



MASA Group is going Global with the Creation of MASA Group Inc. in the US

Marks Phillips, based in Norfolk VA; one the key areas worldwide in the design and use of defense-oriented simulation tools, will lead the development of the MASA Group subsidiary in Washington DC, the government decision-making center of the US.

Paris, June 16th, 2008. **MASA Group**, the developer of **SWORD™ Officer Training** a powerful artificial intelligence based military simulation, and co-developer with *Thales land and joint* of the widely used **SCIPIO** system is now aiming at the US market with the creation of a subsidiary in Washington DC.

Patrick Samama, CEO of **MASA Group**, has appointed Mark Phillips, a renowned specialist of military simulation to develop the firm in the North American market.

“Mark is very knowledgeable about the military modeling and simulation market and has been working in the US for years. His extensive experience and his understanding of the specific needs of decision makers in the industry will prove a priceless asset to strengthen our position.” says Patrick Samama.

Mark started his career in the Australian Army where he held a variety of appointments including chief engineer for combat simulation. He then switched to the private sector prior heading for the US where he held several high profile positions at VMASC, USJFCOM (as an employee of General Dynamics) and later at *Terrex* and *Presagis*. He joined **MASA Group** in March 2008.

The creation of **MASA group Inc.** not only gives the company a key place in the North American simulation market but will also create opportunities for MASAs optimization division specializing in logistics and transportation. With offices in Washington DC and Norfolk Virginia; and a scheduled office in Orlando, Florida; **MASA Group** will ensure that its technology is present in every center of military simulation as well as anywhere its customers can benefit immediately from the power of commodity artificial intelligence solutions through manpower, energy and development savings.

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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