

CONTACT: Jennifer Wakefield  
407.422.7159 or 407.617.0476  
[jennifer.wakefield@orlandoedc.com](mailto:jennifer.wakefield@orlandoedc.com)

Jackie Kelvington  
407.898.8489  
[jackie.kelvington@orlandoedc.com](mailto:jackie.kelvington@orlandoedc.com)

### The Simulation Industry & Metro Orlando

- **Driven largely by our nation's defense and homeland security, the simulation industry is one of the fastest growing sectors in the high tech arena.** And while rooted in military applications (i.e. training the warfighter), the technology is being incorporated into various other sectors, including medical, entertainment, transportation and aviation.
- **Metro Orlando is recognized as a hub for the simulation industry with more than 100 companies and nearly 17,000 employees.** Nearly every soldier in Iraq and Afghanistan has trained on simulation technologies and systems developed here. The nation's military simulation training commands are based here, as is the National Center for Simulation and the headquarters for Lockheed Martin and SAIC's simulation operations. And, because of the cluster of the industry in Orlando, major defense contracts are awarded to companies based here ... and Central Florida has become one of the most fertile grounds in the U.S. for small business defense contracts.
- **Technology advancements are transforming military operations and have implications for non-military use.** Simulation is being used to enhance human performance and team-building in the military ... and, with the use of avatars (artificial characters representing real people), applications are broadening to include teacher/classroom training. Advancements in human patient simulators are better preparing medics to handle severe trauma situations. Integrating robots into simulation training is a new trend that has emerged. New cultural and language simulation training is taking place. Lockheed is leading the way with a 'training on the go' concept that has become much more efficient for military personnel and much more cost effective for the military. Breakthroughs in new weapons and systems (Joint Strike Fighter and Virtual Combat Trainer) are further transforming the military. JetBlue recently built what is the airline industry's newest and most advanced simulator training facility. The FAA selected Adacel to create a training program for air traffic controllers to address the severe workforce shortage. And all of this is originating from Metro Orlando.
- **Entertainment and defense have come together.** And Metro Orlando, a leader in both the entertainment and technology industries, is one of the top markets where this convergence is happening. The Navy's Great Lakes immersive training center (a simulated battleship within an 80,000 square-foot facility) for recruits was designed by local entertainment/media content companies.
- **Bill Gates, the Council on Competitiveness, the United States ... all are pushing for renewed efforts to beef up math and science education and related career pursuit.** Orlando is home to a one-of-a-kind global technologies magnet program at University High School to open up students to the worlds of simulation and other science-related fields. There are several elementary and middle school science magnet programs, as well. In addition, the University of Central Florida is one of the first academic institutions in the U.S. to offer interdisciplinary graduate studies in the simulation field. It also operates the Institute for Simulation and Training, an internationally recognized research facility dedicated to advancing the field.