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## NEWS & PRESS RELEASES

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### Red Hot Learning Partners with UIC Center for the Advancement of Distance Education

Fredericton, New Brunswick Canada and Chicago, Illinois, USA – Fredericton new media company Red Hot Learning Inc. has entered into a partnership with the Center for the Advancement of Distance Education (CADE), a self-supporting unit within the School of Public Health at the University of Illinois at Chicago, to work together and to expand into new applied research, learning and educational opportunities, in North America and throughout the developing world.

The partnership would create a Canadian affiliate to CADE that helps create a caring, serious game-playing community internationally, supports the work of CADE among public and private sector organizations, especially in Canada, and promotes R&D and production partnerships between CADE, RHL and others in Europe and the USA. Under the agreement, RHL would be a project manager for CADE within Canada for educational, public health and corporate projects which employ active learning systems in virtual reality and immersive environments.

CADE is one of the premiere game and simulation development organizations for Public Health. The center specializes in combining technological leadership, advanced communication technologies, simulation and game development, and public health practice. CADE focuses on issues such as bioterrorism, environmental and communicable disease preparedness and response. In addition to its custom game technology development lab, Red Hot Learning's substantive focus is developing exceptional team and interpersonal skills, enhancing capacity for critical thinking, decision-making and diplomacy and creating adaptable and innovative leaders for "work that matters."

The partnership's integrated product suite will include:

- Video Games: "The POD Game," is the first video game for the purpose of training public health workers, city workers and volunteers on how to effectively run a mass dispensing center in response to a bioterrorism attack
- Virtual Worlds Training: CADE specializes in building, texturing, and scripting to create realistic environments for training and education within Second Life, a 3-D virtual world. Currently CADE runs three "sims," "Preparedness Island," "Public Health Island," and "CeaseFire Island." Training includes pandemic flu preparedness, surge capacity, dispensing and vaccination center planning and evaluation, mobile quarantine units training, field hospital setup. CADE also runs the first ever violence prevention program in a virtual world. Additionally, CADE has designed an end-to-end virtual "Whistleblower" application for anonymous and confidential HR ethics and compliance counseling in a virtual world. CADE is above all, a designer of virtual spaces, developing "sims" based on client needs for space, content, and interactivity.
- Mobile phone applications, including the "Mobile PanFlu Prep," a persistent and updateable information source for pandemic flu preparedness and the "Healthy Living Checkup", the first public health survey deployed on mobile phones.

Specific early areas of collaboration between RHL and CADE include the use of a Learning Management System (LMS) with games to provide an infrastructure for registering and collecting data from the game (create a game learning/network system), supporting a Canadian "Serious Games" initiative and working with broadcasters on documentaries and serious games - the next step in public educational film and game interplay – and the establishment of a "Serious Games Studio."

The memorandum of understanding between the two parties has been underway since their meeting at a pre-conference workshop on emergency preparedness training at Online Educa Berlin, Germany in late November 2006 and project activity began at CADE in Chicago, USA on May the 9<sup>th</sup>, 2007.

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### **About CADE and RHL**

Based at the University of Illinois at Chicago, the **Center for the Advancement of Distance Education at UIIC** collaborates or contracts with university, government and non-profit organizations to provide web-based solutions to meet a variety of education, training, research and administrative needs. These collaborations include the creation of interactive online training modules, the design and development of web sites and live webcasting, simulations and games, mobile phone technologies, video and computer animation production, course registration and learning management systems, web-based programming and database connectivity, and online data management, analysis and presentation. CADE is actively involved in advancing public health communications with special expertise in the areas of: emergency preparedness and response, medicine, oral health, pharmacy and nursing.

Headquartered in Fredericton, New Brunswick, Canada, **Red Hot Learning Inc.** dramatically improves organizational and individual performance through the strategic use of interactive media, simulation, games-based learning and immersive learning environments. RHL's foundational offering, the Learning-Based Growth Strategy, was developed in collaboration with their premiere client, world-renowned cymbal-maker, SABIAN Ltd.

In addition to providing development strategies and services for the regional and national learning industry, RHL's clientele includes the Atlantic Canada Opportunities Agency, Business New Brunswick, NASA contractor Precision Metal Works, the Canadian Army Individual Training Authority, the Field Artillery School at CFB Gagetown, Industry Canada, the Privy Council Office of Canada, the Prime Minister's Advisory Council on Science & Technology, the Canadian Aquaculture Industry Alliance, Cameco (the world's largest uranium miner and manufacturer) and, internationally, the Home Office of the United Kingdom, Pulse Learning of Ireland, Andromeda Training of Chapel Hill, NC, the IT Academy of Cairo, the Electronic Arts Game Innovation Lab at USC, Polytronic International AG of Zurich and ICWE of Berlin.

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