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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Profile

Industry Sector: Occupational Health and Safety; Disaster Response; HAZMAT; Building Engineer (Facilities Management)

Company Overviews:

MetaMedia Training develops customized, media-rich interactive training, delivered as eLearning or via DVD and mobile platforms. Clients include Marriott International, NIH, NIEHS, NASA, U.S. Senate, Comcast, TSA, nonprofits and labor unions.

Content focus:

- Catastrophic event training based on actual case-study events, including HAZMAT & emergency response; incident command; and other first responders (firefighters, law enforcement, et al)

Key Value Drivers

Technology*: Advanced technologies applied to multimedia interactive training (eLearning, mLearning, DVD). Scenario-based “lessons-learned” training depicting real events for worker health, safety, and disaster mitigation. Funded by NIEHS via the Worker Education and Training Programs (WETP).

Competitive Advantage:

- MetaMedia leverages the latest technologies to deliver interactive training content. First to deliver mobile training on Sony PlayStation Portable (PSP).
- Ten years in-depth experience developing hazmat and occupational health & safety training.
- Fully-integrated in-house capabilities.

Plan and Strategy:

- Leverage government funding for training content development
- Transition into commercially feasible stand-alone content
- Leverage partnerships to develop professional content (e.g., Marriott & HazMatIQ)
- Leverage partnerships to apply advanced technologies (e.g., Sony)

*Technology funded by NIEHS and being commercialized under the NIH-CAP

Management

Leadership:

Thomas H. Held, President and CEO, MetaMedia Training International, Inc.
Donna L. Lynn, President, MetaMedia Publishing, LLC.

Subject Matter Experts:

- Co-owners of HazMatIQ LLC: Cris Aguirre, senior HAZMAT technician for Miami Dade Fire and Rescue, and Joe Gorman, senior HAZMAT technician (retired) for Fairfax County, VA, Fire and Rescue.
- Lenny Jachimowicz, Vice President, Engineering, Marriott International.

Product Pipeline

Our products are marketed thru MetaMedia Publishing, a newly-formed subsidiary that commercializes, markets and distributes products developed by MetaMedia and 3rd parties.

Completed Products:

- Emergency Response Training Series on DVD: (i) Responding to HAZMAT Incidents, (ii) Lessons Learned from Graniteville, (iii) Roles of Skilled Construction Workers in a Disaster Setting)
- Building Engineer eLearning developed with Marriott International (global usage)
- View all at www.metamediapublishing.com

In Development:

- eLearning versions of Emergency Response Series (see above).
- HazMatIQ eLearning
- Mobile learning (mLearning) – HazMatIQ Guru et al
- Building Engineer eLearning modules on “green” (energy-efficient & sustainable) buildings, and electrical systems