# MindArk Announces Innovative AI Integration Strategy to Transform Virtual World Development

*MindArk, the developer of the innovative virtual universe Entropia, today unveiled its transformative strategy for artificial intelligence (AI) integration, which positions the company as a leader in the gaming industry's technological evolution.*

## Strategy

MindArk's strategy marks a significant departure from traditional software development practices, redefining the role of software developers in the creation of virtual worlds. The company is introducing a new framework where developers evolve from traditional coders to "Conductors of Code," orchestrating sophisticated AI systems to deliver groundbreaking gaming experiences.

## AI Integration Strategy

The company's development strategy incorporates advanced AI models, including OpenAI's Codex, Google's Jules, and Anthropic's Claude Code SDK. This approach represents one of the most comprehensive AI integrations in virtual world development to date, giving MindArk a technological edge in creating immersive gaming experiences.

## CEO Statement

Leif Evander Andersson, CEO of MindArk, commented: "We are witnessing a transformative shift in programming, with AI moving beyond being a tool to becoming a key component in creating dynamic and intelligent virtual worlds. By orchestrating AI systems on an unprecedented scale, we aim to redefine the future of gaming."

## Development Philosophy

MindArk's new approach to software development involves orchestrating hundreds of thousands of AI agents, each specialized in different aspects of virtual world creation. This strategy fosters innovation, creativity, and technical excellence in the development of *Entropia* and future virtual worlds. The leadership team plays a crucial role as chief conductors, ensuring optimal collaboration between human creativity and AI precision.

## Future of *Entropia* Universe

This new AI integration will directly support MindArk's long-term vision for *Entropia Universe*, aiming to deliver a technical and immersive gaming experience of unmatched depth, complexity, and innovation. The integration of advanced AI systems will enable the creation of new virtual experiences that were previously considered unattainable.

**Position in the Industry**

MindArk's proactive adoption of AI technology reinforces its position as a leader in the virtual world space. By embracing AI as a core element of its development strategy, the company ensures it remains at the forefront of technological advancements in the gaming industry.

The company's commitment to AI integration not only underscores its technological capabilities but also reflects MindArk's forward-thinking approach to the evolution of virtual world development. This strategy ensures that MindArk continues to deliver market-leading innovations, strengthening its leadership in the gaming industry.

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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.