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FOR IMMEDIATE RELEASE

ACADEMIC ADL CO-LAB LAUNCHES FIRST COMMERCIAL SPIN-OFF

The Academic Advanced Distributed Learning Co-Lab (AADLC) in Madison, WI announces its first for-profit spin-off company. The company, Filament Games, Inc. has quickly become a leading developer of educational games. Started by a former Co-Lab employee in 2006 in partnership with two UW graduate students, Filament was recently granted an \$850,000 award through the Kaufman Foundation in partnership with the JASON project and National Geographic to create an underwater ecology game. In addition, Filament has several other key game development projects under contract with various educational and corporate partners, including Florida Virtual School, the National Science Foundation and the Games Learning, and Society Research Group at UW-Madison. Filament has since hired three former Academic Co-Lab student employees and has 11 artists and developers under contract.

“The Academic Co-Lab is excited to see a number of its former student employees excelling in a venture that bridges two key areas: commercial games and educational technology,” says AADLC Executive Director Rovy Branon. “It is a prime example of the economic and educational opportunities the AADLC is providing to the state of Wisconsin.”

Filament Games is pushing the boundaries of educational content through its inventive and accessible games. Their first game, *Uncharted Depths*, gained praise from academic researchers and gamers alike for its unique approach to understanding ocean ecology. Founding partner Dan Norton notes, “The Co-Lab created the perfect creative genesis point for an educational game company by combining talent, technology and cutting edge academic research into one time and place. Filament Games deeply appreciates the Co-Lab’s past support and continued partnership on educational game projects.”

The AADLC is currently involved in a number of national and international partnerships that are yielding new educational technologies. Branon says that, “It is often difficult to tell when an early stage technology has the potential to pay off like it has for Filament Games. That is why it is critical for organizations like the Academic Co-Lab to provide a point of collaboration for academic researchers, students, and businesses across Wisconsin and beyond.”

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About the Academic Co-Lab:

The Academic ADL Co-Lab was commissioned by the University of Wisconsin System and the Wisconsin Technical College system in 2000 as a part of the Department of Defense Advanced Distributed Learning Initiative. The goal of the AADLC is to transfer learning technology research and development across government, academic, and industry sectors to drive economic and educational opportunities. The AADLC currently has partnerships with more than 60 accredited academic institutions, the U.S. Department of Defense, and a number of for-profit and not-for-profit organizations.

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About Filament Games

Filament Games is a technology company specializing in development and consultation for educational games. Located in Madison, WI, Filament focuses on developing educational titles that harness contemporary academic research, fantastic development partners and the design values of quality commercial gaming to implement “next generation” learning games.

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