Independent IT Industry Analysts Launch ThinkBalm™ Innovation Community

New Innovation Community Advances Work-Related Adoption Of Immersive Internet

Little Compton, RI (PRWEB) August 22, 2008 ─ ThinkBalm™ today announced the immediate availability of a new online innovation community dedicated to advancement of the Immersive Internet. The ThinkBalm Innovation Community, built on the Spigit™ serious game engine, is focused on work-related use of the Immersive Internet ─ virtual worlds and campuses, immersive workspaces and applications, and immersive learning simulations. ThinkBalm established the ThinkBalm Innovation Community at www.thinkbalm.com/community as a grand experiment in collaborative innovation and idea sharing. This community, made up of bright minds and passionate Immersive Internet advocates, will have an opportunity to positively influence the evolutionary path of an emerging technology market, for the betterment of all.

Innovation can come from anyone, anywhere, and the more people contribute the more powerful the innovation machine becomes. Large organizations have figured this out and launched internal innovation communities that extend the responsibility for innovation beyond a select few employees to the entire workforce. However, these communities permit only a single organization to benefit from the innovation process. In contrast, the ThinkBalm Innovation Community allows participants who work for many different organizations ─ not just one ─ to enrich and benefit from the innovation process.

How The ThinkBalm Innovation Community Works
Through continuous feedback and discussion, ThinkBalm Innovation Community members collaboratively refine raw ideas into clear, vetted innovations from which all members of the community can benefit. Community members pose solutions to problems as entries in the Spigit system. Other members can vote on or comment on ideas and, once ideas reach a critical mass of member interest, use the built-in stock market-like functionality to "invest" in ideas they find appealing. Members earn investment capital through activities like posting and commenting on ideas, winning contests, buying "stock" early in ideas that become popular, and investing wisely in prediction markets. In this community, reputation is the most valuable commodity, although

participants can also exchange points they accumulate through participation in the community for items listed in the community store.

The ThinkBalm Innovation Community presents a unique opportunity for IT managers, information and knowledge management professionals, software developers, and technology marketers to help shape the future of the Immersive Internet. Members get a focused venue for sharing knowledge and getting feedback on their ideas, access to the experiences and ideas of thinkers and doers outside their organizations, and a means of building and enhancing their reputations as Immersive Internet professionals. There is no cost to members to participate. ThinkBalm also offers technology marketers an opportunity to sponsor Idea Hunts in the community for solutions to marketing challenges, insights into customer requirements, and ideas for product names. Contact ThinkBalm for Idea Hunt pricing information.

About ThinkBalm (www.thinkbalm.com)
ThinkBalm offers independent industry analysis and strategic advisory services to Immersive Internet technology marketers, advocates and implementers, and explorers focused on using virtual environments to transform how work gets done. ThinkBalm is operated by leading industry analyst Erica Driver and entrepreneur and inventor Sam Driver.

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For more information visit www.thinkbalm.com/community or contact:

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