



Innovation House
Mawson Lakes Boulevard
Technology Park, Mawson Lakes SA 5095

Jan 5, 2013

Professor Dirk Helbing
ETH Zurich
Switzerland

Dear Prof Helbing:

Our Australian company, Intelligent Software Development (ISD), would like to express our strong support for the FuturICT flagship project.

ISD is a new and innovative Australian company which uses agent-based micro-simulation to simulate complete populations to enable Government and business accurately *predict* how people will behave, and more importantly test options (*what-if* scenarios) for *influencing* their behaviour. Our technology has been used to support strategy, policy, and regulation in Australia, USA and Europe (with Veolia France) in the areas such as environment (water, energy and carbon), retail, and emergency response.

The FuturICT flagship project will accelerate research around this emerging and powerful technology (i.e. agent-based micro-simulation) which will benefit new innovative companies such as ISD, as well as Governments and business globally that are increasingly becoming reliant on this type of technology to address society's most complex and challenging problems.

Regards,

Dr Don Perugini
Director
Intelligent Software Development Pty Ltd
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