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FOR IMMEDIATE RELEASE

## **Advanced Training Simulation Website Launch** *New Company Website, Microsite and Blog*

San Luis Obispo, CA – December 17, 2008 -- Visual Purple, LLC is excited to announce the launch of a newly re-designed Flash based company website that overviews [3D simulations](#) in immersive learning worlds. The website offers many of the same great features as the previous site; however, Visual Purple spotlights its Advanced Training capabilities within the Virtual World, Embedded Training, and Decision-Based Training Simulation markets. The site features detailed information, as well as product trailers and demonstrations. Visual Purple believes that the next generation of training is here to stay, thus enabling trainees to train faster, cheaper and more effectively than ever before. With its core technologies and investments in high quality development processes, Visual Purple is able to help commercial, industrial and government sectors realize a high return on investment for training as well as a much higher trainee learning retention rate.

The new microsite [“Why Visual Purple”](#) provides an in-depth analysis of the design process, storylines and embedded intelligence technologies that are the driving forces behind Visual Purple simulations. Visual Purple’s bulletproof design approach consistently produces cutting-edge training simulations that make a difference.

A new addition for the company is a blog. The blog, [Virtual Speak- Immersive Training Insights- Virtual World and Embedded Training Systems](#), provides general information and perspectives on a variety of training types and methods without a biased company take on its own technologies and products. Ed Heinbockel, Founder and CEO of Visual Purple stated that “the blog provides a fresh conduit of what we’re learning, building, testing and implementing in the world of advanced training sims.” The main focus of the blog is to provide a fresh take on a variety of virtual world training types, without focusing on just one type of training.

### **About Visual Purple**

Visual Purple is an industry leader in interactive training simulations and tools throughout the [Virtual World](#), Embedded and Decision-Based training sectors. The Company’s core technologies allow for the rapid development of training objectives within its simulations through a collection of 3D elements, videos, and other high-fidelity content. Visual Purple training solutions allow for the most complex training missions in

a manner that is cost and time efficient for the organization and enjoyable and effective for the trainee. Training packages are designed to accelerate the ability of corporate and government employees to master complicated material and increase performance in making appropriate work-related decisions.

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