

Local Professional Services Collaborate to Win National Award

Radcom, Inc. and Cinecraft Productions win gold at the Hermes Creative Awards for e-learning course.

FOR IMMEDIATE RELEASE

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(Hudson, Ohio, USA / May 14, 2008) – Cinecraft Productions and Radcom, Inc. are gold winners for the 2008 Hermes Creative Awards. This is an international awards competition for creative professionals involved in the concept, writing and design of traditional and emerging media. Hermes Creative Awards recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals.

The winning project from Radcom and Cinecraft was for the Delta Faucet Company online course for the Arzo[®] and Grail[®] Collections. The project won gold in the Web Based Training category. Radcom's Jennifer Beaujon created the instructional design and wrote the script. Cinecraft's Joe Piccolo built the course, which included programming, graphics, and audio. Neil McCormick, co-owner of Cinecraft, produced the entire project. As Piccolo said to Beaujon, "I did the construction, but the blueprint was yours!" Jeff Andress, Training Manager for Delta Faucet Company, led the project on the client side. Delta Faucet Company uses online training for product knowledge for their sales channel.

There were over 4,000 entries throughout the United States and several other countries in the Hermes Creative Awards 2008 competition. Entries came from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (www.amcpros.com). The international organization consists of several thousand marketing, communication, advertising, public relations, media production and free-lance professionals. AMCP oversees awards and recognition programs, provides judges and rewards outstanding achievement and service to the profession.

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AMCP judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. Winners were selected from 136 categories in seven forms of media and communication efforts- advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic media and pro bono. About 17% of the entries won the Platinum Award, the organization's top honor. A complete list of Platinum and Gold Winners can be found on the Hermes Creative Awards website at www.hermesawards.com.

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Radcom is a training development, documentation, and technical communication consulting company based in Hudson, Ohio, and can be found online at www.radcomservices.com.

Cinecraft is a video production company based in Cleveland, OH. Cinecraft has been in business for more than 65 years and offers corporate video and film production, CD-ROM, DVD and Web Development, and the staging of special events. For more information, visit them online at www.cinecraft.com.