

Press Release

The Perfect Illusion at “gamescom 2010”

**Artificial Technology GmbH presents updated EKI One® 2.5
Version in Cologne**

Puchheim, 5 August 2010: Computer games take center stage again at gamescom 2010 in Cologne from August 18 to 22. Now in its second year, the leading European gaming trade fair spans the full range of the industry to showcase the latest products to professionals and the public. Here to demonstrate what the perfect illusion in digital gaming worlds can look like are the founders of Artificial Technology GmbH, Frank Gwosdz, Serein Pfeiffer and Daniel Renner, presenting the new version EKI One® 2.5, their modular middleware for emotional and artificial intelligence in computer games at their booth (No. M40) in hall 4.2.

“We bring bytes alive” is the claim of the developers at Artificial Technology, based in Puchheim near Munich. Since 2008, their middleware EKI One® has given game producers the power to create authentic worlds and characters for their computer games. Featured at this year’s gamescom in Cologne, the updated version EKI One® 2.5 includes enhanced behavior control, optimized functionality of EKI One®’s movement tools and improved project management, among a host of new refinements.

EKI One® consists of three components: The base technology EKI One® Engine for retail games or EKI One® Server for online games, EKI One® Configurator for creating complex artificial intelligence (AI), and the Support module which ensures that the product is customized according to the customer’s individual needs within the EKI One® palette.

The company has already established a solid client base among game developers. In March, CEO Frank Gwosdz announced a licensing agreement for the middleware with US-based Lukewarm Media. The company has since utilized EKI One® to furnish the characters of its multiplayer action game “Primal Carnage” with artificial and emotional intelligence as well as realistic social behavior.

(Characters: 1,806)

Additional informationen

More information about EKI One® middleware and Artificial Technology GmbH is available online at www.artificial-technology.com and www.ekione.com.

About EKI One®

Artificial Technology GmbH is the developer and distributor of EKI One® middleware, the one-stop solution for implementing non-player character behavior in online, computer and video games. EKI One®'s modules, which include movement & pathfinding, perception, decision-making and planning, fully cover the essentials of behavior control. One-of-a-kind functionality gives computer-controlled characters unprecedented emotional and social intelligence. 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.

About Artificial Technology GmbH

We bring bytes alive – Making virtual worlds spring to life 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 groundbreaking EKI One® technology. Artificial Technology gives developers around the world a one-stop solution to implement advanced computer game character behavior.

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