

I M M E R S E D
T E C H N O L O G I E S



DEPTH OF EXPERIENCE

For
Immediate Release:

04-16-2012

Contact: Mike Brock

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562-896-2142

RECENT AWARDS HISTORY

2010 MarCom:

Blended Learning (Platinum)
Web-Based Training (Platinum)

2010 Davey:

Blended Learning (Gold)
Interactive Multimedia (Silver)

IMMERSED TECHNOLOGIES' AED TECHNICAL TRAINING SUITE Scores Highest Marks with 6 Industry Awards MARCOM • DAVEY • COMMUNICATOR HORIZON INTERACTIVE

Immersed Technologies continues to build a formidable reputation with blended learning solutions that meet learning goals and bridge information gaps with award-winning innovation. Building upon an established relationship and winning six industry awards for its efforts, Immersed Technologies delivered yet another creative technical training suite (blended learning solution) with its Automotive Electrical Diagnosis (AED) technical training course for longtime client, Kia Motors America.

Immersed Technologies' technical training suite for Kia Motors America includes two pre-requisite eLearning courses, followed by a three-day instructor-led course that included interactive PowerPoint instructor presentations, two high-end desktop computer simulations, and videos. Proving the all-around excellence that Immersed Technologies strives to bring to every aspect of a project, the Kia AED Technical Training Suite received award recognition in its entirety as a blended learning solution, as well as for its individual components (interactive multimedia and video training).

The AED Course received the following 2011 awards:

MarCom

Blended Learning → **PLATINUM**
Interactive Multimedia → **GOLD**



Davey

Blended Learning → **SILVER**
Interactive Multimedia → **SILVER**



Communicator

Blended Learning → **AWARD OF DISTINCTION**



Horizon Interactive

Video Training → **SILVER**



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THE AWARDING ORGANIZATIONS

The MarCom Awards is an international competition for professionals involved in the concept, writing, and design of marketing and communication programs, and print, visual, and audio materials. The MarCom Awards is administered and judged by the Association of Marketing and Communications Professionals. The international organization consists of several thousand creative professionals.

www.marcomawards.com

The annual **International Davey Awards** honors the achievements of the "Creative Davids," who derive their strength from big ideas, rather than stratospheric budgets. The Davey Awards honor outstanding creative work from the best small firms worldwide. The Davey Award is judged by the International Academy of the Visual Arts (IAVA).

www.daveyawards.com

The Communicator Awards is a leading international awards program. **The Communicator Awards honor work that transcends innovation and craft.** Founded nearly two decades ago, the Communicator Awards receives more than 6,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world. The organization is sanctioned and judged by the International Academy of Visual Arts (IAVA), an invitation-only group consisting of top-tier professionals from acclaimed media, communications, advertising, creative, and marketing firms. IAVA members include executives from organizations such as Airtype Studio, Big Spaceship, Conde Nast, Coach, Fry Hammond Barr, Lockheed Martin, MTV Networks, Pitney Bowes, rabble+rouser, Sotheby's Institute of Art, Time, Inc., Wired, and Yahoo!

www.communicatorawards.com

The Horizon Interactive Awards is a prestigious international competition recognizing outstanding achievement among interactive media producers. The competition recognizes and awards the best web sites, videos, online advertising, print media, and mobile applications. The 2011 Competition marked the 10th year of the competition. There were more than 1,000 entries from around the world including nearly all 50 United States and more than 20 countries including: Turkey, China, Spain, UAE, Canada, France, Russia, Taiwan, Malaysia, Netherlands, Switzerland, United Kingdom, Czech Republic, Russia, Australia, Sri Lanka, Hong Kong, Saudi Arabia, Mexico, and Germany. A panel of industry professionals, from diverse multimedia, graphic design, and marketing backgrounds review the entries to determine the work that is to be recognized. Judges look for entries with solutions that are effective, not just fun to look at.

www.horizoninteractiveawards.com

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IMMERSED TECHNOLOGIES

Immersed Technologies is driven, committed, and fiercely focused on training workforces in a world where information travels at mind-boggling speed and by rapidly evolving means. The Immersed Technologies team deftly handles every aspect of the toughest technical training project and delivers the exceptional print, web, interactive, and mobile learning products that its clients demand.

www.immersedtechnologies.com

