



Press Release

Artificial Technology Licences EKI One® to US Studio Lukewarm Media

Bavarian middleware developer enables authentic behavior of primordial creatures and their adversaries in the game "Primal Carnage"

Puchheim/Boston (USA), 26 March 2010: "Primal Carnage" is the first game from the international, independent development studio Lukewarm Media, slated for release in late 2010. The team-based multiplayer action game, set on an abandoned island military base, pits humans against fierce primal creatures. The required authenticity on the part of the dinosaurs and their human hunters is ensured by EKI One® middleware from Artificial Technology GmbH.



Primal Carnage is a multiplayer first-person shooter in which up to 20 people in two teams can play against each other at the same time. The scene is an abandoned island military base where dinosaurs roam free after an experiment has gone wrong. The mercenaries have one objective: recapture the island. EKI One® enabled Lukewarm Media to imbue humans and beasts with artificial and emotional intelligence and emulate patterns of social behavior, thereby elevating the experience of playing Primal Carnage to a whole new level of authenticity. Lukewarm Media presented the game to the domestic and international press at the 2010 Game Developers Conference in San Francisco. The response was enthusiastic, with specific praise for the game's technical implementation.

Frank Gwosdz, Artificial Technology's CEO, comments on the collaboration: "We are impressed by Lukewarm Media's talented team and professionalism, and we are convinced that Primal Carnage has the potential to set a new benchmark in this genre. Supporting independent studios is a very important issue to us. With our one-stop solution, EKI One®, we are helping these developers to stake their claim in the market."



Ashton Andersen, CEO of Lukewarm Media: "Artificial Technology has given us comprehensive, direct support at every point. Using EKI One simplifies our AI process and allows the team to focus more on other areas of development while still being assured that we will have ground-breaking AI systems with a click of a button." The dinosaur hunt begins later this year on Windows and Linux operating systems. The unique combination of the two middleware technologies will be introduced to the market in 2010.

Additional Information:

Details on EKI One® and Artificial Technology GmbH are available at www.artificial-technology.com and www.ekione.com. Keep up to date and follow Artificial Technology GmbH on Twitter, become a fan on Facebook, or watch the videos on YouTube. Find out more about "Primal Carnage" and Lukewarm Media at www.primalcarnage.com.

About Artificial Technology GmbH:

We bring bytes alive - Making virtual worlds bristle with artificial and emotional intelligence is the motto and fundamental vision of Artificial Technology GmbH. Established in 2007 in Puchheim (Bavaria, Germany), and led by Frank Gwosdz, Serein Pfeiffer and Daniel Renner, the company is on the leading edge of the digital entertainment industry with its ground-breaking EKI One® technology. Artificial Technology gives developers around the world a one-stop solution to implement advanced computer game character behavior.

About EKI One®:

All in one, and one for all: EKI One® - complete behavior development within a single, integrated development environment (IDE), also for online games. With exceeding implementation of movement & pathfinding, perception, decision-making, planning, and its one-of-a-kind emotional intelligence approach, EKI One® powers all types of NPCs, games and genres. With its emphasis on visual design and configuration, rather than programming, this modular middleware is eminently usable by the entire design team, available for virtually any platform and optimized for every project stage and/or studio. The system's components, EKI One® Engine, EKI One® Server and the intuitive EKI One® Configurator environment, constitute a truly unique package that cuts down on costs and development time, and reduces the risk and maintenance effort associated with creating a digital game. EKI One® is backed by Artificial Technology's legendary, comprehensive support.

About Lukewarm Media:

Lukewarm Media is an independent multimedia design studio established in 2007 and based in Boston (USA). The international team headed by Ashton Andersen (CEO/Lead Game Designer) and Michael Wetherill (Lead Programmer) unites a highly passionate, dedicated and gifted group of artists, programmers and developers who share Lukewarm Media's common goal of making high-quality, immersive games that bring gamers to the edge of their seats. Due to hit markets in late 2010, the company's first release "Primal Carnage" is a team-based first-person shooter developed in collaboration with Artificial Technology (Germany) and Unigine (Russia).

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