MindArk Breaks New Ground with Generative AI, Introducing Sophisticated AI-Driven NPCs in Entropia Universe

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MindArk is unveiling a new era in the MMORPG gaming scene with the launch of Immersive NPCs. These NPCs are based on the innovative technology of LLM-Driven Agents, powered by the newest Transformer models.

The new NPC system introduces three advanced AI-driven non-player characters designed to assist new players within the game and on MindArk's official [Entropia Universe website](#). The NPCs, named Jax Terron and Sarah Tergus, are support personnel for the Colonial Defense Force. Both are capable of engaging in dynamic conversations, with responses tailored to their specific roles, personal goals, and the player's needs. The third AI, Sayah King, is a virtual assistant available on the Entropia Universe main website, ready to help with any inquiries. These NPCs utilize Large Language Model (LLM) technology to deliver personalized guidance and support. This integration represents a significant advancement in the use of Generative AI within virtual worlds. Key features of the NPCs include:

- Intelligent Interaction: The NPCs can hold dynamic conversations, offering tailored responses to help any user understand the fundamental aspects of Entropia Universe.
- Enhanced Onboarding: These NPCs provide essential hints and personalized guidance, making it easier for new users to navigate the game's early stages.
- Memory and Personalization: Equipped with short- and long-term memory capabilities, the NPCs can recall previous interactions and provide a personalized user experience.

Terrence Verlander, Chief AI Officer at MindArk, is enthusiastic about the arrival of Immersive NPCs in Entropia Universe, considering it a major step forward that will influence the future trajectory of AI within the game: *"The introduction of Immersive NPCs in Entropia Universe represents a crucial point in the evolution of AI integration in the game. We're focused on continually improving these technologies to offer tailored and interactive player experiences. The future holds exciting possibilities, including improved in-game functionalities and even more intelligent interactions."*

This initial release of Generative AI Technology in Entropia Universe is the beginning of MindArk's commitment to pioneering AI integration. Future updates will expand the NPCs' capabilities inside the game, taking into account user feedback, as well as offering advanced support for experienced players and providing deeper insights into the game's more complex aspects.

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About MindArk

MindArk PE AB (publ) ("the Company" or "MindArk") develops and operates Entropia Universe, the world's first MMORPG (Massive Multiplayer Online Role-playing Game) with a "Real-Cash-Economy", and Entropia Platform. Entropia Universe is a virtual universe consisting of a number of planets with different themes and activities. The software is provided globally and free of charge with the possibility to spend money in the virtual universe for anyone with access to PC and the internet. Entropia Universe consists of a digital economy where resources, materials, land, and buildings are represented as digital assets with an underlying base value. Entropia Platform is the technology platform that powers Entropia Universe. The platform is shared with partners who develop their own unique game content for their planets in Entropia Universe.