



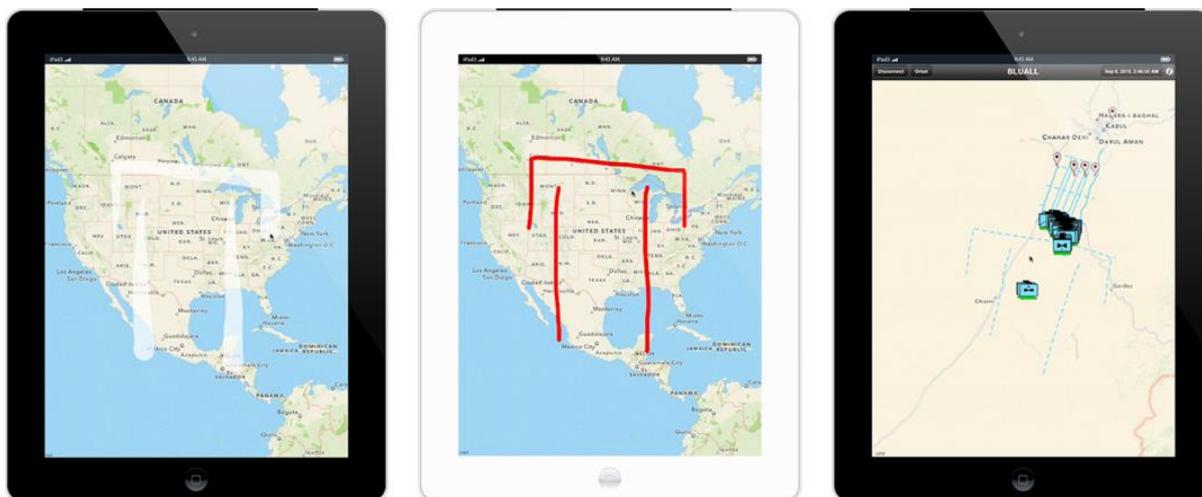
MASA Group and Deev Interaction granted a patent for their innovative interaction mode selection process: the ink stain

21st December 2019, Paris, France: MASA Group and Deev Interaction have been awarded a patent by the National Institute of Industrial Property for their invention of a process for selecting a user's mode of interaction with images and videos. This new process, called the ink stain, allows users to easily switch from a direct interaction mode to an indirect interaction with a content such as a map. It reduces the risk of error and makes it easier for users to interact with images.

The interaction with images and videos is generally achieved with two modes: a direct interaction mode, which allows the user to interact with the content without modifying it, to change the scale of an image or select units for example, and an indirect interaction mode in which a user performs a command, such as drawing on a map.

The ink stain process removes the use of buttons or specific gestures users must learn to switch interaction modes and therefore reduces the risk of mode errors, which can have serious consequences for critical applications.

This innovation has been developed through a research project funded by the French Government Defense procurement and technology department (DGA) which aimed to develop a C2 demonstrator using a tactile tablet that interacts with SWORD, MASA's flagship simulation software. MASA Group aims to simplify command and control (C2) tactical systems through easy-to-use interfaces using multimodal ergonomics.



MASA Group's C2 demonstrator using a tactile tablet

This invention could be integrated in all tactile command systems in order to streamline the user interface as well as being integrated in SWORD's future tactile component.

Marc de Fritsch, CEO of MASA, said: "This patent granted by the National Institute of Industrial Property is an important recognition of our work and ambition. MASA Group strives to continue its research and innovation efforts to provide its customers with next-generation solutions. This ink stain process will greatly improve SWORD's customers experience thanks to a user-friendly and intuitive interface, allowing users to interact with the platform easily and efficiently."

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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 CMDR 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.

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