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The smell of success: How military work can lead to commercial opportunities

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The modeling, simulation and training industry typically invokes images of screens and headsets, but an Orlando MS&T company creates products that can be felt — and even smelled.

Global Technology Integrators LLC creates practical effects for military training exercises.

These effects include light, smoke and scents. The firm presented at I/ITSEC 2019 — the world's largest MS&T trade show — in Orlando from Dec. 2-6.

Global Technology Integrators' core clientele is the military and defense contractors, but the company has found a demand for its



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services among civilian customers, namely Central Florida's \$75.2 billion tourism industry. Scents developed by the firm have been used in Hagrid's Magical Creature Motorbike Adventure at Universal's Islands of Adventure and Minion Mayhem at Universal Studios Florida.

Orlando is the MS&T capital of the world, and the industry is valued at \$6 billion locally. A heavy cluster of MS&T firms exists at Central Florida Research Park, which houses the nation's Army, Air Force, Navy and Marines simulation operations. The industry is increasingly becoming applicable outside the defense sector, especially in health care and gaming.

Want to see the tech showcased by Orlando companies — including GTI — at I/ITSEC 2019? Check out the slideshow above.

Here, Global Technology Integrators President Tony Oxford shares with *Orlando Business Journal* how products developed for military customers also can have commercial applications:

How are atmospherics used in military simulation and training? Think of an electrical box that's in an aircraft. With scents, we can simulate the smell of a wire burning. Then after they get that, a little bit of smoke comes out of the control panel. Now they have the visual and they have the smell to alert them there's a potential problem and to make the adjustments.

What are examples of your products with military and civilian applications? We have long-range remote controls that can remotely turn things on or off from a mile away. You can drive over them with a tank. In the civilian market, anything that takes power, you can turn it on and off from a distance. We have infrared laser illuminators that

were built specifically for military live training. When the military is using night-vision goggles, a standard infrared device will overgame the goggles and turn them off because it's too bright. In the commercial market, there's a lot of times where customers don't want a red glow. These produce no red glow. It's completely transparent to the eye, but cameras see it.

How are demands from military and civilian customers similar? In the military, lives are dependent on these products. When you talk about the civilian market, especially the market of entertainment and amusement, those businesses are revenue-dependent on their products working for the people they serve. All it takes is one tweet to go out, and people don't go to the ride.

Why have scents been such a successful part of the company? It gives us more immersion into a scenario. Theme parks are doing the same push. How immersed can you get? Our brain works like a superhighway; you have all these interchanges. Our nose is the only direct route to our brain.

What are you focused on in the immediate future? Some companies spend millions of dollars just to win a direct contract. We can't do that. Our focus is to team with as many of the prime contractors as we can. We're just trying to get the word out that we want to be a good teammate. We're also working very hard on our virtual reality scent dispenser.

What's your favorite scent your firm has developed? Pepperoni pizza, because I love pepperoni pizza.

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