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Leading Analyst Firm Names Intellitar “Cool Vendor” in Emerging Technology Report

Intellitar Breaks new ground in functionality, performance, price, and usability for virtual presence & interactive media creation

HUNTSVILLE, AL – May, 2011 – Intellitar, the developer of the Intelligent Avatar Platform and Virtual Eternity, today announced its inclusion in the 2011 report by Gartner, Inc¹ of “Cool Vendors” in Emerging Technologies. The report highlights four vendors deemed to be breaking new ground in virtual presence and media creation based on core functionality, performance, price, and usability.

Intellitar’s commercial offerings, Virtual Eternity and Intelligram are both built on the backbone of their Intelligent Avatar Platform which allows users to create interactive digital clones, also known as intellitars. Users create intellitars by uploading a photo of themselves and populating the digital brain through a simple question and answer form. The result is a moving, talking digital likeness that will interact with others via voice and text. Intellitar will soon be introducing new applications to enable use of the intellitars on popular social networking sites. Educational and training applications are already being rolled out in school systems and businesses nationwide.

“We have been overwhelmed by the level of excitement by consumers and other businesses. We believe our inclusion in Gartner’s Cool Vendors in Emerging Technologies report further confirms our vision of where this technology fits in the marketplace,” says Don Davidson, CEO and co-founder of Intellitar. “We believe the next round of applications for social media and additional vertical markets will exemplify the Cool Vendor moniker as we move online interactions to a new, more personable level.”

About Intellitar:

Intellitar, the creators of the Intelligent Avatar Platform (IAP), allows users to create digital clones that perpetually exist on a wide range of web and mobile platforms. These intellitars, built on the base of a user’s image, move, talk, and think just like their creator thereby giving users the gift of immortality. In addition to the fully integrated platform used to create these intelligent avatars, Intellitar is creating specific applications for the intelligent avatars. The first such application, Virtual Eternity is a living scrapbook that makes forever possible by allowing present and future generations to interact with friends and family members in perpetuity via their digital clone. www.intellitar.com.

¹ Gartner “Cool Vendors in Emerging Technologies, 2011” by Jackie Fenn, Mark Raskino, Monica Basson, Stephen Prentice, Angela McIntyre. Published April 14, 2011.

Cool Vendor Disclaimer

About Gartner’s Cool Vendors Selection Process

Gartner’s listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

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