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FOR IMMEDIATE RELEASE

**ASSIMA ANNOUNCES THE GRANT OF A NEW PATENT PROTECTING ITS
INNOVATIVE SOFTWARE SIMULATION TECHNOLOGY**

Provides clear differentiation from tools such as Ancile's uPerform (sold as SPP by SAP), Datango (to be acquired by SAP), Oracle's UPK and Adobe's Captivate.

London, Jan. 19, 2012. - Assima PLC today announces the granting on December 27th 2011 of the U.S. Patent No. 8,087,007. This patent covers Assima's core software simulation technology that forms the foundation of its support for the Enterprise Application Lifecycle including; Requirements Capture, Rapid Prototyping, Development, Testing, Process Optimisation, Innovation, Performance Support and End-User Training.

Among other technical innovations, the patent recognises; the ability to capture application simulations based solely on object recognition, and not requiring any background screen copy and to automatically recapture a simulation based on information stored in a previously captured simulations; along with the ability to then edit and modify the simulation appearance and behaviour via dedicated simulators and designers.

Assima has been pioneering the development of highly realistic software simulations since 2002 and applied for this patent in 2006. The granting of the patent clearly indicates that Assima's technology leads the competitive field when compared with older technology that is fundamentally based on screen capture and playback, the limitations of which include a lack of realism in the 'simulation', difficult to implement updates and low levels of end-user skills retention.

Commenting on the grant of this patent, Eric Duneau, Chief Technology Officer and inventor, "The grant of this patent confirms the leading role Assima plays in researching and developing innovative software technology to support the Enterprise Software Lifecycle. Our customers have often commented on the level of innovation in our software and now this has been formally recognised. We are continuing to invest in R & D and look forward to further widening the gap from our competitors and helping our clients increase the Return on Investment with Enterprise Software Applications such as SAP or Oracle."

Companies that implement Assima's technology report increased End-User competence and confidence; reduced user training and support costs; and ultimately improved company performance.

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About Assima PLC

Assima's innovative software and specialist professional services enable organisations to increase end-user understanding, confidence and competence in enterprise applications.

Assima's solutions give organisations the capability to create highly realistic and easily maintainable virtual clones of their enterprise applications.

Assima has been in business since 2002 developing and delivering software technology that helps large organisations maximise their return on investment from enterprise software projects.

Assima's technology is used for Training, Localisation, Performance Improvement, Application Augmentation, Innovation and Business Transformation by global organisations such as; Morgan Stanley, Xerox, Veolia, Schneider Electric, Chartis, SAB Miller, Santander, Serco, TNT and many more.

Assima has been recognised as a leading innovator, with several awards and patents granted and pending on its unique technology. Similarly, Assima professional services projects have won numerous awards recognising outstanding project delivery on time to budget with truly innovative solutions.

Assima has direct operations in 11 countries in Europe and North America and strategic partnerships extending its reach in the Middle East and Asia.

To learn more please visit <http://www.assima.net/>

Notes to Editors:

The Granted Patent can be viewed at : <http://1.usa.gov/AssimaPatent>

Assima is a member of SAP's EcoHUB Partner Programme

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