

International computer game conference

Utrecht, 6 November.

Two attendees playing *Noodstop*, or *Emergency Stop*, at the computer games conference: *Level Up!* held in Utrecht up until today. *Noodstop* requires players to blow into a tube that is connected to a computer. That way they keep their 'virtual-me' afloat in the air while collecting items. The game was developed by the Dutch game company IJsfontijn and is targeted at children. The three-day conference *Level Up!*, organised by Utrecht University's New Media and Digital Culture department, is the first large scale international conference of its kind. Over five hundred academics and developers discussed the computer game as a cultural and social phenomenon. Topics included the application of games in education and in advertisement. The attendees visited a 'gamefest' last night in local entertainment venue Tivoli, where people could discover new and innovative computer games and setups.