



## **Focus on the Second Life Virtual Fire Fighters Controlled by MASA Group Technologies**

**MASA Group is the very first software developer to provide avatars in Second Life that are completely controlled by a behavior simulation engine: Sword Behavior Models**

Paris. June 16<sup>th</sup> 2008. **MASA Group** has achieved the development of powerful artificial intelligence human behavior simulation engines, normally applied to the Defense and homeland security markets. The most famous is SWORD™ officer training (The reference in simulation software and whose version is launched at EUROSATORY 2008) and SCIPPIO™, the simulation system for the training of commanding officers in the land forces developed by **MASA Group** in cooperation with Thales land and joint.

Military oriented innovation can often be used for civilian purposes; therefore **MASA Group** is reworking this behavior simulation technology to virtual worlds and persistent metaverses. This allows the Second Life fire fighters and a whole population of avatars to come to life with SWORD™ Behavior models.

*“This is a first example of the possibilities that arise with artificial intelligence and particularly with the behavior model technologies developed by MASA Group”* says Patrick Samama, CEO of **MASA Group**. The avatars controlled by SWORD™ Behavior models are fully autonomous and provide greater depth to virtual 3D environments thanks to the know-how acquired in the field of serious games for defense and homeland security.

To give life to virtual worlds is only one of the many applications that can be designed with the technologies and experience of MASA Group. EUROSATORY 2008 provides the opportunity for **MASA Group** to introduce its new products and make presentations on the tremendous potential of the application of SWORD™ Behavior Model technology.

### **More about MASA (Applied Mathematics France) Group**

**MASA Group** is a software company specializing in High Tech and whose purpose is the exploitation of state of the art artificial intelligence solutions to support decision making, resource saving and the creation of virtual human intelligence for the defense, homeland security and games markets . **MASA Group** offers the following products and services:

- simulation engine, human behaviors, for defense and homeland security and games;
- autonomous avatars for virtual worlds such as second life ;
- optimized solutions for waste management and logistics;
- statistical machine learning in order to improve the process control in industries such as semi-conductor production.

**MASA Group** was created in 1996 and has been enjoying the support of Qualis, its main share holder.

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