

Preface

Within the past years the market of entertainment products has seen an overwhelming economic growth due to the diversification of interactive entertainment products and services. This year's major driving force are mobile games, social games and browser-based entertainment applications, which offer entertainment experiences on a huge variety of platforms to reach new target groups and convert more and more casual users into active consumers. In addition, the entertainment industry introduced a broad range of new services and ways of monetization for entertainment products: Cloud gaming services with monthly fees, free-to-play games with additional paid content or in-app purchases are just the beginning of a whole new era of payment methods for entertainment services. Users seem to embrace these new services, which often enable them to test a product or service before they spend money on it. With these new possibilities comes a stronger need to offer user-friendly and innovative interfaces to convince users of the quality of the product within the first minutes of usage. The user experience within these first minutes will decide whether users will spend money on an entertainment product or not.

In the course of the growing media convergence new entertainment products evolve between the different fields of the creative industries. Interactive audio books, innovative toys and building blocks, game-based learning and serious games, virtual and augmented realities, and artistic installations and products give a first idea of the potential of this area.

Since 2009 the track Entertainment Interfaces offers researchers, developers and designers a platform to present innovative ideas in the area of interactive entertainment with a focus on interaction in games and other entertainment products and to discuss design challenges and the evaluation of entertainment interfaces. The aims of the track are to strengthen the awareness of the relevance of user-friendly and innovative interfaces for entertainment applications in the research community and in the public, to encourage the research activities and the education in this field, and to foster the knowledge transfer between researchers and developers.

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