



Booth 2459 at I/ITSEC

MASA Group to return to I/ITSEC with new SWORD capabilities and thought-leading presentations

22 November 2018, Paris, France: MASA Group will be exhibiting at I/ITSEC in Orlando, USA, from 26 – 30 November 2018. Leaders in constructive simulation and AI-based simulation technology for training military forces, MASA will be showcasing the latest edition of its flagship product, SWORD. The latest iteration of SWORD, version 6.12, will be showcased on MASA's booth 2459.

SWORD now integrates a new chemical, biological, radiological & nuclear (CBRN) module which takes training exercises to the next level with even more realistic CBRN scenarios. Users can for instance model CBRN plumes and their effects during exercises, facilitating the training of officers and the development of adapted responses. The new module can be used for any kind of toxic agent and practicing a wide variety of different possible responses against CBRN incidents and threats.

MASA Group has also integrated significant enhancements into SWORD for disaster response exercises. A new feature allows users to model various natural or man-made disasters such as volcano eruptions, earthquakes, floods, wildfires, CBRN plumes etc. It is now possible to model and import disaster scenarios from other simulation exercises. SWORD also boasts new features developed to improve the customer's experience.

MASA Group's Direct AI has also been upgraded, version 5.2, and integrated into SWORD, providing better performance and better artificial intelligence modeling capabilities. It allows modeling, design, and development of rich behaviors through AI software agents that think and act, with any degree of autonomy, within a software product or application environment. Direct AI's integration has been simplified and is also now available to Python and C# developers.

MASA Group will also take part in the I/ITSEC conference with two thought-leading presentations:

- *Crisis Decision-making with M&S Support in Complex Urban Environments*, presented by Col. Orlin Nikolov, Crisis Management and Disaster Response Centre of Excellence (CMDR COE).
- *Smart Simulation for Decision Support at Headquarters*, presented by Dr. Yann Prudent, Chief Technology Officer, Masa Group, Paris.

Marc de Fritsch, MASA's new Managing Director, said, "*I/ITSEC is a key event for MASA Group as we continue to develop our engagement with the whole simulation and training community. I/ITSEC is also a great opportunity to showcase our capabilities and research and developments achievements. As a leading developer of Artificial Intelligence (AI) based simulation software we are delighted to be taking part in the conference to share our ideas and new solutions.*"

If you would like to arrange interviews, please contact Georgia Pickering who will be representing MASA Group Press Office on site.

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About MASA

MASA Group ("MASA") is a global company focused on the development of Artificial Intelligence-based Modeling & Simulation (M&S) software for the Defense, Homeland Security, Emergency

Management, Serious Games and Games markets. A trusted developer of cutting-edge AI technology for over fifteen years, MASA has founded its success on products that combine scalability, adaptability and low cost of ownership, with a strong standards-driven approach to technology. The MASA product range, including MASA SWORD, MASA SYNERGY and Direct AI, is uniquely designed to simplify and optimize the implementation of Artificial Intelligence capabilities for automating and driving simulated behaviors. Such capabilities allow developers and end-users in various sectors to focus their efforts on enabling a series of cost-efficient and highly realistic applications - such as command staff training, crisis management preparedness, exercise preparation, after-action review, doctrine & equipment analysis, and corporate training. MASA products are already in use by leading organizations worldwide, including DGA, DSTA, DSTG, NATO CDR COE the French, Brazilian, New Zealand, Swiss, Bangladesh, and Colombian Armies - amongst other major armies around the world - and system integrators or solution providers such as Ruag, NSC, CAE, Krauss-Maffei-Wegmann, Saab Training and Simulation, Thales, XVR, and SYSTEMATIC.

For more information please visit: www.masagroup.net