

POWEROBJECTS

IMMEDIATE RELEASE

Media Notice

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News Conference Will Showcase How a Business Robot Improves Communications, Workflow and Software Development Half-Way around the World

“POGO” ROLLS THROUGH THE OFFICES OF POWEROBJECTS, LINKING MINNEAPOLIS COMPANY WITH ITS EMPLOYEES IN ISLAMABAD, PAKISTAN

MEET POGO JUNE 5 AT 8:30 A.M.

MINNEAPOLIS – May 20, 2008 –It’s a conversation starter: a video conferencing unit on wheels and the latest way one Minneapolis company is leveraging the power of technology to improve its business operations and products.

Meet POGO, the Business Robot, at its official rollout June 5 at PowerObjects’ office (SOHO Building: 718 Washington Ave. N., Suite 202, Minneapolis, MN 55401, 612.339.3355) at 8:30 a.m.. The meeting will allow local media a glimpse at an unusual office worker who is earning its keep.



POGO: A BUSINESS COMMUNICATIONS ROBOT

A self-made, computer-based robot, POGO links the Minneapolis-based PowerObjects company with its offshore office in Islamabad, Pakistan, and performs a variety of key functions (just don't ask it to make coffee!) POGO is able to transmit video images and audio of those who interface through it on either side of the world. It can also be maneuvered from Pakistan through the local IT office of PowerObjects to sit in on meetings among staff or with clients.

The five-foot tall, battery-powered robot with a laptop screen and a webcam for a head (See POGO Spec Sheet) has already improved the way PowerObjects communicates with its team abroad in developing products and services, like the online organizational tool for events and organizations, zapevent.com (www.zapevent.com), or powerHR (www.powerhr.com), another web-based application processing system for human resource departments in schools, government, and business.

Communicating through the robot in real time has a number of practical uses and cost-saving benefits:

- **Increases employee productivity and provides the ability to meet in person vs. by email or phone**
- **Enhances and encourages real-time communication between the two offices on a variety of issues**
- **Speeds up various business processes**
- **Boosts morale in both locations**
- **Saves expensive video conferencing fees**
- **Saves time and costs related to travel**

“POGO allows us to talk directly to our employees in Pakistan who do much of our development work so that **we can more efficiently communicate and more effectively do our jobs,**” says Jim Sheehan, Chief Operations Officer and who is technically POGO's father. “I read an article about telecommuting recently and wanted to take that a step further, since **POGO is really a combination of telecommuter and telecommunicator.** The robot allows us to be beamed into Islamabad and it allows our staff over there to be beamed into Minneapolis for critical discussions about projects that we're working on together. We think it's a great tool that has already improved the workflow in both offices, plus it's a cool and innovative way to raise our communication levels.”

“If you're always working via email, you lose the ability to connect with people personally,” adds Dean Johnson, President and co-founder of PowerObjects. “**Nuances in speech and human expressions are all part of communicating between parties, and POGO captures them the way no other long-distance business communications can.** We think it has greatly improved the way our two offices work together, and it's a fun thing to utilize among staff on both continents.”

The Pakistani Team Likes it, Too – And Gets to Drive POGO

And what does the Pakistan team think of it? According to Aamir Habib, Manager of the PowerObjects office in Islamabad, it gives them a presence in the Minneapolis office — and vice versa — that is good for everybody (plus, he gets to control POGO's movements from his desk).

“I think it is a great way to help improve communication between the two offices,” says Habib. “It's like we are there, and they are here with us. **Using POGO will be faster and easier to do project-related details and discussions. Writing project details in emails is not always easy;**

there are many chances that the other party will not be able to understand it exactly. Using POGO, project details can be explained easily with white boards or other media, and that definitely saves time and improves productivity. We all like it a lot.”

About PowerObjects

Established in 1993, PowerObjects specializes in customer relationship management solutions, web site development, content management systems, web site design, programming, and distributed application development. Headquartered in Minneapolis, Minnesota, PowerObjects provides services to businesses and non-profit organizations in multiple industries including insurance, financial services, publishing, distribution, manufacturing, and professional services.

PowerObjects is a Microsoft Gold Certified Partner and is a recognized leader in providing innovative business solutions for clients. For more information, visit www.powerobjects.com. To learn more, contact Martin Keller at Media Savant Communications Co. 612-729-8585, mkeller@mediasavantcom.com