



## Press Release

### Artificial brings with new "EKI One" middleware intelligence into play

**Munich – Jan. 29, 2008:** Computer and video games are already captivating with their realistic graphical style. What is still missing in this virtual world, however, are intelligent residents, but this will change soon. Artificial Technology GmbH, a company located in Puchheim, near Munich, is busily working on a brand new software that allows for an efficient implementation of emotional and artificial intelligence in the world of games: EKI One!

**The high-tech start-up funds Management GmbH, Bayern Kapital GmbH (Seedfonds Bayern) and the Falk Strascheg Holding have realised this potential and invested 720,000 euros in the company.**

Diving into another world and becoming one with the hero – this is what Frank Gwosdz, Serein Pfeiffer and Daniel Renner had dreamt of since childhood. However, in the existing computer and video games, the passionate gamers and software engineers have been missing vivacious characters who are able to show their feelings, to establish and maintain relations, to communicate and to learn. A shortcoming that gave birth to a new business concept: Modular middleware for emotional and artificial intelligence.

The release is scheduled for this spring, 2008. "We have already found a reputable partner, but are still looking for further interested game developers and studios that want to make a title with a highly vivid world", says Managing Director Frank Gwosdz and explains the benefits and values of EKI One: "This middleware helps game producers not only to take advantage of the technology edge, but also to reduce development time and costs."

Gwosdz, Pfeiffer and Renner, however, spared no expense, time and effort to delve into the personality and social psychology and to develop every single middleware module (up to the smallest byte). In May 2005, the three students rented a small one-room office that they could afford due to various IT projects. But only one year later, the German Federal Ministry of Economics and Technology approved the Exist Seed sponsorship for start-ups and provided them space and technical support at the Munich University of Applied Sciences. Shortly thereafter, the FLÜGGE funding program of the Bavarian Ministry of Science, Research and Arts approved financial support as well.



Thus, Gwosdz, Pfeiffer and Renner could fully concentrate on EKI One and could inform themselves on problems, requests and requirements of software engineers at national and international trade shows and conferences. Not only the funds but also the positive feedback of potential customers and consumers as well as the numerous awards confirm them in the sense that they are on the right track. To mention just a few examples, they won the award at the Munich Business Plan Contest 2007, were awarded at the multimedia start-up competition “Gründerwettbewerb Multimedia 2006” and finished third at the Hamburg@work-Games-Award 2006.

A decisive step towards future was the investment of the high-tech start-up funds Management GmbH, Bayern Kapital GmbH and the Falk Strascheg Holding with a value of 720,000 euros. The three Artificials founded a private limited company and moved to a bigger office in Puchheim where – together with eight employees – they focus on fine tuning the EKI One software version to perfection – thus making their childhood dream come true. Game developers and consumers can already look forward to a more intense game event. The stories will become more profound, the characters more vivid, the team mates more authentic and the counterparts more demanding. In brief – the most important with the game will increase – and this is fun!

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#### **Information**

For further information on the EKI One middleware and on the Artificial Technology GmbH, refer to [www.artificial-technology.com](http://www.artificial-technology.com).

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