

For Immediate Release

Infusion Supports Chicago 2016's Bid for Olympic and Paralympic Games

Virtual Earth, Touch TV- and Infusion's Falcon Eye technologies help bring Games Plan to life

Chicago, April 1, 2009 – Chicago 2016 welcomed the International Olympic Committee (IOC) to Chicago earlier this month as part of the city's bid to host the 2016 Olympic and Paralympic Games. Infusion Development played an instrumental role in the IOC's Evaluation Commission visit, supporting the bid through the use of emerging technologies, including Microsoft Virtual Earth, Touch TV and Infusion's Falcon Eye. Infusion invested time and expertise in emerging technologies to contribute to the Olympic experience Chicago 2016 presented the IOC.

"Preparing for the Games is a tremendous undertaking. It's an activity that involves ingenuity and imagination – particularly when envisioning future sites," said Tyler Davey, General Manager, Infusion Development. "Through the use of its 3D mapping platform, Falcon Eye, Infusion helped Chicago 2016 communicate its Games plan to the IOC by displaying it on a Touch TV."

Infusion worked with Chicago 2016 and Creative Network, an event planning organization, on the project. By using the latest technologies and focusing on the tremendous power of visual mapping data, IOC delegates could take virtual tours through the city just by visiting the Touch TV kiosk.

"Not only are delegates able to visualize future Olympic and Paralympic sites, they also have the opportunity to become acquainted with the city's landmarks and attractions through the Touch TV," said Davey.

Falcon Eye is a 3D operational dashboard that leverages Microsoft's Virtual Earth and .NET platforms. It is designed to seamlessly integrate information from multiple sources, displaying numerous data streams on a virtual map of the city. Falcon Eye has ability to navigate real-time data on the Touch TV by simply touching the screen and selecting a preferred mode of navigation, exploration, or guided tour.

Infusion is a Microsoft Gold-Certified Partner that applies emerging technologies to solve complex software problems. With international offices in New York, London, Toronto, Boston, and Dubai, Infusion offers a full suite of information technology services with a focus on talent, technology and design-driven methodologies, placing the company at the forefront of interface exploration. Infusion has constructed solutions for many of the world's largest organizations in the travel and tourism, financial services, retail and government sectors.