

Press Release

Artificial's first appearance at Games Convention Munich-based firm to present EKI One middleware in Leipzig

Puchheim, 13 August 2008: A veritable who's who of the gaming industry will gather in Leipzig from August 20 to August 24, 2008, and present the latest generation of computer and video games. To make the inhabitants of virtual worlds more intelligent, emotional, and thus, more life-like, is the ambition of Artificial Technology GmbH. This Bavarian enterprise is making its first appearance at the world's leading digital entertainment trade show this year as one of 500 exhibitors from 28 countries. The company's founders, Frank Gwosdz, Serein Pfeiffer and Daniel Renner will be at Booth E20 in Hall 2 to welcome an expert audience and showcase their new modular middleware for emotional and artificial intelligence: **EKI One**.

The "Artificials", who established their business in 2007, will be displaying the award-winning EKI One at the shared "GC Startups" booth at the GC Business Center. The company's Games Convention debut is sponsored in part by the Federal Ministry of Economics and Technology (BMWi).

Such support is further proof that Artificial Technology GmbH is indeed on the right path. CEO Frank Gwosdz will speak about the steps this path has entailed so far at the "Education Panel" of the Games Convention Developer Conference on Wednesday, 20 August 2008, between 3:30 and 4:20 p.m. in Room E. Apart from the EKI One technology, the talk will focus on the challenges involved in starting up a business while still attending university. The Munich University of Applied Sciences provided space and extensive support for the three company founders, Frank Gwosdz, Serein Pfeiffer and Daniel Renner, while they were still enrolled as Computer Science students. This allowed them to put their vision into action without any detours.

To dive right into the hero's world and become part of it – that is the childhood dream of Frank Gwosdz, Serein Pfeiffer and Daniel Renner. However, dedicated gamers have always felt that existing computer and video games lacked vivid, truly lifelike characters with the ability to show feelings, establish and maintain contacts, communicate and learn. A short-coming which led to a unique business idea: The world's first modular middleware for emotional and artificial intelligence (EKI One). Frank Gwosdz points out the system's particular value: "With EKI One, game creators not only gain a technological advantage, they also benefit from shorter development cycles and reduced costs."

The modular design of the base technology, which incorporates path-finding and movement algorithms, as well as cognitive, planning and decision-making systems, allows for effortless integration into existing software environments. This is the first significant advantage of the EKI One Engine. The Engine, in a sense, is the motor of Artificial Technology's three-component system.

The second component, the EKI One Configurator, provides users with a broad palette of tools to quickly access the Engine's capabilities. The Configurator's intuitive graphical user interface enables developers, programmers and script designers to apply complex artificial intelligence (AI) with ease. Game designers will also appreciate the many tools included.

The third component ensures that the product can be adapted to the specific game and customized according to individual customer needs: Artificial Technology offers a comprehensive support package for EKI One. Company founders Gwosdz, Pfeiffer and Renner have assembled a support team consisting of ten artificial intelligence experts, and are seeking additional staff!

Information

More information about EKI One middleware and Artificial Technology GmbH is available online at www.artificial-technology.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, the founders of the company, 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.

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