

What's Up MÄK

FEBRUARY 2015: VOL 17: NO. 2

With MÄK, it's personal.
2015 is all about you.



MÄK appreciates the value of delicious candy, especially when it has "MÄK" written all over it.

See what our most popular
I/ITSEC 2014 demos
are all about.

MÄK is dedicating 2015 to personalizing our interactions with you. This includes demos that highlight how MÄK tools can help your project, and relevant email messages that reflect your particular modeling and simulation interests.

We made our demos for you – we want you to see them.

If you've stopped by our booth at just about any industry conference or tradeshow, chances are you saw some pretty cool product and capability demos. We spend a lot of time crafting demos for industry events that appeal to a wide range of people and use cases – but we know that budgets are tight and traveling to and from tradeshows isn't as easy to do anymore. That's why we want to bring the "MÄK tradeshow experience" to you, wherever you are.

Couldn't make it to I/ITSEC 2014? We're happy to pack up our most recent demos and head to your facilities for a private showing. Imagine experiencing our I/ITSEC **"ThunderRun" Command Staff Training** demo from your boardroom, with all the decision makers in your company present. Or maybe you're more interested in learning firsthand how our **web and mobile technologies** make our **Training System Demonstrator** succeed, or how you can achieve realistic first-person player stations with our **top of the line IG**. Whatever your specific interests, we'll bring **the demos**, the facts, and the enthusiasm to show how we can add to your success. Just give us a shout at info@mak.com.

Get the emails you want, skip the ones you don't.

I've said it before and I'll say it again – getting too much email is annoying. So if you'd like to customize the emails we send you, here's your chance.

Your MÄK email customization options are simple. Click the links below to control how we communicate with you!

- **How often** do you want to get mail?
- **What topics** do you want to hear about?

Let's do this - let's make 2015 all about you.

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 @VTMAK



Benefits of Highly Accurate and Immersive Training Environments

VT MÄK's First-Person Driving Simulation Uses SimthetiQ's SUROBI Virtual Terrain Environment

At I/ITSEC 2014, we demonstrated our new VR-Vantage IG image generation capabilities by building five first-person player stations – each representing a different type of player. One of these stations was a Light Armoured Vehicle (LAV) player where we collaborated with SimthetiQ for the terrain database, CM Labs for the vehicle physics, and with MÄK's own DI-Guy human Character simulation to populate the environment.

Typically when building a competitive simulation solution, the biggest proportion of investment is on the hardware and software at the detriment of the visual database. Everyone agrees that the IG features and hardware performance are vital for any virtual training exercise – but all that action happens in the context of the virtual terrain. A poor visual database will make any investment much less effective. SimthetiQ specializes in building cost-effective, immersive training environments that reach the new level of realism wanted by today's demanding customers.

So what does that mean for us? We were finishing up improvements to VR-Vantage 2.0 and wanted to show off its high performance rendering so we needed a terrain database that would look great from ground level, render at 60Hz, and provide navigation and collision data to the DI-Guy and Vortex physics engines. SimthetiQ offered a COTS terrain combined with their specialist integration services, which allowed us to minimize risk and effort on our side while ensuring an impressive visual for our simulation solution.

Keep reading this article...✿

MÄKer Spotlight: Team Marketing @ MÄK

Morgan Moretz, Senior Marketing Specialist | Dan Brockway, VP of Marketing



Maybe you saw the name "Morgan Moretz" when you got this email and you groaned a little bit. Maybe you even thought, "Ugh, I'm so over spam. Why don't they just get the hint." And I get that. I know how it feels to wake up to an exorbitant amount of email and have to sift through, delete, unsubscribe, repeat...well, neither Dan nor I want to be that person in your inbox. We want you to get a little excited when you see an email from MÄK.

So here's a little bit about us. I work at our headquarters in Cambridge, MA and Dan works out of his office in Dallas. Several of us around here like to call him "Virtual Dan" because he's a bit more than a remote employee. Every day from 9-5, Dan shows up for work in his cube right beside mine, his face plastered on a computer screen that sits at eye level, facing the main hallway at MÄK. This enables him to greet, heckle, and interact with other MÄK staff at will during the day; it turns out that this makes him just as present in the MÄK office as I am, without actually being there. (Sidenote: Dan wrote his own eBook on Amazon called "[The Art and Science of Being Virtual](#)" which outlines how to become a successful virtual employee. A great read.)

Together, Dan and I make an excellent team and are proud to bring you quality information and news about MÄK. Well, that's our goal, anyway: to bring you quality information and news about MÄK. But how can we possibly know what you, individually, want to hear (if anything)? We want to know you and we want to help you, when you need it. [Take a moment and let us know](#) what you want read about. Are you interested in our Visualize product line, including VR-Vantage, SensorFX, and RadarFX? Or maybe our Link product group of VR-Link, the MÄK RTI, and VR-Exchange is more your style. Whatever your interests, [tell us here](#). And if you're done with us and want to unsubscribe, that's ok, too. Dan and I want 2015 to be all about YOU, so give us some clues on how to make that happen.✿