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## Echo Visualization Recognized for Prestigious Interactive Media Award

### Horizon Interactive Awards Announces 2005 Winners

**Atlanta, Georgia - April 1, 2005** - The Horizon Interactive Awards, a leading international interactive media awards competition, announced the 2005 award winners. The fourth annual international competition recognized excellence in interactive media production among multi-media developers worldwide.

Echo Visualization was acknowledged for their excellence in interactive media production with a Bronze award for the Business-to-Business CD-ROM, Cooper Lighting Interactive Buyer's Guide.

"Cooper Lighting sought a way to lower the costs associated with the printed Buyer's Guide while simultaneously improving the quality of the content and the user experience," said John Cowan, project manager for Echo Visualization. "This interactive application represents an 80% savings per unit for Cooper Lighting versus the printed product, and that's without the considering the value of the built-in enhancements, such as the online/on demand product updates. Echo is proud of our team's achievement, and we thank Cooper Lighting for their impressive vision when this product was conceived."

The 2005 competition received hundreds of entries from 15 countries including Australia, Brazil, Canada, France, Germany, India, Japan, New Zealand, Portugal, Russia, Slovakia, South Africa, Switzerland, United Kingdom and nearly all 50 US states. A panel of judges, who consisted of various industry professionals with diverse backgrounds, evaluated 11 different categories. The 2005 award winning entries showcase the best developed web sites, CD-ROMs, DVDs, audio, video, kiosks, video games and other interactive media.

"We are continually amazed at the creativity and imagination of the designers and developers who enter the competition. The winners in the 2005 competition demonstrated an effective blend between technical excellence and artistic style on a new level," said Mike Sauce, president of the Horizon Interactive Awards. "The winners this year have utilized the electronic mediums with real purpose and style, many times pushing the envelope for innovative solutions that deliver real value to their clients and end-users."

#### About Echo Visualization

Echo Visualization, LLC, designs media, exhibits and broadcast sets with expert attention to the principles of effective user interface and human interaction. The EchoViz team applies its professional training and experience in industrial design to collaborate with clients in defining, visualizing and creating ideal solutions across a variety of markets. EchoViz interactive projects range from product interfaces to multi-media product catalogs to custom sales presentations. EchoViz broadcast sets balance the needs of viewers and live audiences. EchoViz exhibits translate design considerations into physical, three-dimensional spaces at trade shows. The Atlanta-based EchoViz staff is active, locally and nationally, in promoting industrial design as a discipline. For more information, call 404.389.0873 or visit [www.echoviz.com](http://www.echoviz.com).

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