

What's Up MÄK

VT MÄK Announces New CEO

Co-founder and CEO, Warren Katz, retired on January 20th, 2012



Dan Schimmel, MÄK's new CEO

It is with both sadness and anticipation that we announce the retirement of CEO and co-founder, Warren Katz, effective since January 20. Katz founded MÄK in 1990 with John Morrison and has acted as COO and CEO during his twenty-one years with the company. Katz and the MÄK board of directors have selected Daniel J. Schimmel as the company's new CEO. It was a smooth transition with no disruptions to operations as Schimmel and Katz have been working together to execute a transition plan over the past few months. Notwithstanding his retirement as a CEO, Katz will remain a consultant and advisor to the company.

Katz spent his career dedicated to the transformation of the Modeling and Simulation industry with a dedication to open standards and the COTS product marketplace. He contributed to the original Distributed Interactive Simulation (DIS) standard and pushed for the adoption of the High Level Architecture (HLA). MÄK, under Katz's direction, invented the open standards distributed simulation infrastructure marketplace.

Schimmel has over twenty years of experience leading cutting-edge software and information services companies that have delivered high growth and profitable returns for investors. Most recently, Schimmel managed the growth of Pyramid Research, a seller of syndicated analyst content covering the global communications and media industries. Prior to Pyramid, Schimmel was CEO of OneSource Information Services, the market leader in delivering web-based company and industry information, which led to a successful IPO.

Schimmel earned a BA degree in economics from Harvard University and an MBA from Harvard Business School. He has served on the boards of venture-backed companies and was recognized as an Ernst & Young Entrepreneur of the Year in 2001.

"It is with a heavy heart and a profound feeling of pride and accomplishment that I move on to some exciting new challenges and adventures. MÄK is in great hands with Dan, someone who respects our corporate culture, the foundation of our success, while bringing a much needed fresh perspective to continue and expand MÄK's growth."

- Warren Katz, Co-founder and departing CEO of MÄK

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Nesting Conditions in VR-Forces Plans

In a recent user-level VR-Forces training course, some students were uncertain what I meant when I talked about "nesting" conditions. Nesting would be a common concept for our customers who are developers, but perhaps it is less obvious to non-programmers. Put simply, a nested condition is a condition that is inside another condition. This means that the nested condition will not be tested until the parent condition is true. For example, suppose an entity is traveling towards a location and it passes through an area. While it is in the area, we want it to keep sending a message that says, "I'm in the area." When it leaves the area, we want it to send one message that says, "I'm out of the area." Here is some pseudo-code (simplified scripting syntax) that does this:

```
When Entity-In-Area (entity, area)           // don't do anything until in area
    While Entity-In-Area (entity, area)       // keep doing this while in area
        Send Text Message "I'm in the area."
        Wait 5 seconds                        // don't need to send the message every tick
    endwhile
    Send Text Message "I'm out of the area."   // next instruction after the While loop
                                              is finished
endWhen
```

You can nest any of the VR-Forces conditional statements inside other conditions and can have multiple levels of nesting. This gives you a lot of control of the task execution sequence.

Webinars

we need a webinar abstract! woooo

January 26, 2012; 9 am EDT & 4 pm EDT

As unmanned vehicle systems continue to proliferate, interoperability standards are starting to emerge for the dissemination of remote sensor video and the related metadata. This webinar will look at the MISB standards and the architectural changes required to shift from Image Generation for manned training devices to Simulated Video for training and developing UVS control stations.

Join us as Jim Kogler, MÄK's Director of COTS products, discusses image generation for UVS.

Space is limited so register now to reserve your seat.

Can't make it to the webinar? Registrants receive access to the recording after the event, so register now!

Want to join us? To register for the 9:00 am webinar, click [here](#).
For the 4:00 pm webinar, click [here](#).

Len's Take on Our CEO Transition

As the news of Warren's departure from MÄK spreads, I've heard from a few long-time partners and customers asking for my take on what this means for MÄK. So I wanted to share a few quick thoughts. But first, this is good time to express how lucky I feel that I've had the opportunity to work for Warren for more than 18 years.

I first met Warren when I was 20 years old, when he conducted an on-campus interview at MIT. As I walked past all of the other companies' representatives wearing suits and ties, there was Warren wearing sneakers, jeans, and a T-shirt (although he did have a blazer on over the T-shirt). I said to myself "That's the guy I want to work for!" And I have enjoyed doing so ever since. Over the years, I've found Warren to be a visionary leader, an eternal optimist, a businessman of unimpeachable character, an outstanding role model, and a good friend. I wish you the best of luck, Warren, in your post-MÄK life, and I thank you for creating and cultivating a company that remains engaging, successful, and fun even after almost two decades.

