

# NEWS RELEASE

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## **Oklahoma Based Education Company introduces 3D Interactive Courseware in NEW “\$ummer \$mart \$uite”**

*Cutting Edge Online Learning Company, Vertical Learning Curve (VLC), Introduces 3D Virtual Reality Courseware to Business Schools*

OKLAHOMA CITY, OK – March 25, 2010 --- Vertical Learning Curve is setting the industry-standard for online learning in the 21<sup>st</sup> Century. Their V-Learning™ courses, developed by award-winning professors, utilize the most sophisticated motion-capture animation technology available. Their aim: to immerse students in a world with virtual characters, rotating through the departments of a simulated company and marketplace. Educators across the nation and around the world are already benefiting from this new and unique learning platform. By taking advantage of VLC’s new course offering **\$ummer \$mart \$uite** Oklahomans will have access to a wealth of learning opportunities that will help them excel in areas of business in these difficult and often turbulent economic times.

Vertical Learning Curve utilizes the experience of professors and real-world business leaders to develop personal case studies and classic illustrations that make their courses unique. All of the courses are created by a team of published Ph.D. professors and business leaders. Professors have worked for, or have been a consultant for, a number of private and public sector firms such as General Motors, The Kellogg Foundation, and Sheraton Hotels, and have studied at schools such as MIT and the Juran Institute. Using innovative motion-capture animation techniques, employing top-notch actors to create believable characters, and immersing students in an engaging real-world setting, VLC strives to foster a learning experience unlike anything on the market today. The same technology and creativity that enliven movies like “Avatar™” and “UP™” make V-Learning™ an engaging, immersive and interactive experience that will have students, parents, donors and high school recruits saying “WOW!”

This next generation of online courses includes five undergraduate and graduate 3D business simulation course packages. There is an avatar Professor and Teaching Assistant to guide students. VLC also provides 24/7 customer and technical support and a professor dashboard to help Universities utilize this innovative learning platform. There is no minimum enrollment needed to make a class. Enrollment is set for the summer of 2010 and the courses are guaranteed to be helpful in understanding business principles.

It is the hope of VLC that all Oklahoma college and High School students get the opportunity to immerse themselves in this fun, interactive world of business. Currently Oklahoma Baptist University, ranked by U.S. News & World Report as the best private school in the West, and Oral Roberts University, are using V-Learning™ courseware.

What students are saying about VLC:

“The resources are fascinating, just fascinating...honestly the best course I have ever had.”

--Regional Vice President of International Insurance Company

“I liked that there were questions leading up to the final assessment to make sure I was understanding the concepts as the module went on.”

--Admissions Counselor

“Having been the leader of our online programs for a number of years, this has been the first truly new idea that has gotten me excited again over what online education can become.”

--University Vice President of Distance Learning

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*Media interested in interviewing Vertical Learning Curve can contact  
VLC Spokesperson, Trish Zylstra at the number listed above.*