



News Release

GestureTek Health and FlagHouse Announce Partnership to Bring Sensory Solutions to the Physically and Cognitively Challenged

May 14, 2008 (Toronto, Ontario) – GestureTek Health today announced a partnership and reseller agreement with FlagHouse Inc., a global supplier of physical education, recreation and special needs products and solutions, including SNOEZELEN® multisensory environments. GestureTek Health is a business unit of GestureTek Inc., the pioneer and world leader in video immersion and gesture control technology.

This partnership means that adults and children with all levels of disabilities, cognitive or physical, will now be able to enjoy experiences previously unimagined. GestureTek's unique technology creates virtual interactive environments which react to the slightest motion, even an eye-blink. These motion-activated multi-sensory systems are designed for people of all ages and abilities to learn, discover and have fun in a stimulating, responsive virtual environment.

"FlagHouse is excited to provide new and exciting opportunities to the diverse populations we serve. It is our aim to be the catalyst in making gesture-recognition technology available to hospitals, clinics and sensory facilities throughout Canada, the U.S. and Mexico," said Barbara McCormack, Vice President of FlagHouse.

"FlagHouse has a well-deserved reputation as an industry leader and GestureTek is proud to have such high quality representation in the sensory and rehabilitation arenas," said Ron Kelusky, President of GestureTek Health.

"Research has consistently proven the substantial benefits of programs using virtual reality and immersive experiences in promoting independence, confidence, cognitive capacity and physical rehabilitation among people with disabilities. Together, GestureTek's experience in immersive video kinematics and FlagHouse's knowledge of rehabilitation and sensory solutions will bring the benefit of gesture-control technology to our special populations and people living with disabilities," added Kelusky.

Medical research confirms that virtual reality therapy is beneficial for patients with cognitive and physical disabilities including cerebral palsy, autism, Alzheimer's and dementia, as well as those recovering from stroke, traumatic brain injury and other related cognitive and physical disabilities.

Research has also shown that virtual reality therapy can play an important role in pain diversion for many patients, as well as an increased enthusiasm and greater effort in physiotherapy. GestureTek applications have been proven to provide important patient

distraction, motivation and engagement, which can help lower anxiety levels in children awaiting a medical exam or procedure.

FlagHouse will distribute GestureTek products that enhance the sensory experience in SNOEZELEN® environments and other settings, as well as products such as the IREX, the virtual Interactive Rehabilitation Exercise System.

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About GestureTek Health

Gesturetek Health™ is a business unit of GestureTek Inc., delivering the benefits of computer vision control and gesture-control technology for the disability, hospital and education sectors. The company's advanced immersive and interactive virtual reality therapy systems are used by patients, professionals and institutions worldwide to promote rehabilitation, sensory stimulation, learning and recreation. Whether relaxing in a virtual sensory environment, engaging in immersive play, or following a regimen of physiotherapy and music therapy, patients can achieve marked improvements to their physical and cognitive abilities, while also having fun and building self-esteem in a hygienic, touch free virtual environment. Learn more at www.gesturetekhealth.com.

About FlagHouse, Inc.

FlagHouse is a premier global supplier of resources for physical activity, recreation, education and special needs. Headquartered in Hasbrouck Heights, New Jersey, and with operations in the United States and Canada, FlagHouse has over 50 years experience responding to customer's changing needs. Their mission is to enhance the quality of life for people of all ages and abilities. FlagHouse markets its products through catalogs including [*Physical Education and Recreation™*](#), [*Going Strong™*](#), [*Flying Start™*](#) and [*Giant Leaps™*](#) and through their web site www.flaghouse.com. In addition to being the North American distributor for [**SNOEZELEN®**](#) multi-sensory environments, FlagHouse holds the publishing, marketing and distribution rights for [**CATCH®**](#) (Coordinated Approach to Child Health). FlagHouse serves both the public and private sectors through relationships with schools, parks, community centers, healthcare organizations, day treatment and residential care centers, military bases and individuals.

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