



## **Two Learning-Industry Innovators, Blueline Simulations and SIMmersion, Join Forces to Introduce a New Age in Coaching Training**

*Announcing a new partnership between leading innovators in learning, Blueline Simulations and SIMmersion, LLC ®. SIMmersion's web-based sim technology delivers the most immersive soft skills training you have ever experienced.*

Tampa, FL ([PRWEB](#)) June 03, 2011 -- Since its inception nearly a decade ago, [Blueline Simulations](#) has had one mission: "To excite, engage and transform employees utilizing the world's most innovative and effective training solutions... one client at a time."

"Our partnership with SIMmersion offers a significant competitive advantage to our clients," says David Milliken, Managing Partner of Blueline Simulations. "SIMmersion's new simulation delivers a [coaching skills](#) practice session so real that you will forget that you are interacting with the computer!"

The timing is good. You can argue whether the economy is in a turnaround or not, but the fact is that companies are sick of playing the sit-and-wait game. Today, they are making moves and seizing opportunity. That means more hiring, new people, new development needs... and a renewed emphasis on coaching. That's where Blueline and SIMmersion come in.

"Think about the endless directions a coaching conversation can take," Milliken explains. "The design of the [SIMmersion Coaching and Counseling Simulation](#) is made up of hundreds of choices (nodes) and because it uses a game engine with rules and probabilities, the experience feels limitless. The learner can literally practice for hours without having the same experience twice. It has similar benefits to that of a live role play, but can be done remotely online at a time convenient to the learner, and has the advantage of delivering a consistent experience with detailed feedback."

Milliken continues, "Think of the SIMmersion Coaching and Counseling simulation as your leaders' personal coach. SIMmersion's solution makes it possible to safely and cost effectively practice coaching anytime, anywhere."

SIMmersion's simulation technology combines hundreds of nodes with a gaming engine and voice recognition to create an immersive simulation that, up until now, hasn't been possible. Couple that with coaching best practices defined by one of the world's best-known authorities and the expertise of one of the premier sim designers in the space.

"This represents a huge commitment to moving sim technology forward. At a time when most developers are cutting back, we are proud to be launching a cutting edge solution with out-of-pocket costs that exceed a million dollars," says Milliken.

For Blueline, the opportunity is great. For more than a decade, the Tampa, Florida-based company has been recognized for its learning solutions in business acumen, leadership, onboarding, sales & marketing, and organizational change.

Until now, SIMmersion's immersive simulation solutions have been largely directed at serving the public sector, most notably the branches of the American Military. Through their partnership with Blueline,



SIMmersion has the opportunity to transform learning at many of the world's largest and most successful companies.

Dr. Dale Olsen founded SIMmersion, LLC in 2002. He obtained an exclusive license for the PeopleSim™ technology he invented in 1997 while working for Johns Hopkins University Applied Physics Laboratory (JHU/APL). As a subcontractor to JHU/APL, the company began projects to develop simulations for the U.S. Drug Enforcement Administration and an additional simulation for the FBI in early 2003. Since that time, SIMmersion has contracted directly with government sponsors and has been awarded contracts with the U.S. Army J.A.G., U.S. Marine Corps, and the FBI.

Headquartered in Tampa, Florida, Blueline Simulations has quickly established a global reputation for delivering "everything simulation" with capabilities for rapid prototyping and global implementation.

[Blueline Simulations builds custom learning visuals, classroom simulations and games, elearning, esimulations, mobile learning, virtual worlds and social media solutions with a constantly growing network that enables them to deliver the leading corporate training solutions in branding & positioning, business finance & strategy, leadership, sales strategy, market strategy, project management, diversity, trust and much more. Blueline helps organizations inspire new beliefs, expand knowledge and develop skills.](#)

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