



AI & Simulation of human behaviors

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Targeted topics

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| SU-DRS01-2018-2019-2020 | Human factors, and social, societal, and organisational aspects for disaster-resilient societies | RIA |
| SU-DRS02-2018-2019-2020 | Technologies for first responders | RIA |

- MASA Group, **SME**, is specialized in the development of solutions based on **Artificial Intelligence (AI)** technologies for the **modelling and simulation** of autonomous and adaptive decisional behaviors
- **Simulation, human behavior, training, planning, evaluation, resilience, decision help, disasters**
- Products:
 - **MASA SWORD**, an aggregated constructive simulation for training and analysis in **Defense and Security** domains, integrating automated entities;
 - Used by armies and public safety organisation
 - **Direct AI**, a cross-cutting AI-platform for the design and execution of decisional process.
 - Used by virtual simulation companies to provide 'life' in their simulations





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MASA can provide

- An efficient **AI technology** and modeling
- A **simulation platform** for crisis management, evaluation of resilience of critical infrastructure and safety plans, decision help;
- An **integration platform** to for the results of others research activities (ex : disaster modelization, CBRN plume evolution);
- A realistic **stimulation component** for external environments or application (crisis cell, operational command&control tools)

Including

- **Decisional models of human behaviors** or operational missions;
- **Physical data** of actors in security context;
- **Urban area** models including population, buildings infrastructure, resource networks (water, electricity, gas, ...), ...
- A complete tool to conceive, customize and analyse scenarios.

Projects :

- Industrial projects for international armies, energy provider, first responders, ...
- Research projects : FP7, ANR, FUI, PIA, RAPID

