

Antycip Simulation Expands UK and French Teams with Two New Hires

Paris (France), 2nd July 2018 - Antycip Simulation, a virtual reality and 3D immersive solutions integrator and the European leader for simulation software, today announces two key appointments to support its burgeoning business. Amir Khosh joins as business developer based at its Adderbury office in Oxfordshire (UK), while Quentin Blancheri has taken up the position of key account manager out of the company's Paris headquarters.

Amir comes to Antycip Simulation from Avaya, a global leader in communication solutions, where he held the position of sales engineer for UK and Ireland. Prior to that, he completed a BSc (Hons) and MEng (Hons) in Aerospace Engineering at Queen Mary University of London.

In his new role as business developer, Amir will focus on Antycip's key suppliers including Lumiscaphe, TechViz and CM Labs, opening up emergent opportunities for immersive visualisation, construction simulation and collaborative design applications for the company, whilst also looking for VR prospects looking for immersive displays solutions. His remit will extend across key markets including the UK, Ireland, the Netherlands and Scandinavia.

Using his technical background together with his commercial skills, Amir will introduce potential customers to the very latest technologies in VR and simulation; dissecting their technical requirements and together with the extended Antycip Simulation team of experts, propose end to end solutions tailored to their needs. He will take a lead role in developing new business opportunities with key partners.

Speaking of his excitement at joining the company, Amir said: "I'm thrilled to join such a knowledgeable and experienced technical team during such an important period of growth for the company. Antycip is uniquely positioned to serve a range of industries, with access to a great portfolio of products in both software and hardware via its partners. I look forward to showcasing the truly bespoke solutions that Antycip Simulation can offer to its customers."

"Amir is a valuable asset to Antycip Simulation as we continue to hone our strategy of placing increased focus on COTS based solutions for aerospace, defence and commercial applications and integrated visual display solutions," added John Mould, head of commercial sales UK at Antycip Simulation. "We've seen significant growth in commercial simulation and large-scale data applications in recent years with new customers and projects in the transport, energy, retail and engineering sectors, and are now putting renewed investment into this area."

Continues Mould: "Amir's strong technical background in solution sales will help customers that are interested in our enabling technologies to position and select the right

capabilities and to develop their own solutions. With enthusiasm in both the COTS software platforms and the integrated image generation and display solutions, he is ideally placed alongside the wider team to provide tailored solutions to meet customers' application requirements."

In parallel, Quentin Blancheri assumes the role of key account manager for Antycip Simulation's French office, dedicated to the simulation market for the defence, aeronautics and aerospace industries in France as well as in French speaking BeNeLux. Responsible for driving the products and solutions available from partner companies including VT MAK, AGI, CM Labs, Triangraphics and RT Dynamics, he will oversee a number of Antycip Simulation's key clients, including the French ministry of armed forces (DGA), Ruag, MINDEF and NAVAL GROUP.

A graduate of French business school ISTECS, with a Masters in Marketing and B2B, Quentin spent 18 months working for a Parisian start up as a business developer, working on CRM software and creating an online event management platform and app. He then spent four years at the Genius Group as a business engineer focusing on digital development, before quickly moving to a business manager role in serious gaming, helping medical professionals to train on behaviours and best practices.

"I'm committed to finding solutions for clients, accompanying them from the very early stages of a project through the development and implementation process until completion - to ensure they receive the best possible service at every stage," reflects Quentin on his new role. "I'm delighted to be taking up this position working in such a fast-moving, constantly evolving and exciting industry.

"Antycip Simulation has incredibly strong partnerships which in turn creates more opportunities for users. The hardware and software sides of the projects Antycip caters for are treated equally as important; with COTS products and solutions that can be tailored to specific needs, Antycip can handle projects from end to end and I'm proud to be part of such an expert team."

On appointing Quentin to the team, Johan Besnainou, The Antycip Simulation director for France and Spain, comments: "Quentin is a very welcome addition to our team and will help us to continue to deliver the very best service to our clients. His experience and skillset are the perfect fit for our business as we invest in our future growth strategy."

For further information, contact:

<p>Alexis Lipoff <i>Media Relations Antycip Simulation</i> 3WM Communications Tel : +44 (0)79 49 599 002 Email: alexis@3wmcomms.com</p>	<p>Frank Reynolds <i>European Marketing Manager</i> Antycip Simulation Tel: +44 (0)1869 343 033 Email: frank.reynolds@antycipsimulation.com</p>
--	---

Or visit www.antycipsimulation.com

About Antycip Simulation:

Since 1996, Antycip Simulation has supported customers across the globe, in defence, academia, commerce and industry, to become better at what they do. As an expert provider of simulation, analysis, modelling, display and virtual reality solutions, Antycip Simulation combines its in-house technical expertise with an unrivalled range of products from software and hardware providers. Antycip Simulation is a subsidiary of ST Engineering Electronics. For more information visit www.antycipsimulation.com.