

FOR IMMEDIATE RELEASE

RealityV™ Takes Home Stevie® Award in 7th Annual American Business AwardsSM

Denver, Colo. – (June 25, 2009) – InVisM, a leader in next generation training applications for commercial and military markets, in partnership with EffectiveUI, an award-winning user experience design and development agency, took home a Stevie Award for their collaborative work on RealityV, a virtual reality cultural training solution, at The 2009 American Business Awards on July 22 in New York City. Winning in the “Interactive Multimedia Training” category, the award exemplifies InVisM and EffectiveUI’s commitment to using next generation technologies in creating exceptional user experiences.

The awards were presented during ceremonies at the Marriott Marquis Hotel in New York City. The ceremonies were hosted by Cheryl Casone of Fox Business Network and broadcast nationwide on radio by the Business TalkRadio Network.

Stevie Awards were presented in over 40 categories including Best Overall Company of the Year, Executive of the Year, and Corporate Social Responsibility Program of the Year. More than 2,600 entries from companies of all sizes and in virtually every industry were submitted for consideration.

InVisM’s RealityV, created in partnership with EffectiveUI, is a virtual reality training solution used to create customized, focused training - oriented to a specific mission or goal. Initially developed for the U.S. military to prepare service members for deployment to the Middle East, this breakthrough video technology allows trainees to experience real-time, live-action, cultural and combative situations in a 360-degree, audio/visual training environment.

RealityV safely places soldiers in real-life military scenarios to experience what it’s like to be in hostile situations on foreign soil, where understanding and proper reactions to cultural differences can result in life or death. Created using Adobe Flash technology, this innovative training solution assesses preparedness and determines the trainee’s ability to handle the challenges of unfamiliar and oftentimes dangerous, situations.

Now expanding into the commercial market, RealityV can be used as a critical training tool tailored to serve beyond government training needs, delivering high-impact content focused on solving client problems, achieving client-critical learning objectives through the use of the subject-matter experts and embedded internal knowledge.

"This award underscores the powerful collaboration required to create highly-engaging, user-focused, customizable, training solutions," said Russel Phelps, InVisM CEO.

"Moreover, it speaks to a new and foundational approach that delivers greater realism, the highest level of educational value, and metrics to the interactive media world and training domains."

More than 200 executives across the country participated in the judging process to determine the Finalists and Stevie Award winners.

“This award is a testament to the truly collaborative and creative processes of a successful partnership,” said Anthony Franco, EffectiveUI president. “We are honored to be recognized by the American Business Awards for our work with InVisM in creating a powerful, user-focused, next generation cultural training solution that helps saves lives.”

Details about The American Business Awards and the list of Finalists and Stevie Award winners are available at www.stevieawards.com/aba.

About InVisM

InVisM[®], a Service Disabled Veteran Owned Small Business, is a technology and services company delivering state of the art training applications. Bringing premium production quality, high-impact content to serve client needs, InVisM delivers exceptionally innovative products and has proven their value in customer operations. Unparalleled in delivering product quickly, InVisM focuses on solving client training needs and achieving critical learning objectives through the use of subject-matter experts and embedded internal knowledge. InVisM’s training products and programs have been awarded “Best Technology” by Military Electronics, “Best Government Serious Game by I/ITSEC and “Best Interactive Multimedia Training” by the American Business Awards. For more information on InVisM, please visit www.invism.com.

About EffectiveUI

Founded in 2005, EffectiveUI is an award-winning, user-centered design and development agency that specializes in the creation and implementation of custom Web, mobile and desktop applications. Leveraging innovative technologies with expertise in user-experience strategy, design and development, EffectiveUI helps today’s most respected brands deepen customer engagement through more exceptional software experiences that deliver competitive advantages, increase customer satisfaction and loyalty and produce measurable results. EffectiveUI has developed ground-breaking applications for organizations including National Geographic, eBay, GE Health, NBC Universal, Viacom and Discovery Channel and has earned the distinction of being named an Adobe Gold Partner and a member of Microsoft’s Global 20 Agency Partners.

About The Stevie Awards Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

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