



PRESS RELEASE

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Thales and Serious Factory join forces and offer *CyberSmart* The immersive Serious Game that raises awareness on cybersecurity

Suresnes, January 31, 2022 - In a context where cyberattacks are multiplying and threatening companies and the security of their information systems, it is natural that Thales Group has joined forces with Serious Factory to co-design an innovative, immersive and fun Serious Game, which objective is to raise awareness on good practices and improve behavior in terms of cybersecurity.

A Serious Game in free access and useful to all

The objective of *CyberSmart* is simple: to train all company employees, without prerequisites, in cyber threats. Always in line with its mission, "Building a future we can all trust", Thales has decided to distribute this Serious Game co-constructed with Serious Factory in free access, in order to raise the awareness of as many professionals as possible through an innovative and unique learning project.

During this Serious Game, "played" in the first person, the learner will be able to learn how to protect himself from social engineering and identity theft techniques and increase his skills in creating a strong password. Identifying phishing attempts or even identifying potentially dangerous elements at their workstation.

Draw inspiration from video games to engage and increase skills

Gamification, particularly in learning, strongly contributes to the pleasure of training and therefore to the commitment of learners and to the memory anchoring of the content provided. This educational project is inspired by the video game world, which is explored on a voluntary basis and which increases the motivation to learn.

As such, the pedagogical design inspired by games such as Phoenix Wright, Track Agency, Cluedo or even The Crew, allows the learner to make mistakes and to learn by trial and error, allows him to go at his own pace and positions him in as an actor in his learning through a scripted and immersive approach. Like a book of which he would be the hero.

Virtual Training Suite, the software solution at the service of learning innovation

Marc-Henri Marius, Digital Learning IT Manager at the Thales Group and creator of the *CyberSmart* project expresses it in these terms: "Virtual Training Suite is a solution that allows you to easily and quickly obtain a qualitative result, a relevant learning approach and which enhances the messages you want to convey."

After reflection and benchmarking of different solutions, VTS Editor was selected by Mr. Marius to develop *CyberSmart*. The tool for creating immersive scenarios and Serious Games was ideal for bringing this ambitious digital training project to life. VTS Perform, the deployment platform, facilitates the massive and safe distribution of the device, to thousands of people.

A solid partnership for a mission-driven Digital Learning

For several years now, Thales Group has trusted Serious Factory to support it in the creation of its Digital Learning projects. A user of VTS Editor since 2018 and now having several in-house licenses, the company has taken the tool in hand to develop impactful training themes.

In 2019, *Destination: Proxima Thalesio* was born. A Serious Game to raise awareness of the Group's HSE policy via the WEEE directive, relating to the obligations for processing electrical waste and electronic equipment under the energy transition law. With *CyberSmart* in 2022, Digital Learning with impact and mission is still as relevant for Thales as it is for Serious Factory.

PRESS CONTACT

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About Serious Factory

Serious Factory is a publisher of innovative learning and training solutions. Thanks to its expertise in educational engineering and gamification, Serious Factory supports its clients throughout the training program to make it truly effective: knowledge acquisition (Digital Learning, Serious Games, Blended-Learning modules, etc.), development and skills strengthening (practical work, behavioral simulator, etc.), updating of content and daily skills monitoring.

More information on <http://www.seriousfactory.com>

About Thales Group

Present in 56 countries and employing 80,000 people, Thales is one of the world leaders in equipment for the aeronautics, space, defence, security and transport industries.

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