

# Archimage

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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program  
(NIH-CAP)

## Company Profile

**Industry Sector:** Healthcare media

**Company Overview:** Archimage is a twenty-five-year-old design studio and winner of over thirty international awards for architecture, animated television commercials, videogames, websites and print graphics. The firm is composed of professional artists and seasoned programmers. More than fifty articles about Archimage have been published – from U.S. News and World Report to The Financial Times. An approved Nintendo GameCube developer, the firm's project list includes work for Nintendo, Time Warner Communications, Compaq Computer Corporation, IBM, Knowledge Adventure, The Walt Disney Company, the Texas State Education Agency, Ziff-Davis Communications, Baylor College of Medicine, The University of Texas Health Science Center at Houston, Rice University, the National Institutes of Health and the United States Department of Agriculture.

**Target Market(s):** Serious videogames for healthcare, academic and medical research, corporate wellness and home entertainment.

## Management

### Leadership:

Richard Buday, FAIA: President

Jerald Reichstein, AIA: Vice President

Paul Patel: Secretary/Treasurer

Jon Wilsdon: Lead Game Programmer

McKee Frazier: Lead Game Artist

Melanie Mowry, MPH: Director of Marketing

### Scientific Advisory Board:

Tom Baranowski, PhD: Professor of Pediatrics, The Children's Nutrition Research Center at Baylor College of Medicine.

Cynthia Phelps PhD: Assistant Professor of Health Informatics, School of Health Information Sciences, The University of Texas Health Science Center at Houston.

Leslie Miller PhD: Senior Research Scholar, Rice University Center for Technology in Teaching and Learning

## Key Value Drivers

**Technology:** Archimage's NIH grant funded the development of two full drama, commercial quality, role-playing, videogame adventures in healthy eating and exercise. Targeting middle school age youth, *Escape from Diab* and *Nanoswarm: Invasion from Inner Space* were developed in collaboration with psychologists, nutrition researchers and physical activity experts at Baylor College of Medicine. The games' effectiveness in encouraging healthier lifestyles are now being tested in a large field trial.

**Competitive Advantage:** Archimage believes large international markets exist for videogames proven to promote healthy nutrition and physical activity. Unique to videogames of this genre ("serious" videogames), *Diab* and *Nanoswarm* are based on widely accepted behavior modification theories. The company believes mixing evidence-based behavior intervention methodology with strong storytelling is critical to combating diabetes, now the 7th leading cause of death in the United States.

**Plan & Strategy:** Archimage is seeking opportunities with healthcare, pharmaceutical, food and athletic industry partners for business-to-business and business-to-consumer marketing / IP licensing.

## Product Pipeline

### **Escape from Diab and Nanoswarm: Invasion from Inner Space:**

Development: 2004 - 2008

Main Trial and Data Analysis: 2008 - 2009

Commercialization: 2009

### **Playnormous.com**

Archimage is currently developing casual videogames for health based on experience learned and technology developed for *Diab*, *Nanoswarm* and other company serious videogame projects. These products are being offered as a suite of games played over the internet on Playnormous.com, a wholly-owned Archimage subsidiary. A pilot version of Playnormous.com launched in late December 2007. Archimage envisions Playnormous as a website and online community that teaches parents and kids about healthy eating and exercise. Playnormous products are available for branding and licensing to health and corporate wellness web portals. Archimage intends to raise investment capital to continue development of the Playnormous website.