

3-D ETC Demonstrates High-Impact Learning Environment at The National Summit in Detroit

3-D ETC is demonstrating its unique training technology at The National Summit in Detroit, June 15-17. 3-D ETC uses its technology to deliver experiences that are so life-like that they leave an unforgettable impression on the participant that will influence their decision making for a lifetime. It's how 3-D ETC uses the combination of 3-D technology and process that differentiates it and excites its clients. The result is high-impact experiences that get people to make positive choices leading to positive changes.

June 14, 2009 (FPRC) -- Bloomfield Hills, MI – A patent pending process that blends psychology and behavioral science with immersive 3-D audio and stereoscopic video technology is revolutionizing the workplace training environment. Aimed at improving the behaviors of employees in any industry, the new solutions from 3-D ETC (3-D Experiential Training Company) of Bloomfield Hills, MI are being demonstrated in booth #13 in the Innovation Expo at The National Summit being held June 15-17, 2009 at the Marriott Renaissance Center in Detroit, MI.

The 3-D ETC training and delivery process combines stereoscopic 3-D video, binaural audio and immersive head mounted displays -- along with an innovative content development process -- to deliver any message to its learning audience as an ultra-realistic, emotionally charged experience, thus maximizing the potential impact of the training. The programs effectively facilitate a positive shift in attitude, mindset and performance.

“Using our technology, we deliver experiences that are so life-like that they leave an unforgettable impression on the participant that will influence their decision making for a lifetime,” said Dave Hodgson, President of 3-D ETC. “It’s how we use the combination of 3-D technology and process that differentiates us and excites our clients. The result is high-impact experiences that get people to make positive choices leading to positive changes.”

3-D ETC clients include healthcare institutions seeking to reduce costly medical errors and prevent workplace accidents, a Fortune 500 company training its sales force to see a life-like workplace accident and understand the consequences so they could better relate to the safety professionals that deal with such issues, and the U.S. Department of Defense where 3-D ETC is working to help achieve DoD’s goal of reducing workplace accidents by 75 percent.

“3-D ETC works on the principle that experience is the best teacher,” said Richard Kughn, Chairman of 3-D ETC and a sponsor of The National Summit. “Positive safety, health and other behavioral related messages are delivered in manner that inspires a significant change in participant’s attitudes and motivates them to take ownership of, and accountability for, their personal choices. The result is a lasting impact that has helped clients to prevent accidents and reduce injury rates that are caused by the most pervasive unsafe behaviors.”

To learn more about 3-D ETC solutions, contact Dave Hodgson dave.hodgson@3-detc.com or call 248-594-4620. Media contact: Ray Thomas, rthomas@zananetwork.com, 617-833-1316.

For more information on The National Summit, please visit NationalSummit.org. For more information on the Detroit Economic Club, please visit EconClub.org.

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