MASA Group & XVR
to sign Partnership & Reseller Agreements

MASA and XVR Simulation (XVR) are ready to collaborate and benefit from each other's expertise in order to further develop their own products and markets.

Paris, Delft, 27 November 2017 – The strategic relationship between MASA Group ("MASA"), a leading developer of Artificial Intelligence-based simulation software, and XVR Simulation B.V ("XVR"), a global leader in virtual reality training software, will be reinforced this month following the signing of both a partnership and a reseller agreement. These agreements will confirm the partnership between the two companies to develop and sell their products (MASA SWORD & XVR Platform) in their respective domains.

MASA products are successfully in use worldwide, including the French, Brazilian, New Zealand, Swiss, Bangladesh and Colombian Armies. XVR is used to train emergency personnel in over 250 simulation centres in 36 countries including almost all European countries, China, Taiwan, Singapore, Australia, United Arab Emirates and The United States.

Over the last year, MASA and XVR have already partnered up by integrating DirectAI (the AI engine used in SWORD) into the XVR Platform for the safety and security users in Singapore.

XVR will appoint MASA as its exclusive reseller to its customers in France and French territories. MASA will also take care of all existing French speaking XVR users and will provide them with services based on the XVR products.

Joost Beerthuis, CEO of XVR
and David Chouraqui, CEO of MASA Group

The companies identified an opportunity to bring their complementary expertise and technologies together. A complete offer including both MASA SWORD and the XVR Platform will provide an environment capable of training staff on the ground in a 3D environment up to high-level decision makers in a 2D environment. "We are delighted to further strengthen our cooperation with MASA Group. The integration of our two leading technologies has proven its success in Singapore, together we'll be able to help our current and future French users more efficiently" said Joost Beerthuis, Chief Executive Officer of XVR Simulation.

MASA Group will be exhibiting at I/ITSEC from 27 November to 1 December, Orange County Convention Center, Orlando. Please visit MASA on stand 2227.

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About XVR

XVR Simulation's mission is to increase the knowledge and expertise of emergency services professionals, resulting in a better preparation for incidents and disasters. All XVR products are designed to create flexible, reliable & user-friendly simulation tools where learning is key and the instructor is in control. Every program offers an immersive learning environment for all levels of incident command, to be used in both single- and multi-agency exercises.

XVR Simulation is worldwide market leader in simulation software for the public safety and security sector, with more than 15 years of experience, customers in 36 countries and over 70.000 incident responders trained worldwide with XVR each year. XVR Simulation is located in Delft, the Netherlands. With regional support partners XVR Simulation offers local support to the growing XVR community around the globe.

For more information please visit: www.xvrsim.com

About MASA

MASA Group ("MASA") is a global company focused on the development of Artificial Intelligence-based Modeling & Simulation (M&S) software for the Defense, Homeland Security, Emergency Management, Serious Games and Games markets. A trusted developer of cutting-edge AI technology for over fifteen years, MASA has founded its success on products that combine scalability, adaptability and low cost of ownership, with a strong standards-driven approach to technology. The MASA product range, including MASA SWORD, MASA SYNERGY and Direct AI, is uniquely designed to simplify and optimize the implementation of Artificial Intelligence capabilities for automating and driving simulated behaviours. Such capabilities allow developers and end-users in various sectors to focus their efforts on enabling a series of cost-efficient and highly realistic applications - such as command staff training, crisis management preparedness, exercise preparation, after-action review, doctrine & equipment analysis, and corporate training. MASA products are already in use by leading organizations worldwide, including DGA, DSTA, DSTG, NATO CMDR COE the French, Brazilian, New Zealand, Swiss, Bangladesh, and Colombian Armies - amongst other major armies around the world - and system integrators or solution providers such as Ruag, NSC, CAE, Krauss-Maffei-Wegmann, Saab Training and Simulation, Thales, XVR, SYTEMATIC and Rheinmetall.

For more information please visit: www.masagroup.net