in society in real life.

The multimedia platform is a novel integrated solution that combines sensor-controlled serious gaming, web-based communication services and interactive entertainment, and brings all that in one platform onto a standard television set – a technological environment elderly people are so much more familiar with than a PC. Regarding an appropriately intuitive controller, the SilverGame consortium has been doing successful user acceptance tests with a specially interfaced touchscreen application running on an iPad or tablet PC. Using open standards and allowing for interoperability the SilverGame platform wants to make future upgrades of the pilot applications just as easy as the integration of new applications at a later point in the development.

The SilverGame prototype includes three interactive modules on one central platform:
• A virtual silver song club, where people meet to sing with each other
• A multimedia driving simulator for cognitive training of traffic situations
• A sensor-based dance and fitness training application

The application integrates tools to communicate and interact easily with other users, via video-conferencing and other community features. Using the applications does not require full understanding of all the functionalities right from the start. The necessary skills are acquired automatically step by step by the users as they progress.
From the beginning of the development process, the consortium worked closely together with the target groups. We performed several interviews, focus groups and field tests within the project phases with more than 269 end users from the Rehabilitation Center Lübben, the Kuratorium Wiener Pensionisten-Häuser, AIT, FIRST/BIS and members of the Golden Oldies Charitable Trust community. The results of this continuous action research had a very direct impact on the developed service design.

SilverGame is targeting the growing markets for serious games and console games, and will launch a specialised product for the target audience 59plus ("SilverMarket"). The SilverGame platform and applications will distinguish itself in many ways from existing gaming platforms and will have several unique selling propositions:
• Consistent alignment on the needs of elderly people
• Integration of information and communication features
• Open platform for further games and AAL-applications

The business model of SilverGame encompasses B2B as well as B2C business. In the B2C model, SilverGame will be marketed to consumers and their primary care providers directly. In the B2B case, SilverGame will be marketed to console providers (such as Nintendo) and providers for value-added-services for TV sets (such as TV cable operators), and can be integrated into their technology (set-top-boxes, consoles), and/or their content portfolios and distribution channels. The business model prescribes to generate the revenues by running the platform with an attractive pricing: a combination of an inexpensive one time basic fee, individual content and service subscriptions and a wide range of paid multimedia applications and virtual items. The expected time to enter the market with the product depends on the potential partner we are currently looking for, as specific technical adaptations (i.e. a restructuring of the current system architecture) might be required for the implementation into a new partner platform.