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FOR IMMEDIATE RELEASE

Visual Purple Launches Beta 3D Browser-Based Virtual World

San Luis Obispo, CA –October 21, 2009 – Visual Purple, LLC, a leading advanced simulation technology firm proudly announces the launch of its first ever beta version of a 3D browser-based virtual world, [*Winning in Wireless: Year 1*](#). Initially launched in April of this year as a downloadable application, *Winning in Wireless: Year 1* is a pilot program that [BTS](#) and Visual Purple embarked on by taking an existing BTS Computer-based training (CBT) simulation and transferring the content into a realistic virtual world environment complete with Non-Player Characters (NPCs). This entirely 3D based virtual world application allows for automatic updating. Advanced features that are offered include a custom plug-in for behind the firewall, ability to work off of an LMS, playability on private networks and a standalone mode.

In following the trend of virtual worlds moving into the web browser this is just one more distinct advantage that Visual Purple can offer its clients by allowing its customized and low cost virtual world simulations to be viewable in any browser. This is a big step in offering companies full deployment behind their firewall or through a firewall plus the ability to run a typical PC. This complete 3D browser based virtual world solution allows for anytime, anywhere play.

Winning in Wireless: Year 1, provides an interesting environment and experience for the single-player (can be designed in a multiplayer format) and, at the same time, will show how a single-player can be taught key skills and develop empathy for the roles and skills of others within an organization. Successfully navigating *Winning in Wireless: Year 1*, the player learns critical insight and knowledge about the role of the CEO and why a strong CEO is valuable and important; it will provide a refresher on developing forecasts and plans, decision making using an “iTool”, and alignment of the company’s vision, values and mission. Three months after its initial beta launch to the public with a downloadable version of *Winning in Wireless: Year 1* is now an entirely browser-based 3D virtual world that runs directly from the browser.

About Visual Purple, LLC

[Visual Purple](#) is an industry leader in advanced simulations and technologies 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. Visual Purple, LLC is certified on the Central Contractor Registration database as a Women-Owned Small Business.

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