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Virtual Heroes Launches Partnership with Internationally Renowned School of Medicine to Leverage Interactive Game Technologies for Medical Education and Training

Durham NC & Boston, MA — Games For Health Conference (5/27/10) --- Duke University School of Medicine and Virtual Heroes today announced a framework agreement on a partnership encompassing a broad range of initiatives to leverage interactive game technologies for medical education and training.

The multi-faceted partnership will include initiatives in the following areas: healthcare team communication training; medical device and pharma product education; patient education; medical recertification; clinical trial education; CME courses; and healthcare quality assurance training.

The HumanSim™ platform by Virtual Heroes will soon enable healthcare professionals to sharpen their assessment and decision-making skills without risk to patients in realistic, challenging, immersive 3D environments. Virtual Heroes is creating HumanSim™ by taking the most advanced game technology on the planet (Epic Games' Unreal® Engine 3) and integrating it with a real-time physiologic-pharmacologic model for an unprecedented experiential learning experience.

Dr. Jeffrey Taekman, Duke University School of Medicine Assistant Dean for Educational Technology, said, "This partnership brings together two world-class organizations with complementary resources and a shared commitment to advancing and improving medical education and training. The Virtual Heroes team has deep experience, a state-of-the-art HumanSim™ technology platform, access to all the resources of Applied Research Associates, and an exciting vision for growth. We are pleased to be partnering with them to develop what we believe will be the next generation of sophisticated tools to enhance learning among medical students and help students and trainees hone their clinical skills."



Virtual Heroes Managing Director **Jerry Heneghan** said, “Our approach is to work with the world’s very best partners to develop our HumanSim™ platform. Duke is bringing many things to this relationship, including their reputation for excellence, the Duke Human Simulation and Patient Safety Center, clinical and regulatory expertise, research expertise, and human factors engineering expertise. We’ve thoroughly enjoyed and benefitted from our previous collaboration with Duke on the 3Diteams project (see: <http://en.wikipedia.org/wiki/3DiTeams>) and look forward to advancing research and technology and ultimately saving lives through this new agreement.”

About Virtual Heroes:

The Virtual Heroes Division of Applied Research Associates creates collaborative interactive learning solutions for the healthcare, federal systems, and corporate training markets. Advanced Learning Technologies (ALT) leverage simulation learning and digital games-based learning paradigms to accelerate learning, increase user proficiency, and reduce training costs.

For more information, please visit: www.humansim.com, www.virtualheroes.com, www.ara.com

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