

Press Release

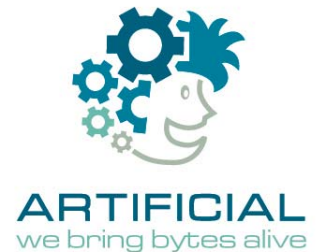
Artificial Technology and Periscope Studio Agree Technology Cooperation

Middleware providers aim to advance artificial emotions in computer games

Puchheim/Hamburg, 30 September 2009: Emotional intelligence is making its way into the virtual worlds of today's computer games. The cooperation of middleware providers Artificial Technology GmbH and Periscope Studio UG (limited liability) & Co. KG brings together two companies whose innovative technological approaches give game developers the tools to create exceedingly vivid and realistic video game worlds and characters.

Artificial Technology brings to the table EKI One®, the modular middleware which allows the implementation of artificial and emotional intelligence as well as social behavior in video games. In conjunction with psai®, Periscope Studio's production technology for intelligent sound control in games, developers will soon be able to achieve an even higher level of sophistication in the games they design. The two enterprises aim to cooperate closely in both product development and marketing. "By working together with Periscope Studio we are taking an important step towards a holistic approach to advancing emotional realism in games and increasing the player's immersion in the gaming experience," as Artificial Technology GmbH's CEO, Frank Gwosdz, explains. "Specifically, we were impressed by the expertise of the Periscope Studio team, as well as by their coverage of complementary fields."

As regards the creation and representation of emotions in computer games, the EKI One® and psai® technologies complement each other optimally. "The combination of exciting character behavior underscored by a dynamic musical backdrop has the potential to make the next generation of game atmospheres a reality," states Serein Pfeiffer, Technical Director at Artificial Technology. In practice, it works as follows: EKI One® analyzes and evaluates emotional states during the game. For example, if several NPCs (Non-Player Characters) have ganged up and are seconds away from attacking the player, psai® can then immediately react to the situation and provide appropriate, individualized audio. Thus, the player is treated to an even more intense and real gaming experience. In the words of Jan Werkmeister, one of Periscope



Studio's two Managing Directors, "we want our work to open up new avenues and possibilities for computer game design. With Artificial Technology we have found a partner who shares our vision and is equally serious about pushing the envelope in implementing emotional content in games."

The unique combination of the two middleware technologies will be introduced to the market in 2010.

Information

Please visit www.artificial-technology.com and www.ekione.com for details on EKI One middleware and Artificial Technology GmbH. Additional information about psai® technology and Periscope Studio UG (limited liability) & Co. KG is available at www.periscopestudio.de and www.homeofpsai.com.

About Artificial Technology GmbH

Artificial Technology GmbH, established in 2007, is the maker of **EKI One Middleware** (emotional & artificial intelligence), an innovative solution for game developers to create characters with lifelike emotional behavior. The base technology incorporates pathfinding, cognitive and decision-making systems. The intuitive graphical user interface and personal customer support guarantee seamless integration into existing software environments. In 2008, company founders Frank Gwosdz, Serein Pfeiffer and Daniel Renner won the financial backing of High-Tech-Gründerfonds Management GmbH, Bayern Kapital GmbH and Falk Strascheg Holding GmbH. After the second round of financing in 2009, Clusterfonds Innovation GmbH & Co. KG joined the group of investors. Falk Strascheg Holding has since become the lead investor.

About Periscope Studio UG (limited liability) & Co. KG:

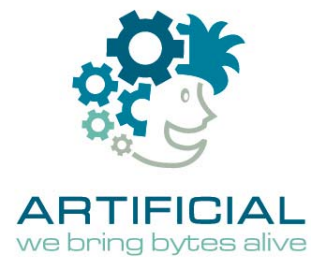
Periscope Studio creates next-generation audio productions. Based in Hamburg-Altona, the company specializes in supplying premium audio elements for film and interactive media. True to its claim, Periscope Studio offers clients a complete package consisting of comprehensive consultation, individually developed, customized concepts, creative realization and technical implementation. The team from Hamburg works closely with various partners, allowing customers to draw on the expertise of specialists in all fields. Periscope Studio uses the psai® production technology to create innovative audio content for interactive media.

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