

## Featured Profile Tygron - Serious Games

Friday, 28 March 2008

Delft, Netherlands

Serious Games Est. 2005 This week's featured members are a driving force for innovation in serious games in the Benelux region. Hardworking and committed, Tygron has quickly established a reputation for reliably putting out high-quality games, always with the goal of striking that delicate balance of pure gaming fun and real-world education. This Delft based team is tapping into the corporate and educational markets to reach a whole new audience.

Who are you, and what are you responsible for at your company?

Jeroen Warmerdam &ndash; Company Relations, Founder. I am responsible for establishing and maintaining relations with customers and partners. As one of the company founders I am also closely attached to the production of our main games. Finally, I use every chance I get to tell people about the added value of games in a learning environment.

One interesting fact about Tygron

Let's reverse-engineer the word Tygron. Tygron, Tigron, Tigon. We wanted the name of the company to reflect passion and fun, thus ending up in the feline domain. After searching for a while we found the name Tigon, which is a hybrid cross between a lion and a tiger. Besides giving us the cat we were looking for, it also symbolizes the matching of different characters into a single group.

One interesting fact about Delft

It is surprising how little is known about the Delft gaming culture. When we look around us there is a surprising bloom in game innovations, which is yet to be discovered by the rest of the Benelux. It is like a volcano of gaming goodness, about to explode into the public mind.

What are you responsible for at your company?

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What's your company's specialty?

At Tygron we use as many elements from the entertainment industry in our games as possible. This results in games that stimulate great immersion. We want players to enjoy themselves while they are learning.

What's the company philosophy?

Serious games tend to make the mistake of focusing on the serious term so much, that it is detrimental to the gaming aspect. At Tygron we believe there should be a balance between the fun of gaming and the seriousness of the simulation model, thereby getting the best of both worlds.

What's the company's vision?

Tygron offers corporate and educational institutions a new language, through gaming, with which to inform, educate and innovate.

What's the single most important thing BGIN members should know about you?

We see a need for quality serious games that is not being met yet. At Tygron we can meet this need and create quality games quickly, in an area of gaming that is still largely stuck in the past. Business and management games need to move forward and at Tygron we can make this possible.

What's your favorite game?

I would gladly wrap all the LucasArts and Sierra adventure games into one bundle and claim them as my favorite game, but that isn't really fair. If I would have to choose one single game, it would have to be Planescape: Torment. I am still amazed at the level of intricacy in Planescape's story line.

What has your attention in the games industry at the moment?

Where will traditional teaching and gaming find a middle ground and what is the exact, quantitative added value of a serious game?

What do you think the future holds for the Benelux games industry?

We need to establish ourselves as an area that provides quality products, focusing more on great experiences in both gaming and development. Less focus should be in matching the head to head graphics race that is going on across the

pond.

Where do you see challenges for the games industry in the Benelux?

The Benelux is too small an area for us to waste time in competing with one another. We need to find as many opportunities as possible to work together.

Where do you see the industries greatest opportunities in the Benelux?

The Benelux people are tenacious. This tenacity will place the Benelux on the international gaming map. We need to use the vast basis of knowledge that the area has to fill a niche that offers quality gaming, not just quality visuals.

What local games industry events do you attend and why?

The serious games sector is one that needs to look outside the normal game industry events. More interesting events are educational events like Vliegende Hollanders or customer specific events like the World Port Days.

List the most important three games industry events outside the Benelux you attend and why?

Currently we are focusing on customer specific events, and therefore not attending international game industry events. Too bad, because it would sure be a lot of fun.

<http://www.tygron.nl>