

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:

11-09-2012

Contact: Mike Brock

mbrock@immersedtechnologies.com

562-896-2142

RECENT AWARDS HISTORY

2011 MarCom

Blended Learning (Platinum)
Interactive Multimedia (Gold)

2011 Davey:

Blended Learning (Silver)
Interactive Multimedia (Silver)

2011 Communicator:

Blended Learning (Award of Distinction)

2011 Horizon Interactive:

Video Training (Silver)

2010 MarCom:

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

2010 Davey:

Blended Learning (Gold)
Interactive Multimedia (Silver)

1 Distinguished Client

2 Innovative Projects

3 Leading Professional Awarding Organizations

1, 2, 3, 4 Industry Awards for

Immersed Technologies



THE AWARDS

Proving for the third straight year that innovative excellence garners results and recognition, Immersed Technologies received four awards from three leading professional marketing and communications organizations - MarCom, Davey and W³ 2012 Awards.

Looking for more than the prerequisite dynamic presentation, the awarding committees recognize projects that achieve goals by pushing the current boundaries of the marketing and communications industry.

Leaping out of the box and to the front of that illustrious line were two projects that Immersed Technologies designed and created for Fisker Automotive. The Advanced Hybrid Diagnostics mLearning iPad course received a **PLATINUM MARCOM AWARD** and a **SILVER DAVEY AWARD**. The Hybrids 101 web course received a **PLATINUM MARCOM AWARD** and a **SILVER W³ AWARD**.

IMMERSED TECHNOLOGIES

Immersed Technologies not only meets and exceeds its clients' project objectives, but is able to infuse and convey a company's unique philosophy and carefully constructed brand throughout every project. Each project comes together as a result of Immersed Technologies' relentless quest to utilize every tool available in the field of technical education and training.

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:

11-09-2012

Contact: Mike Brock

mbrock@immersedtechnologies.com

562-896-2142

RECENT AWARDS HISTORY

2011 MarCom

Blended Learning (Platinum)
Interactive Multimedia (Gold)

2011 Davey:

Blended Learning (Silver)
Interactive Multimedia (Silver)

2011 Communicator:

Blended Learning (Award of Distinction)

2011 Horizon Interactive:

Video Training (Silver)

2010 MarCom:

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

2010 Davey:

Blended Learning (Gold)
Interactive Multimedia (Silver)

THE CLIENT

Fisker Automotive, which designs, engineers, and manufactures luxury hybrid automobiles, is a company that believes, "The world needs new." The company is fearless in its goal to revolutionize the automotive industry in a way that makes radical and exciting sense for car owners and the planet. To say Fisker is a visionary is to give justice to a paradigm-shifting force.

When Fisker Automotive tasked itself with training and educating a domestic and international workforce, it chose a company that would deliver the high-caliber learning tools it demanded and match its visionary spirit. Immersed Technologies is the trailblazer that Fisker sought.

THE PROJECTS

When the **Advanced Hybrid Diagnostics mLearning Course** was launched in the summer of 2012, it not only became one of the first paperless training courses in the automotive industry, it reflected Fisker's commitment to sustainable, green practices at every level and in everything the company does. The course is a four-day Trainer-Led Course (TLC) that uses the new Apple iBooks Author system and HTML5 programming. This course is designed for retailer diagnostic and repair technicians.

Contact any technical training college to inquire where one might find the latest hybrid automobile diagnostic textbook and you will likely learn that there aren't any. College departments are building their curriculum as they go. By emphasizing mobile learning and green practices, Fisker Automotive truly is revolutionizing the automotive industry.

Fisker requires its workforce training tools to be the best available. Immersed Technologies delivered training courses that exceeded their demanding project specifications and highlighted Fisker's company culture of focusing on green practices.

The **Hybrids 101 Web Course** was a new challenge for Immersed Technologies, and the company was eager to take it on. While the information in the course is basic and provides more than just technical information, the importance of this course is crucial to learning. Every solid education relies on the basic understanding of a subject matter's most elemental information.

One cannot overstate the importance of an educated workforce for a company introducing a new product to the public. This course is provided to employees at the Fisker corporate headquarters, from receptionists to corporate executives, as well as to Fisker retailers worldwide to educate staff in every department. The course covers the history and types of hybrids and electric automobiles, values used in hybrid comparisons, the history of Fisker Automotive, and the features and specifications of the Fisker Karma.

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:

11-09-2012

Contact: Mike Brock

mbrock@immersedtechnologies.com

562-896-2142

RECENT AWARDS HISTORY

2011 MarCom

Blended Learning (Platinum)
Interactive Multimedia (Gold)

2011 Davey:

Blended Learning (Silver)
Interactive Multimedia (Silver)

2011 Communicator:

Blended Learning (Award of Distinction)

2011 Horizon Interactive:

Video Training (Silver)

2010 MarCom:

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

2010 Davey:

Blended Learning (Gold)
Interactive Multimedia (Silver)

THE AWARDING ORGANIZATIONS

The **MarCom Awards** is an international competition for professionals involved in the concept, writing, and design of marketing and communications programs, as well as print, visual, and audio materials. Entries come from corporate marketing and communications departments, advertising agencies, PR firms, design shops, production companies, and freelancers. MarCom Awards is administered and judged by the Association of Marketing and Communications Professionals. The international organization consists of several thousand creative professionals. The association oversees awards and recognition programs, provides judges, and sets standards for excellence.

Immersed Technologies received two PLATINUM MarCom awards – the highest MarCom awards – for the Advanced Hybrid Diagnostics iPad course and the Hybrids 101 web course.

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). Membership in IAVA is by invitation only and includes a roster of “Who’s Who” of acclaimed media, advertising, and marketing firms, including: Conde Nast, Disney, The Ellen DeGeneres Show, Estee Lauder, HBO, Monster.com, MTV, Wired, and many more.

From a field of nearly four thousand entries, Immersed Technologies was honored with two SILVER trophies for its 2012 Fisker training courses.

www.daveyawards.com

The **W³ Awards** honors creative excellence on the web and recognizes the creative and marketing professionals behind award-winning sites, videos, and marketing programs. The W³ is the first major web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. The W³ is sanctioned and judged by the International Academy of Visual Arts, an invitation-only body consisting of top-tier professionals.

Immersed Technologies received a SILVER W³ Award for its Hybrids 101 web course.

www.w3award.com