



SIMTV *The Internet Television Network of
the Simulation and Training Industry*

Internet Video
Personal. Pervasive. Persuasive.

SIMTV delivers the audience that's waiting to engage.

Channel Your Technology

The converging worlds of simulation and the Internet create an exciting new reality for the simulation training industry. SIMTV, the Internet television network, showcases the full capabilities of modeling and simulation technology in dramatic, captivating Internet video. SIMTV gives you the edge you need to capture and engage a global audience.

Online video is the new tool for effective communication. It's personal. It's persuasive. It's pervasive. It educates and connects in ways other educational mediums cannot.

That's why the National Training and Simulation Association (NTSA) is creating the industry's first Internet television network. NTSA members and all organizations and individuals involved in simulation technology — commercial, academic, research, government and military — can use SIMTV to communicate important messages/information about research findings, inventions, issue advocacy, employment opportunities, and to promote their organizations and sell their products and services.

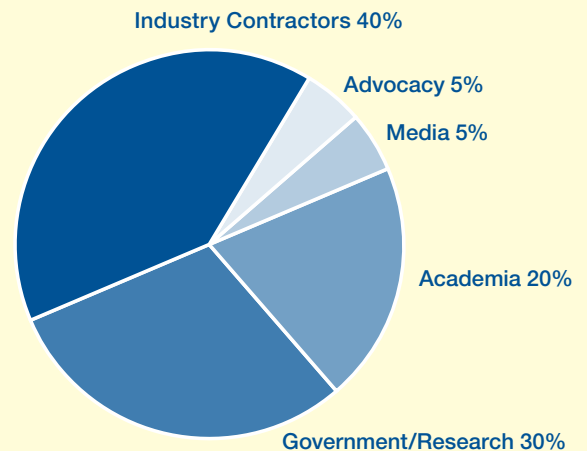
Channel Your Audience

As an engaging online marketplace, SIMTV will attract a large, recurring audience of industry leaders, legislators, researchers, news media, industry employees, individuals seeking employment, conference attendees and qualified prospects. Visitors view content in active video, discuss issues, and establish business contacts.

Intuitive to navigate and information-rich, SIMTV's broad, diverse programming — created by you and other experts just like you — keeps and builds a loyal following.

NTSA. Watch timely and important messages from association leadership, and access NTSA member channels.

Conferences and Events. See videos promoting upcoming conferences, meetings and events within the simulation community. Access video from the world's largest simulation event — the Interservice/Industry Training, Simulation and Education Conference (I/ITSEC) — including keynote addresses and breakout sessions. Watch video from the many events, meetings and caucuses NTSA organizes throughout the year.



Reach high-level audiences interested in modeling and simulation technology with SIMTV.



SIM Community. The entire SIM Community — industry professionals as well as members of academic and research institutions, DoD, civil services, state and local governments — can create custom branded channels and post their video content here. And you will find broadcast news stories from our industry from major markets around the country.

Career Opportunities. This online job market is the perfect place for companies to post their HR recruiting videos to attract qualified job applicants. The Job Market listing will provide those seeking employment a direct connection to your HR or employment web pages.

Advocacy. Find and view video advocacy spots or commentary and interviews on issues from industry experts, leaders, and government legislators. Become informed on the latest policy initiatives and industry developments affecting the Sim community.

Comment Box. This area provides registered SIMTV viewers an opportunity to comment about industry issues, developments and trends. Viewers can also comment about the SIMTV site itself, and SIMTV video programming.

Channel Your Success

Subscribe to a channel on the SIMTV network and dramatically expand your communications and marketing reach.

- Drive and maintain qualified interest to your website from channel activity
- Ascertain overall market trends, specific market opportunities and research directions
- Maintain thought leadership and market position
- Grow market-share and capitalize on emerging growth areas
- Discuss the modeling and simulation industry and community of practice

SIMTV presents the perfect opportunity to leverage your existing video assets and make them available to key players in the industry 24/7/365. Efficient, effective and powerful, this active video format helps you promote your company and products dynamically worldwide.

NTSA's commitment to relevant and timely video content and continuous and aggressive promotion mean a strong SIMTV community for you.

You deliver the message. SIMTV delivers the audience that's waiting to engage.



Channel Your Message... with SIMTV

Educate. Market. Engage. No matter your communication needs, SIMTV has a variety of ways you can tap the entire simulation and training community.

Channel Subscriptions. Unlimited channel opportunity; subscribe to a single channel or as many as you require. Channel subscriptions include free posting of one of your existing videos up to six minutes in length. Channels may contain as many videos as you need.

Featured Links. Homepage feature links to your channel.

Advertising. A variety of advertising positions and sizes available. Advertising fees based on size and placement.

Production. Full-service video production for your channels available from our SIMTV partner EFX Media.

For more information about getting started and pricing,
contact Debbie Dyson at 703-247-9480 or ddyson@ndia.org
or go to www.simtv.org

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