



# MassMotion

## Limitless applications, definite answers

Arup's MassMotion modelling software brings 3-D models to life. The people in MassMotion models do more than add a sense of scale – they are intelligent and can retain information about their virtual environment, recognise congestion and consider alternate routes. Occupant flows can be identified, queuing effects measured and overall site efficiency gauged. Designers can optimise the safety and amenity of the built environment.

Practical applications for MassMotion are limitless. For instance, Arup's fire engineers improve evacuation design and safety by using MassMotion to predict crowd behaviour in emergencies.

Arup's software designers are using software engines and wireless controllers from computer gaming to create new ways to communicate complex designs to clients and contractors.

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