



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

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## **VIRTUAL HEROES GEARS UP FOR SERIOUS GAMES SUMMIT**

### ***ADVANCED LEARNING TECHNOLOGY EXECS SPEAK AS COMPANY SHOWCASES ADVANCED LEARNING PLATFORM***

**Cary, N.C./Washington. D.C. (October 30, 2006)** – Virtual Heroes Inc., the Advanced Learning Technology Company, today announced that its CEO and CTO will speak at next week’s Serious Games Summit in Washington, D.C. Held October 30<sup>th</sup> and 31<sup>st</sup>, The Serious Games Summit is produced by CMP Game Group to give professionals in the game development arena an opportunity to meet and learn from successful serious games applications. It also serves as a common ground for traditional videogame industry experts and program managers for homeland security, state and local governments, military agencies, and educational institutions, creating an arena for collaboration. In addition, the company is scheduling one-on-one demonstrations of its advanced learning platform and is co-sponsoring the Developer Showcase Reception on closing night.

On Tuesday, October 31<sup>st</sup> Virtual Heroes CEO Jerry Heneghan will speak as part of the Business Deals track. Heneghan will present a how-to session on raising investment dollars for a serious games company, sharing his personal triumphs and failures with angel investors, venture capitalists and other funding sources. He will also talk about making the move from a service-oriented business to a product focused organization. Prior to starting Virtual Heroes, Jerry 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).

Furthermore, CTO Randy Brown will speak on Tuesday as part of the Assessment and Results track demonstrating how biofeedback can be integrated as an assessment tool into projects dealing with medical team training and adaptive thinking and leadership. For this discussion, he will relate experience from his current role at Virtual Heroes and his nearly two decades of experience directing scientific, graphics library, visualization, training, education, simulation, and gaming content for commercial, government, and private organizations.

“The Serious Games Summit is one of the premier events in this industry, and provides a great opportunity for Virtual Heroes to share our unique expertise and value proposition with professionals looking for advanced learning solutions,” explained Heneghan.

Virtual Heroes is perhaps best known as the creator of the America’s Army Training Platform (Skyhuntr) architecture and the Adaptive Thinking and Leadership “ATL” application for the JFK Special Warfare

Center & School. Today, the company provides advanced learning technology solutions and services for a number of organizations in federal systems and healthcare. Virtual Heroes representatives will provide one-on-one demonstrations of its advanced learning technology solutions platform in an Expo Suite at the summit. To request a private demonstration, please contact Colleen Martin at [Colleen.Martin@virtualheroes.com](mailto:Colleen.Martin@virtualheroes.com) or 919.459.2510.

### **About The Serious Games Summit**

The Serious Games Summit D.C. gives professionals from the public and private sectors, policymakers, contractors, military personnel, government administrators, educators and experts in the game development arena an opportunity to meet and learn from successful serious games applications, as well as forge links between the traditional videogame industry and program managers for homeland security, state and local governments, military agencies, and educational institutions.

The Serious Games Summit D.C. is produced by the CMP Game Group. A core provider of essential information to the professional game industry, the CMP Game Group offers market-defining content, and drives community through the Game Developers Conference, GDC London, the London Games Summit, the Serious Games Summit DC, GDC Mobile, Game Developer magazine, Gamasutra.com, the Independent Games Festival, the Game Developers Choice Awards, and GDCTV. A complete list of CMP Game Group events, including sponsorship opportunities, is available here. For more information, please visit [www.seriousgamessummit.com](http://www.seriousgamessummit.com).

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

Virtual Heroes Inc. (VHI), the Advanced Learning Technology Company, creates collaborative interactive learning solutions for Federal Systems, Healthcare and Corporate Training, leveraging sophisticated electronic computer games and graphics technology to address training and simulation needs. VHI provides full life-cycle software development, project management, integration and professional services to the interactive entertainment, education, training and virtual learning marketplaces. VHI applications facilitate highly immersive, self-paced learning and instructor-led, distributed team training.

Located minutes from Research Triangle Park, NC, VHI collaborates with industry and academia, to deliver a new generation of low cost web deployable interactive training applications to instructors and students across a broad spectrum of educational, business and governmental sectors. The company maintains strategic partnerships with high-profile institutions such as Duke University, the University of North Carolina, NC State University, Appalachian State University and Wake Medical Hospital. In 2005, Military Training and Technology magazine honored the company for its work in creating the America's Army interactive training platform ([www.americasarmy.com](http://www.americasarmy.com)) and named VHI 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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