



INTERACTIVE PARK RESEARCH AND DEVELOPMENT

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"**Interactive Park** initiated its activities in 1987. The project of development of the Vehicles Movements Sensorial Simulator - **Cyberball** - was initiated in 1996, fruit of Mr. Mário Sergio de Castro Faria's ideas, majority partner of the company. Mr. Faria got the international patent of the innovative conception in the United States - US Patent. Number 5.725.435 - in 1998"



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Counting on a multidisciplinary team, the Industrial Designer, Consulting in Patents and Technology Transfer, Mr. Faria participated of studies, consultancies and academic works in areas such as structural kinematics, dynamic and simulations, for the accomplishment of the Preliminary Plan of the Simulator System - Cyberball, resulting in masters degree, doctorate and scientific initiation works, which have allowed to get important results in the research process.

For advanced studies on system kinematics, that also have been used in the physical presentation of the project, Mr. Faria participated actively in the accomplishment of a mockup in reduced scale, instrumented and functional, supported by a technological project between the Federal University - SC and the CEFET - SC. Parallel to these actions, as a visual programmer, he coordinated a team of programmers of other laboratories of the UFSC, as the Multimedia and Computer Science ones, which has resulted in the development of a multimedia CD-ROM for the presentation of the Cyberball to the potential investors.

The stage of public presentation of the Cyberball preliminary plan, started to present satisfactory results with the entrance of the North American partner Advanced Simulation Inc. - USA, traditional company on the simulation equipment area. In July of 2004, through the accomplished partnership, the Cyberball project gained the Prize of Technological Innovation Frost & Sullivan (study # A705 - North American Flight Simulation and Training Market), classifying it as a promising innovative technology in the world wide market of simulation for training and health systems - "human factors". Through the concession of the distinction received from the company Frost & Sullivan, occurs the magnifying of the confidence in the project viability, the indication of its technological maturing, and the opening of a great market opportunity.

For inventive Mr. Faria, the next phase of the enterprise implies in becoming tangible for the market an innovative product with very superior cost - benefit relation than the one of the competitors. For this, it is essential to implement a first prototype in real scale; or either, to develop the electromechanical module and an applicatory set of softwares for practical demonstration, what will allow to leave the field of ideas and to enter in the field of products - to transform the intellectual capital into structural capital.

With the purpose to make possible the development of the necessary hardware and softwares for this new phase, Mr. Faria selected a group of companies which in partnership with research institutions, have formed the trust of Advanced Simulation - CSA, creating an infrastructure with the necessary expertise for Cyberball development.