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**For Immediate Release**

**ProtonMedia Takes Microsoft Office SharePoint Server to a  
New Dimension**

*ProtoSphere gains full integration with Microsoft Office SharePoint Server 2007*

**LANSDALE, Pa. and SAN JOSE, Calif.—3D TLC Booth #36—September 23, 2009—**

Responding to strong demand from customers, [ProtonMedia](#) today announced the integration of [Microsoft Office SharePoint Server 2007](#) with the company's [ProtoSphere](#) virtual teaming and collaboration platform. This is the first time Microsoft SharePoint services and content have been combined with a 3-D virtual collaboration platform. By adding ProtonMedia's SharePoint Media Carousel to their ProtoSphere environment, companies extend their SharePoint investment and processes while they cut travel costs, raise productivity, improve engagement, and speed learning with ProtoSphere. The announcement was made in a post-keynote address by ProtonMedia's CEO Ron Burns at the [3D Training, Learning, and Collaboration Expo \(3D TLC\)](#), taking place September 23-24, 2009 in San Jose Ca.

"Integration with Microsoft SharePoint is the one feature customers and prospects have asked us for most, and we're giving it to them today," says [Ron Burns](#), CEO of ProtonMedia.

"We work with a lot of Fortune 500 companies, including global life sciences and energy companies. They're using SharePoint within sales logistics, sales communications, learning-related apps, document management, training, and so on. SharePoint is an increasingly crucial



resource that needs to be available in virtual collaboration scenarios. So we engaged with several of our customers to specify exactly how ProtoSphere's integration with SharePoint should work. Several have already licensed and are planning deployments. We think this is a crucial capability for the future of virtual collaboration."

Indeed, by delivering the SharePoint Media Carousel, ProtonMedia is connecting ProtoSphere with one of the most widely used enterprise content and process management platforms in business today. Over 17,000 companies and 100 million people use SharePoint daily. A recent report by [market researcher IDC](#) found 61 percent of users surveyed were deploying SharePoint enterprise-wide. Another 28 percent using SharePoint in departments are expected to expand usage to the enterprise within 12 months. And three-quarters of the Fortune 100 now have SharePoint. Last year Microsoft SharePoint revenue exceeded \$1 billion, "making it the hottest selling server-side product ever for the company," [according to the New York Times](#).

ProtoSphere's SharePoint Media Carousel makes it easy for users to share and use any media stored in or managed by Microsoft Office SharePoint Server. They can securely bring live content from their company's SharePoint infrastructure into ProtoSphere's 3-D world. Once there, the virtual teams can edit, modify, change, and write the content back to their SharePoint infrastructure. This includes content and metadata subject to workflow, process, and compliance rules defined in and enforced by SharePoint.

ProtonMedia representatives will be demonstrating ProtoSphere's new SharePoint Media Carousel at 3D TLC booth #36 today and tomorrow. Attendees can experience first-hand the



exciting new functionality that is brought to bear by integrating one the enterprise's most widely used platforms with ProtoSphere, the industry's most complete virtual collaboration environment.

ProtonMedia's SharePoint Media Carousel is an optional add-on for ProtoSphere. It will be available in October for a one-time license fee.

### **ABOUT PROTONMEDIA**

ProtonMedia is the developer of ProtoSphere, a state-of-the-art social environment for highly effective online teaming. Since 2006, ProtonMedia has been helping businesses overcome the limits of traditional online collaboration tools with engaging environments that improve the productivity and organizational effectiveness of globally distributed teams. ProtonMedia's growing list of customers include some of the world's most respected brands, including [AstraZeneca](#), [Johnson & Johnson](#), [National Defense University](#), [Merck Inc.](#), [BP](#), [Chevron](#), [Duke University's Fuqua School of Business](#), and [TIAA-CREF](#). For more information, visit [www.ProtonMedia.com](http://www.ProtonMedia.com) or <http://blog.ProtonMedia.com>.

### **PRESS RESOURCES**

*Press and bloggers: Enterprise customer and analyst references available. Demo versions available.*

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Web site: <http://www.protonmedia.com>

Blog: <http://blog.protonmedia.com/>

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Case studies: <http://blog.protonmedia.com/search/label/Case%20studies>

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3D TLC coverage: <http://blog.protonmedia.com/search/label/3D%20TLC%202009>

Demo download: <http://sn.im/s13tb>

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