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Jana Reinhardt and Friedrich Hanisch develop indie games. Their company, "Rat King Entertainment", is based in the hub for entrepreneurs at Burg Giebichenstein University of Art and Design in Halle (Saale). Their products have won several awards and have been shown at festivals. The developers want to help shape the industrial revolution 4.0 in Central Germany.

Prefrontal Cortex from Saxony-Anhalt has achieved success with interaction concepts and innovative applications for international customers

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State-of-the-art interactive applications are the special focus of Prefrontal Cortex from Halle (Saale). The expertise of the young designers and programmers, especially in the areas of virtual reality/augmented reality and 3D real-time graphics, is in demand at the international level. The team at Prefrontal Cortex has brought LED walls to life for Intel, designed an interactive Earth Day campaign for Microsoft, and is working with Facebook to develop a virtual dive to a sunken shipwreck.

With the new "Games & XR Central Germany" association (Games & XR Mitteldeutschland), the industry has a mouthpiece

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Computer games no longer purely serve the purpose of entertainment. They form a bridge to our technology-based world. Their potential makes them pioneers for the use of virtual reality, augmented reality, mixed and extended reality - things that are increasingly becoming tools in other economic sectors. The recently-founded "Games & XR Central Germany" association supports these developments in our region and is set to give the industry a higher profile in Germany.