

## **Remedy Communications Adopts Immersive Workspaces™ to Help Clients Boost Innovation and Collaboration by Signing Value Added Reseller Agreement with Rivers Run Red**

Remedy Communications announced today that it has formed a strategic partnership with Rivers Run Red and will market and sell the Immersive Workspaces™ Platform, a complete web-based solution that allows enterprises to communicate, collaborate, and co-design in a rich, 3D environment. The Immersive Workspaces™ Platform provides a set of applications that integrate Web and mobile applications with a 3D environment to allow for online meetings, collaboration, prototyping, and training. Remedy will act as a Value Added Reseller of Immersive Workspaces™.

Remedy will provide clients with a “one-stop” solution integrating event management, content development, cross-media design and creative, and training. Remedy will provide full support services in partnership with the development team at Rivers Run Red. With a full staff of live and virtual event managers, editors and writers, 3D content creators, and creative services, Remedy will work closely with clients to leverage the many benefits of the Immersive Workspaces™ Platform.

“Organizations are looking for new ways to be productive and to save time and money,” said Doug Thompson, CEO of Remedy. “Immersive Workspaces™ has a proven return on investment, allowing organizations to save on travel while providing a rich experience that is an incredible supplement to other forms of distance collaboration. But what really excites us about Immersive Workspaces™ is its potential for deeper innovation which in challenging times is as important as saving money.”

“Remedy is a key partner in our newly established Virtual Reseller Agreement. They provide enterprise with strategic insight and collateral services, leveraged via our Immersive Workspaces solution,” said Justin Bovington, CEO of Rivers Run Red. “We’re actively establishing a network of experts and leaders, a professional team of ‘best of breed’ who can deliver and develop the virtual world enterprise market”.

By using the Immersive Workspaces™ Platform, companies have a way to address pressing challenges, including: saving money on travel and the time invested in team meetings; providing employees with tools that encourage and facilitate innovation; attracting and retaining talent; creating new ways to visualize data; creating new ways to work with stakeholders and customers’; and finding cost-effective ways to train staff.

“Our clients range from banks to global brands,” said Justin Bovington.

“The return on investment is tangible, ranging from reduced costs, to more motivated teams, to corporate innovation. One client recently told us that their deployment of Immersive Workspaces™ had netted them a million dollars in value.”

“Remedy believes that the Immersive Workspaces™ Platform is an important addition to any company’s tool kit for collaboration and communication,” said Doug Thompson. “We’re pleased to be able to offer this platform as a stand-alone or key component to an integrated communication and training program.”

## **About Remedy Communications:**

Remedy Communications is a marketing and communication company with a reputation for providing fresh and effective solutions to clients ranging from Fortune 500 pharmaceutical companies to cause marketers.

Remedy provides integrated services for Web, print, conference management, editorial and content development, and instructional design.

Remedy has produced award-winning work based on a focus on advancing how people learn, communicate and change through the use of conversational, traditional and innovative media. Remedy is based in Toronto, Canada and has affiliate offices in Minneapolis and Boston.

Remedy is the owner of Metanomics, a popular Web-based show on the serious uses of virtual worlds, and publishes Dusan Writer's Metaverse, a blog on virtual worlds.

## **About Immersive Workspaces and Rivers Run Red:**

Immersive Workspaces™ is a premium collaboration solution, enabling enterprises to communicate and collaborate in a rich, 3D environment. Developed exclusively for the Second Life Grid™ platform and private networks, Immersive Workspaces harnesses the potential of virtual worlds and 3D immersive environments to help solve ecological, collaboration and communication issues facing many organizations today. For more information about Immersive Workspaces, please visit <http://www.immersivespaces.com>.

Rivers Run Red is an immersive spaces™ company, developing content, applications and business solutions for the emerging 3D Web. As an industry-leading development company, instrumental in the evolution of the virtual worlds market, Rivers Run Red works with some of the world's largest companies in the extension of their digital strategies. Rivers Run Red is located in London and San Francisco. For more information about Rivers Run Red, please visit <http://www.riversrunred.com>.

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