Having said that, I am excited and optimistic about MÄK's future under Dan Schimmel's leadership. Although we decided to wait until just a week before Warren's departure to make the public announcement, the transition has been underway for many months. Warren himself was the one who led the search for his own successor - largely by mining his personal connections and his contacts through a variety of professional organizations. And he involved MÄK's entire senior team in the process starting way back in July. It was extremely important to both Warren personally, and to our Board of Directors, that our new CEO was not only a competent leader, but also a good fit for MÄK and the rest of our management team - a fact that I greatly appreciate. From Dan's first interview with us in

mid-August, all of us long-time MÄKers agreed that he would be an excellent choice. Dan has been with us full-time since November working side-by-side with Warren, Kathy Pratt, Ben Lubetsky, Dan Brockway, Jim Kogler, myself, and others to ensure a smooth hand-off next week.

Warren leaves extremely large shoes (OK, sneakers) to fill. And Dan will undoubtedly be a different kind of CEO: Without Warren's vast array of existing domain knowledge and industry relationships, Dan will have to rely more on the rest of us to come up to speed on the subtleties, technology, and politics of the Modeling and Simulation community. But on the other hand, Dan brings a much more diverse experience in the broader software industry, and a more traditional business background - he's a guy we can all learn a lot from. What Dan has in common with Warren, however, (from what I've personally observed over the past couple of months), is a passion for success, a consensus-driven management style, a deep understanding of how to run a business-to-business COTS products and services organization, a competent confidence, a willingness to be questioned on anything, and a genuine demeanor of respect for employees, partners, and customers alike. Dan, I look forward to a great 2012 together.

Anyway, since many of you know me personally, if anyone has any more specific questions about how I think the transition will play out, feel free to give me a call or send me an email. I'm sure the rest of our senior team would extend a similar offer.

Len Granowetter

Vice President of Products and Solutions...

...and soon-to-be the longest-tenured MÄK employee

Air Our Dirty Laundry!

a message from Jim Kogler

To remain the honest, trustworthy, and reputable company that you know and love, we invite you to "air our dirty laundry" in our public forum.

Publicly post any problems, concerns, or criticisms you have - not only do our product managers and engineers check the forum frequently to address your concerns, other customers may have already posted a question or answer that you're looking for. The forum aims to provide you with yet another level of support.

Feel empowered to voice your thoughts on our products in a public atmosphere - afterall, MÄK is here to serve you.

Start a discussion in our **Forum** now!

MÄKer Spotlight: Dan Schimmel

President and CEO



With an extensive background successfully leading companies in software, technology, information services, and content publishing, Dan is not only new to MÄK in his role of CEO, but new to the simulation and modeling industry. His first week at MÄK was very memorable and interesting: It happened to coincide with I/ITSEC 2011 in Orlando. Imagine if the largest annual trade show was your very first introduction to the simulation and modeling world! Five days later, Dan had met an impressive array of MÄK customers, prospects, partners, resellers, and developers - not to mention about 25 other MÄKers in attendance for the show, all of whom welcomed him warmly to one of the most exciting markets around. He was swimming in new information and possibilities, absorbing technologies, learning dozens of new acronyms, and displaying one prominent part of his personality by asking everyone in sight lots and lots of questions about how the industry works, who the various players are, who makes what pieces, how companies compete for business, and what customers really value.

This approach to an exciting new challenge comes naturally to someone with Dan's background. With both an undergraduate degree as well as an MBA from Harvard, he has leveraged this training to make a career out of leading a number of software and solutions companies. He is passionate, curious, and driven to helping them grow, transform, and innovate. He sees lots of opportunity for MÄK to continue to prosper, exploiting new markets, new technologies, new approaches, and business models. He loves the distinctive culture MÄK is well known for and intends to preserve to best of those attributes, while adding new elements to make the future even better. With all of these new possibilities, he believes the next 5-10 years are a great time to be an innovative simulation software company.

Outside of work, Dan and his wife Lisa have three children. Lisa is CFO of a non-profit in Boston. Their oldest child, Sarah, recently graduated college and works in at an early stage web company. Their middle child, Jeff, is a sophomore in college, and the youngest, Kelly, is a senior in high school, and she will be attending college in the fall. His days of coaching his kids in soccer and basketball have been over for a few years, but they all still love to make fun of their Dad and have a good time together as a family. Dan enjoys fishing and boating with his family, golf, any kind of competitive card or board game, judging business plan competitions, the latest high tech gadgets, and is an avid Patriots, Celtics, Bruins and Red Sox fan.

Product Updates:

VR-Vantage 1.4 – VC10, HLA Evolved, OSG Upgrade, OSG Earth improvements

VR-Forces 4.0.3 – VC10, HLA Evolved

RTI 4.1 – Suse11, major networking overhaul for IPv6

VR-Exchange 2.0.1 – VC10, support for fixed HLA Evolved API

For more information, please contact info@mak.com.



MÄK Blog

Check out our blog! MÄK's product managers and business development team are blogging about industry news, changing standards, product updates, and even passing along technical tips. Don't miss out on the latest!