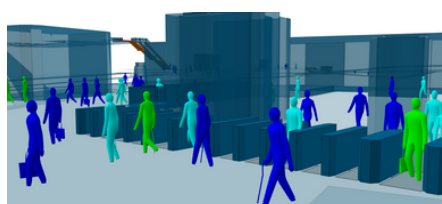


MassMotion is the world's most advanced software for simulating pedestrians and analysing crowds.

A flexible tool that enables users to predict the movement of hundreds of thousands of individual personalities in a complex 3D environment.

Our leading technology provides designers, operators, and owners with clear information about crowding, usage patterns and occupant safety in a facility. This predictive power enables positive decisions to be made early in the design process with minimum cost and disruption. As designs evolve or issues arise, MassMotion can quickly and accurately test numerous layouts and various scenarios until the required design has been identified.

Using this advanced modelling software is a cost effective solution to visualise a range of real life scenarios, to manage the risks and improve the customer experience. MassMotion has a role to play on the drawing board, during construction and then as a management tool throughout the life span of any building and surrounding areas.



## Analysis

An important aspect of MassMotion is its analysis capability. Once the simulation has completed you can analyse how long it took people to get from one point to another and identify flow rates for doors, stairs and escalators. It will even help you understand what people can see as they move through a space.

## MassMotion Use Cases

-  Transport & Aviation Planning
-  Stadia & Event Planning
-  Fire Egress, Evacuation & Safety
-  Urban & Commercial Planning
-  Architecture
-  Themed Entertainment
-  Educational & Cultural

MassMotion empowers designers to understand the impact of new developments or retrofits as well as new build designs. Simulate passenger activity and set arrival and departure schedules to accurately predict visitor flow in and around rail stations, transit hubs and airports. Simulate multi-floor evacuation to identify potential safety risks. Test a wide variety of environments, from major stadia and event spaces to theme parks and attractions.

## Automation & Workflows

### CREATE

You can import CAD/BIM geometry with ease or build from scratch with inbuilt modelling tools.

### SIMULATE

Simulate complex scenarios such as queues, security checks, evacuations and route closures.

### ANALYSE

Diagnose potential capacity, flow and congestion problems early with verified evidence.

### REVISE

Fix issues early, saving time, money and manpower during planning phases.

Software Development Kit: Unlock direct access to the MassMotion crowd engine to customise your models and create an environment that fits your exacting requirements. The intuitive inbuilt Script Object allows simple scripts to be run directly within MassMotion, ensuring all aspects of the modelling and scenario testing process can be streamlined.

