

Press Release

SA Technologies Supports U.S. Army Initiatives with Situation Awareness Research, Design and Training

MARIETTA, GA., Nov. 22, 2006 – With a forward-looking strategy that will transform the warfighter of the future, leaders in the U.S. Army are recognizing that effective courses of action are dependent on high levels of situation awareness among military personnel on the battlefield, in the sea, and in the air. Critical to warfighters who require detailed information on the location of troops, the movement of enemies, and many aspects of the terrain, environment and populations they interact with, situation awareness is being built into processes, tools and training requirements to support the Army's ambitious initiatives.

From behavioral research to the development of user-centered systems and training, SA Technologies is delivering the cutting-edge solutions the Army needs. As the innovative leader in the human factors and situation awareness field, SA Technologies collaborates with private industry and military organizations on projects ripe for benefiting from the critical component.

"SA principles and cognitive research are allowing the military to achieve the high levels of performance they are seeking from warfighters, and the teams they form, in an effective and consistent manner," said Dr. Mica Endsley, SA Technologies President.

The benefits of integrating situation awareness into systems – optimizing disparate information, facilitating the sharing of information in real time, and developing proactive solutions and interface usability – will greatly enhance the Army's ability to remain flexible and timely as they move and deploy personnel. Situation Awareness is impacting human performance in many industries including air traffic control, aviation, transportation and power systems. "While there is tremendous opportunity for all branches of the military," said Dr. Endsley, "the Army is in the forefront of adapting SA principles that impact the decision-making ability and behavior of military personnel.

The consequences of not having situation awareness support can be catastrophic. According to Dr. Endsley, "Human errors and system failures are greatly reduced when situation awareness is integrated into the people, information and system equation, not to mention an organization's ability to reduce liability and cost in terms of both money and lives."

At the Army Science Conference in Orlando, Florida, on November 28-30th, SA Technologies will show attendees the projects they have developed in their collaboration with the Army Research Laboratory, Army Research Laboratory, Office of the Secretary of Defense and various industry firms.

Those interested in learning more about SA Technologies and the projects the company has supported should visit www.satechnologies.com or call Dr. Endsley at 770.565.9859.

About SA Technologies

SA Technologies is the innovator and industry leader in cutting-edge cognitive engineering and situation awareness research, design, training and measurement. The firm provides top-of-class research and design for advanced systems for aviation, air traffic control, medical, power systems, government, industry and military operations. SA Technologies has built its business with a dedication to innovation and a commitment to each client's success. The company has a strong record of excellence in the identification of critical human performance needs and the management of high-quality research programs and industry product development. NASA named SA Technologies The 2001 Woman-Owned Small Business of the Year.