

Rivers Run Red Introduces Immersive Planograms, a Visualization Tool for Real-Time 3D Planning and Design Layout

Extends a 2D – 3D Schematic System into the Immersive Workspaces Solution

San Francisco, CA. – January 2009– Rivers Run Red, the creators of the Immersive Workspaces solution, today introduced Immersive Planograms, an extension to its premium collaboration solution. Immersive Planograms is a 2D/3D planning solution giving brands the ability to plan and design immersive product displays and store layouts using virtual world technology. With Immersive Planograms, Rivers Run Red presents brands and retailers with a persistent 3D environment they can easily design and manage through a web control system.

Immersive Planograms allows for the configuration of 3D layouts through the use of 2D schematics. The 2D schematic consists of a web control system that offers a 2D representation of the 3D space and includes a list of multiple pre-defined layout options as well as an inventory of pre-defined objects. These objects can then be dragged and dropped to the 2D schematic, creating dynamic results that are automatically reflected in the 3D environment. The web presence also allows users to create, save and reload multiple layout options.

The objects and layouts in Immersive Planograms are also linked to physical store layouts, which allows for the visual representation and reporting of inventory performance. Immersive Planograms offers numerous benefits to brands and Fast Moving Consumer Goods (FMCG) companies that in the end lead to better-informed business decisions:

- Communicate how to set merchandise

- A persistent space that can be shared with colleagues and partners
- Use space effectively
- Communicate brand identity

“Data visualization is one of the biggest benefits of virtual worlds and organizations are increasingly turning to this medium to increase product and business process efficiencies,” said Justin Bovington, CEO of Rivers Run Red. “Immersive Planograms is just one instance of how we aim to democratize 3D data visualization.”

Utilizing the Immersive Workspaces solution built on the leading virtual world platform Second Life, Immersive Planograms is an ideal solution for the retail and FMCG markets looking for a simple, cost-effective way to manage their store and merchandise layouts without having to compromise on brand identity and immersive design. The solution’s WYSIWYG interface also guarantees the ability of a diverse level of users to participate in the layout design and planning process.

A downloadable video demonstration of Immersive Planograms is available by clicking here:

http://immersivespaces.com/media/files/2009/01/13/3D_Visualization_Tool_Sml.mov

In addition to a YouTube video demonstration: <http://uk.youtube.com/watch?v=vdq4QTO9sZY>

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.

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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