

NEWS RELEASE

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Numedeon Inc Launches A New Space Within the Virtual World of Whyville.net Designed to Engage Youth in Socially Responsible Game Development

- *The AMD Game Zone was developed in collaboration with the Alamo Public Telecommunications Council and San Antonio PBS station KLRN.*
- *The AMD Game Zone will help enable more than six million registered players of Whyville to build creative, in-world games for each other to play*

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Pasadena, CA – Sept. 29, 2010 – Numedeon, Inc. announced today the launch of the “AMD Game Zone”, a new virtual space within its virtual world for learning, Whyville.net. Made possible by a grant from the AMD Foundation to San Antonio, TX PBS affiliate [KLRN](#), the AMD Game Zone engages youth to create educational games with a specific focus on socially responsible subjects such as energy, the environment and nutrition. KLRN will develop video shorts about the game creation process featuring interviews with “Whyvillians” discussing what they learned by creating their games. KLRN will broadcast the video shorts and make them available to PBS stations nationwide.

The AMD Game Zone introduces youth to a number of game design platforms and projects, including GameStar Mechanic created by E-Line Media and the GameMaker platform through the Activate! program. The AMD Foundation grant was made in support of AMD’s signature education initiative, AMD Changing the

Game, a program that inspires youth to learn critical education and life skills by empowering them to create digital games for social change.

In addition, Numedeon, Inc. has created a new collaborative 'in-world' game design platform based on the Box2D physics simulation library that underlies many popular games. This novel platform allows players with no programming experience to create and play games collaboratively in real-time while also chatting, discussing strategy and deciding on further game improvements. Numedeon will also launch a game design contest where Whyville's players will compete with each other to develop educational games.

"Not only will GAME ZONE provide a new mechanism for creative expression in Whyville, it will also help our users better understand the game development process as well as the educational power of socially responsible games," said Dr. James Bower, Founder and CEO of Numedeon Inc., "We are also very excited about partnering with KLRN to better help parents and teachers understand the value of gaming and virtual world learning."

"As an organization dedicated to the advancement of education and culture, it is important that we seek new mechanisms for engaging youth in the virtual worlds where they increasingly live and play," said William G. Moll, President and CEO of KLRN. "We are excited about the unique mix of on-line gaming and game development with the use of broadcast media to further engage and inform the public."

"The AMD Game Zone has already generated a great deal of interest and it speaks to the power of video games to excite kids about learning," said Allyson Peerman, president, AMD Foundation. "With Whyville and KLRN's assistance, we anticipate this project will engage not only children, but also their parents and teachers about the educational benefits of game design."

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About the AMD Foundation

The AMD Foundation connects and empowers individuals with knowledge, thereby opening doors to opportunity. The Foundation's signature program, AMD Changing the Game, supports initiatives designed to help youth harness the power of digital games with social content, while learning critical Science, Technology, Engineering and Math (STEM) skills and life skills. The Foundation also funds the AMD Employee Giving Program which supports AMD employees' community interests by matching their personal donations of time and money to local organizations and schools.

Supporting Resources

[AMD Changing the Game Facebook page](#)

About Whyville

Whyville (<http://www.whyville.net>) is the premiere educational virtual world for children, imbedding simulation-based learning in an engaging and safe collaborative gaming social environment. For eleven years, the site has successfully created an environment that engages its "citizens" to learn about life, while having fun. In Whyville, kids play, socialize, compete, learn, design, eat, dance, govern and much more. Numedeon Inc., the parent company of Whyville, was created by scientists from the California Institute of Technology who combined research expertise in learning and education with advanced simulation and virtual world technology to harness the power of the Internet to engage young users. At greater than 30 minutes per log in, Whyville is one of the stickiest and most engaging of all virtual worlds (ComScore Media Metrics) and recently surpassed more than 6.5 million registered accounts. A testament to Whyville's dedication to education and safety, the site has won numerous media and parent awards, including a Gold Award for the National Parenting Publications Awards (NAPPA).