

## **SOVOZ, INC. ANNOUNCES PROSCENA STUDIO™**

*Technology and Tools that Make Simulation a Game*

**Princeton, New Jersey.** In the third quarter of 2004, soVoz plans to launch ProScena Studio™, a high-level content authoring system and runtime for creating real-time interactive 3D simulations for training, education and gaming applications. “In addition to its interactive entertainment applications, there is also a great deal of interest in using simulation technology in training and education” says Dr. Stephen Lane, President of soVoz “as it enables creation of 3D virtual environments in which students can ‘learn by doing’ in a natural and intuitive way.”

Creating interactive simulation content is usually both a time consuming and costly task, requiring significant knowledge of real-time 3D graphics and animation technologies, as well as the services of professional artists, animators and programmers. ProScena Studio™ addresses this problem by packaging state-of-the-art 3D game engine technology known as Gamebryo™ (manufactured by Numerical Design Limited) with a high-level, point-and-click graphical user interface to enable content authors to rapidly prototype, test and refine their designs without getting bogged down with low-level implementation details.

What makes this possible is a powerful content model based on reusable components. ProScena™ components act as wrappers for assets such as 3D models, animations, sounds and code, providing collections of easy-to-use building blocks, known as “actors”, “behaviors” and “events” that enable quick creation of interactive 3D simulations. In addition, ProScena Studio™ supports both 3D Studio Max and Maya plug-ins, allowing off-the-shelf or custom 3D art and animation assets to be easily imported and used.

Authoring 3D simulations in ProScena Studio™ is analogous to writing a script, assembling a cast of actors, giving the actors roles to play, and directing their behaviors in a scene. Authors “direct” the actors by indicating what they should do (and when they should do it) either by pointing and clicking directly in the 3D scene, using a graphical editor to decompose complex tasks into collections of event-driven behaviors, specifying actor movements and actions on a timeline, or using a text-based scripting language such as Python. This approach lends itself to easy implementation of a variety of “what if” situations, enabling simulation users to test their knowledge, learn new skills and practice tasks in a 3D virtual environment, on their own or collectively as a team.

Potential ProScena Studio™ simulation applications include: interactive entertainment, instructional and tactical decision games, physical device operation and training; mission planning and rehearsal; equipment assembly, maintenance and repair; and homeland security.

### **About soVoz, Inc.**

soVoz, Inc. develops and markets advanced animation technologies and products enabling high-level creation of interactive 3D content for training, simulation and entertainment applications.

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