MASA Group is awarded the label
« As Used by French Armed Forces » for SWORD, its flagship software package

November 4, 2019, Paris, France - MASA Group, the world leader in AI-based simulation software for operational readiness, has been awarded the "As Used by French Armed Forces" label for SWORD, its showcase product.

Launched in May 2018, the "SME Action" scheme called for the development of a tool designed to encourage exports by micro, small and medium-sized enterprises (SMEs) and mid-cap companies. The label "As Used by French Armed Forces" certifies that the products brought to market by these companies are used by the French armed forces.

The scheme is open to micro-enterprises, SMEs or mid-cap companies that have been involved in the successful completion of a public contract by the Ministry of the Armed Forces, and can include subcontractors. It mainly concerns equipment acquired by the armed forces at the conclusion of a defense and security contract. More specifically, the purpose of these contracts is primarily to deliver weapons, ammunition and other war-related equipment, whose use by the French armed forces clearly constitutes a serious reference for the aforementioned SME suppliers.

"I wanted to create a label "As Used by French Armed Forces" so that our companies could officially prove the use of their products by our armed forces when negotiating with potential foreign customers. We know that the "France" and "combat proven" guarantee is a decisive criterion in the face of competition," said Florence Parly, French Minister of the Armed Forces.

The successor to Janus and Scipio, fully-operational since 2016, SWORD, MASA's flagship software package, is a constructive simulation system specifically designed for officer training, and is already deployed in six centers in France and in partner countries across the world.

"For the French Army, simulation is fundamental to its preparation for operational engagement, as well as providing direct support for operations. In meeting this challenge, MASA gained the trust of land forces, both through the quality and realism of its SWORD and SOULT products, and its high-level of involvement and maximum responsiveness.

Thus in 2019, the French Army will again benefit from SWORD, enabling it to offer its regiments – following in the footsteps of the already equipped and operational divisional and brigade levels of command – modern and high-performing tools to train colonels and headquarter staff, thereby rationalizing their simulation tools and offering demanding, large-scale drills, while minimizing costs. For all of the above reasons, MASA is heavily involved in the French air-land operational capacity." Général de division Charles Beaudouin – Sous-chef d'Etat-major « Plans & Programmes » État-Major de l'Armée de Terre

In line with this statement, the French army intends to extend its use of SWORD in 2020 to regiment-level deployment.

MASA equips 12 other armies around the world and also continues its development in the field of crisis management, having recently been awarded the label "Major Events, including the 2024 Olympic and Paralympic Games", delivered by the Comité Stratégique de Filière (CSF).

END

Magalie Veyrat
Email: magalie.veyrat@masagroup.net
Tel: +33 (0)6 72 38 74 47

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.

For more information please visit: www.masasim.com