



Haas Factory Outlet

A Division of Gerotech, Inc.

PRESS RELEASE: For Immediate Release

Haas Factory Outlet, a Division of Gerotech, Inc. Provides Online Learning with www.LearnHaasCNC.com

Flat Rock, MI., March 1, 2009- Haas Factory Outlet, a Division of Gerotech, Inc. is proud to announce that it has adopted www.LearnHaasCNC.com, powered by www.immersive.biz to provide high-quality, affordable online training and other relative training products to its customers. "This new partnership delivers significant value to our customers by providing interactive learning content, coupled with the virtual training environment for CNC machining. Now, our customers can learn anytime and anywhere they have an Internet connection." said Fred Schultz, Director of Sales at HFO/Gerotech.

LearnHaasCNC.com is a truly innovative learning experience developed by immersive.biz, exclusively for Haas Automation Factory Outlets. Used by over 8,000 student and corporate learners, the Virtual Training Environment for CNC Machining (VTE-CNC) combines powerful "flight-simulator" technology with interactive courses delivered on a flexible Internet-based learning content management system.

Unlimited access to train and rehearse in VTE-CNC enables learners to develop greater confidence and proficiency prior to performing actual procedures and operating equipment. In addition to machine and tooling setup, students may create, edit, run and save programs and cut parts in a virtual machining environment.

"We are very excited to announce this partnership as well as the www.hfogerotech.com website that was developed with Immersive.biz dynamic portal technology. Haas customers will dramatically benefit from the combined strengths of our companies." Commented Chris Bien, President, Immersive.biz.

Business Benefits Include:

- Cost-effective and safe
- 24/7 access at your convenience
- Reduce risk to people and equipment
- Increase training contact-time, while minimizing use of actual equipment
- Track and measure learning progress
- Virtual CNC control panels and 3D mills and lathes
- Interactive online course material and assessments

Corporate subscriptions are \$150 per named account for 6 months and easy to understand, 4-color manuals for mill and lathe are \$65 per manual. LearnHaasCNC.com was developed to provide customers with affordable access to cutting-edge online learning capabilities. To learn more, visit: www.hfogerotech.com and click on the LearnHaasCNC link.

About Haas Factory Outlet, a Division of Gerotech, Inc.

HFO/Gerotech is the exclusive, full service distributor of Haas Automation CNC machine tools in the Lower Peninsula of Michigan, with two HFO locations, Flat Rock & Grand Rapids, MI. The company serves over 1200 Haas customers operating over 4000 Haas machines in Michigan. HFO/Gerotech also supports four Haas Technical Education Center/Technology Showrooms in partnership with four Michigan Community Colleges. Haas CNC machine tools are part of manufacturing education programs in over 50 Michigan schools & colleges.

About LearnHaasCNC.com and Immersive.biz

Immersive.biz develops and supports various software products including virtual training environments for CNC machining and robotics, learning content management systems, employee and student evaluation systems and custom website development. For more information, visit www.LearnHaasCNC.com or www.immersive.biz.

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