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FOR IMMEDIATE RELEASE

ProtonMedia Introduces New Blog

Blog will educate global businesses in the life sciences, energy, and other sectors on the technologies, news, and trends shaping 3-D virtual worlds

LANSDALE, Pa. and SAN JOSE, Calif.—3D TLC Booth #36—September 23, 2009—

[ProtonMedia](http://blog.protonmedia.com) today launched the company's first blog at <http://blog.protonmedia.com>. The blog is a resource for people looking for insight into the new technologies being developed by the company, and information and commentary on the trends and issues shaping 3-D virtual technology today. The blog goes beyond theories of how 3-D virtual worlds can benefit the enterprise, and gets to the metrics and results organizations are experiencing from their implementations. It follows the state of the industry, and covers the next level of functionality that virtual worlds must achieve to move the industry beyond early adopters and innovators to mainstream acceptance.

The blog is written by leaders at ProtonMedia who are at the front lines of turning virtual technology into real business benefits at enterprises around the globe: [Ron Burns](#), 3-D virtual technology visionary and CEO; [Reggie Best](#), President and COO; [Nigel Downer](#), VP of Business Development; and [Dom Naccarato](#), VP of Creative Services. It will also feature contributed

articles from leading industry analysts and organizations using 3-D virtual technology.

The blog will kick off with extensive [coverage of the 3-D Training, Learning, and Collaboration Expo](#) (3D TLC), held Sept. 23-24 in San Jose, Calif. ProtonMedia will field a full reporting crew to bring the learning and insights discussed at the show to the broader business market with articles, videos, podcasts, and slideshows. Other posts that can be viewed now on the blog include:

- [Top five global pharmaceutical company conducts industry's first virtual poster session in ProtoSphere](#), a case study that documents how ProtoSphere was used to create the pharmaceutical industry's first virtual technology symposium, and the research that measured and reported the actual business benefits.
- [A new ProtoSphere demo video](#) that provides a fast visual tour of ProtoSphere's major features, and how ProtoSphere leverages existing infrastructure and processes while cutting travel costs, raising productivity, improving engagement, and speeding learning.
- [Why your people are your best asset](#), an exploration of how 3-D virtual worlds can connect people in meaningful ways, and let organizations tap the collective wisdom of their people.
- [Roundabout ProtoSphere's 3-D Media Carousel](#), a quick tour of one of ProtoSphere's signature features. This post and the document it links to can help any 3-D evangelist quickly illustrate how something as simple as document sharing can be profoundly improved through an immersive environment.

“It's exciting to be blogging about virtual collaboration, which is a topic everyone at

ProtonMedia has endless passion for,” says Burns. “I’m especially excited about being able to bring the goings-on of 3D TLC to a broader business audience. It’s one thing to be in the thick of the conversation with early adopters and true believers, but the challenge this industry is facing is breaking through to the mainstream, and helping organizations across many sectors understand that immersive virtual environments mean business. We hope our blog will be a stepping stone to do just that.”

The public and the press are invited to [visit the ProtonMedia blog](#) or subscribe to the blog’s RSS feed at <http://feeds.feedburner.com/protonmedia>. Comments are invited (and moderated). Journalists and bloggers interested in learning more about the blog or interviewing ProtonMedia senior executives can contact Matt McLoughlin at Matt@GregoryFCA.com or 610-228-2123.

ABOUT PROTONMEDIA

ProtonMedia is the developer of ProtoSphere, a state-of-the-art social environment for highly effective online teaming. Since 2006, ProtonMedia has been helping businesses overcome the limits of traditional online collaboration tools with engaging environments that improve the productivity and organizational effectiveness of globally distributed teams. ProtonMedia’s growing list of customers include some of the world’s most respected brands, including [AstraZeneca](#), [Johnson & Johnson](#), [National Defense University](#), [Merck Inc.](#), [BP](#), [Chevron](#), [Duke University’s Fuqua School of Business](#), and [TIAA-CREF](#). For more information, visit www.ProtonMedia.com or <http://blog.ProtonMedia.com>.

PRESS RESOURCES

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