

Press Release – For Immediate Release

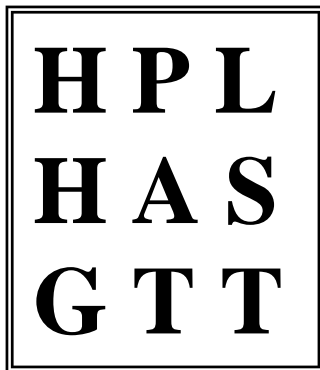
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Human Productivity Lab Has “Gone To Texas” and Launches New Website

*Telepresence and Productivity Consultancy Relocates to Austin, Texas
and launches new website @ www.HumanProductivityLab.com*



Austin, TX – September 21st, 2005 - The Human Productivity Lab, the telepresence and productivity consultancy of Howard S. Lichtman (HSL), announces a relocation from the Silicon Plantation of Northern Virginia to the Silicon Hills of Austin, Texas and has launched a new website at www.HumanProductivityLab.com

The city of Austin was chosen for a number of strategic and personal reasons:

Seeking to expand the Lab’s expertise in telepresence and visual collaboration, Austin was an obvious choice as one of the world’s foremost centers of visual collaboration excellence. The city is or has been home to some of the most innovative companies in visual collaboration including: [LifeSize Communications](#), VTEL, [Polycom’s video division](#), [Forgent](#), ViaVideo, [CoVi Technologies](#), and [Media Excel](#) to name but a few

Out of all of the major domestic technology centers, Austin is the most affordable with a cost-of-living estimated to be **40-50%** less expensive than San Jose and **20-30%** less than Northern Virginia.

Austin, Texas has been ranked as:

[The Most Wired City in America \(Forrester\)](#) for % of Internet users

[The 3rd Most “Unwired City” in America \(Intel\)](#) for its abundance of Wi-Fi

[The 5th Most Free Unwired City](#) for its abundance of FREE Wi-Fi

[The #1 City for Movie Making \(Movie Maker\)](#)

[The 11th Best City for Singles \(Forbes\)](#)

[The 3rd Best City for Business and Careers \(Forbes\)](#)

[The #1 Best City for Relocating Families \(Worldwide ERC/Primacy\)](#)

[The #2 Best City for Fall Mountain Bike Rides \(Men’s Journal\)](#)

[One of America’s Top 10 Green Cities](#)

On a personal note, HSL is a Native Texan who spent most of his youth in Fort Worth, Texas and a number of his family members and close personal friends call Austin home.



Finally, In Austin, Texas [the people are nicer](#), [the food is better](#), and the [Ale is Real](#).

About the Human Productivity Lab

The Human Productivity Lab is a consultancy specializing in Telepresence & Visual Collaboration, Personal Productivity, Productivity in the Enterprise, and Sales Model Optimization. The Lab is the brainchild of Howard S. Lichtman, a productivity-focused technologist, and was expanded in September 2005, relocated to Austin, Texas, and is currently seeking retail space in downtown Austin, corporate and private sponsors for its research and dissemination activities, and private investment for a number of for-profit projects that it is looking to launch.

The Lab's planned expansion will feature a new website which will review technologies that provide a positive ROI in improved productivity, time savings, improved business and personal communications, and/or quality-of-life improvements.

The Lab is recruiting a tier-one "Board of Gurus" that will share and disseminate their front line expertise in business, the creative arts, and life sciences to advance society's body of knowledge on improving individual and corporate productivity.

While the Lab is unequivocally pro-technology its enthusiasm is tempered by a firm understanding of the limits of technology especially with respect to the all too often neglected "Human Factors" of implementation.

Human Productivity Lab

While **Productivity** is our Middle name, we *always* put the **Human** first.

www.HumanProductivityLab.com