



**NEWS**  
**For Immediate Release**

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## **VIRTUAL HEROES CTO RANDY BROWN TO SPEAK AT GAMES FOR HEALTH ANNUAL CONFERENCE**

### ***SERIOUS GAMES LEADER WILL DEMONSTRATE INNOVATIVE BIOFEEDBACK ENHANCED TRAINING SOLUTIONS FOR HEALTH AND HEALTH CARE***

**Cary, NC (September 26, 2006)** – Virtual Heroes Inc., the leader in “Serious Games” learning solutions, today announced that Chief Technical Officer Randy Brown has been selected to speak at this week’s Games for Health Annual Conference in Baltimore, MD. Slated for September 28<sup>th</sup> and 29<sup>th</sup>, Games for Health is a forum dedicated to the exchange of best practices in serious games for health and health care applications. It is expected to be the largest gathering of healthcare professionals, game developers, government program managers, policy advocates, educators, and researchers in 2006.

Brown will speak as part of the Brain-based Biofeedback & Games for Health Session, demonstrating how biofeedback can be integrated as an assessment tool into projects dealing with medical team training and adaptive thinking & leadership. For this discussion, he will relate experience from his current role at Virtual Heroes and nearly two decades of experience directing scientific, graphics library, visualization, training, education, simulation, and gaming content for a wide range of commercial, government, and private organizations.

Virtual Heroes currently provides simulation-based medical training solutions for hospitals, schools and government organizations. These solutions deliver breakthrough improvements in clinical performance and patient safety. Virtual Heroes is also developing the HumanSim™ training platform as a virtual desktop teaching laboratory, that will enable students to practice skills individually or in teams through the use of high fidelity human anatomy, physiology and pharmacology models.

“The problem with most offerings in online and CD-ROM healthcare learning products is that either the underlying biology or the 3D interface is addressed, but not both,” explained Bryan Bergeron, MD and Assistant Professor, Harvard Medical School. “As a result, students and healthcare professionals have had to contend with mathematical models with awkward interfaces or slick veneers having little substance behind them. Virtual Heroes combines the best of the physiology modeling community with the latest generation virtual reality interface. Not only is the underlying biology true to life, but the fidelity of the 3D interface creates an illusion of reality. As a result, learners interact in a highly immersive environment and experience realistic results based on their decisions and interactions.”

Virtual Heroes is also a proud sponsor of the 3<sup>rd</sup> annual Games for Health Conference. “Virtual Heroes is honored to sponsor this innovative event which focuses on leveraging computer game technology for use in health and healthcare applications,” said Jerry Heneghan, Virtual Heroes CEO. “Virtual Heroes is deeply committed to cutting-edge research and development in the field of ‘Digital Health’ and changing

the way people learn to save lives. We look forward to meeting our colleagues at Games for Health 2006.”

### **About Games for Health**

Games for Health is a project produced by The Serious Games Initiative, a Woodrow Wilson International Center for Scholars effort that applies cutting edge games and game technologies to a range of public and private policy, leadership, and management issues.

The Initiative founded Games for Health in association with the Robert Wood Johnson Foundation to develop a community and best practices forum for the numerous games being built for health care applications. To date the project has brought together researchers, medical professionals, and game developers to share information about the impact games and game technologies can have on health care and policy.

In addition to the Games for Health conference, the Initiative is working to catalog the use of games in health care, to assist current development, collect best practices, share research results, and explore ideas that might improve health care administration and policy. For more information, visit <http://www.gamesforhealth.org>.

### **About Virtual Heroes Inc.**

Virtual Heroes Inc. (VHI), the leader in “Serious Games” learning solutions, creates collaborative interactive learning solutions for Federal Systems, Digital Health and Corporate Training. “Serious Games” are the embodiment of advanced learning technologies that operate where electronic computer games and graphics technology intersect with the needs of training and simulation. VHI provides full life-cycle software development, project management, integration and professional services to the interactive entertainment, education, training and Serious Games marketplaces. VHI applications facilitate highly immersive, self-paced learning and instructor-led, distributed team training.

Located in Cary, NC, near the world-renowned Research Triangle Park, Virtual Heroes actively collaborates with industry and academia. VHI maintains strategic collaborations with Duke Medical School, Fuqua School of Business, UNC-Chapel Hill, UNC-Charlotte, NC State Computer Science Department, Appalachian State University, Wake Technical Community College, Catawba Valley Community College and Piedmont Community College. In 2005, VHI was honored by *Military Training and Technology* magazine for its work in creating the America’s Army game platform ([www.americasarmy.com](http://www.americasarmy.com)) and was selected as one of the industry’s Top 100 companies.

For more information about Virtual Heroes, its products and services, please visit [www.virtualheroes.com](http://www.virtualheroes.com).

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