



NEWS

For Immediate Release

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VIRTUAL HEROES FOUNDER AND CEO TO SPEAK AT THE HUMAN FACTORS AND ERGONOMICS SOCIETY MEETING

Research Triangle Park, NC (Oct. 03, 2007) – Virtual Heroes Inc.(VHI), a leader in advanced learning technologies, today announced that founder and CEO Jerry Heneghan has been invited to speak at the 51st Annual Human Factors and Ergonomics Society (HFES) meeting in Baltimore, Thursday, Oct. 4.

HFES promotes the discovery and exchange of knowledge concerning the characteristics of human beings that are applicable to the design of systems and devices of all kinds. Heneghan's discussion will focus on serious gaming, specifically taking education and training to the next level.

"There has been significant interest within industry and academia in using the power of computer games to improve the quality of training in professional organizations and learning in educational institutions," said Heneghan. "I hope to share how serious games technology can be adapted for scientific visualization and engineering through the use of biomechanically correct virtual human characters."

Prior to starting Virtual Heroes, Heneghan was responsible for creating and fielding new medical training technologies for first responders at Research Triangle Institute (RTI). He also served as a Game Producer at Tom Clancy's Red Storm Entertainment and as a U.S. Army Aviator (AH-64 pilot).

Virtual Heroes is perhaps best known for its work with the America's Army Training Platform architecture and the 3DiTeams application developed for the Human Patient Simulation Center at Duke Medical Center. Today, the company provides advanced learning technology solutions and services for a number of organizations in federal systems, healthcare and commercial industries. Virtual Heroes Healthcare Systems Division representatives will provide one-on-one demonstrations of its advanced learning technology solutions platform at the symposium.

About Virtual Heroes Inc.

Founded in January 2004, and located in Research Triangle Park, NC, [Virtual Heroes Inc. \(VHI\)](http://www.virtualheroes.com), the "Advanced Learning Technology Company," creates collaborative interactive learning solutions for the federal systems, healthcare and commercial markets. Advanced Learning Technologies leverage simulation learning and digital games-based learning paradigms to accelerate learning, increase proficiency and reduce training costs for next generation workforce development. As a global market leader in this field, VHI applications facilitate highly interactive, self-paced learning and instructor-led, distributed team training on the Virtual Heroes Advanced Learning Technology (A.L.T.) platform using the Unreal® Engine 3 by Epic Games. In both 2005 and 2006, VHI was honored by *Military Training and Technology* magazine as one of the industry's Top 100 companies. Virtual Heroes is expanding its experience and success in the defense sector into the healthcare market with the development of HumanSim™, and into the commercial market with custom solutions.

For more information about Virtual Heroes, its products and services, please visit www.virtualheroes.com.

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