



FOR IMMEDIATE RELEASE:

Media Contact:

Anna Bechtol
646 336 7566
anna.bechtoll@videotrope.com

Virtual Coaching Renamed Videotrope

New York, NY. September 14, 2009, [Virtual Coaching](#) today announced that it has changed its name to Videotrope. “Our clients showed us that there was much more we could offer beyond the original Virtual Coaching platform,” said Ronna Lichtenberg, CEO and Co-Founder. “Videotrope is a name that reflects our expanded mission and capabilities—to help leaders turn web-based video solutions into powerful and cost-effective management tools.”

Now serving Fortune 1000 clients in the media, beauty and financial services industries, Videotrope provides solutions that work for a wide variety of industries, at commodity prices. “We understand that making social media like ours work in an enterprise environment means we have to satisfy a range of IT and compliance issues. We’re proud of our ability to help clients find user-friendly solutions to the multiplicity of challenges that come up for communicators who want to leverage technology” said Lichtenberg

Videotrope’s offerings now include:

- [Collaboration Video](#)
A multi-media communications and training platform that delivers targeted, measurable results. Users can send messages to millions in moments; packaging web-generated and pre-recorded messages in one v-mail that can be commercially or internally hosted.
- [Virtual Training and Mentoring](#)
A portal based system for individuals, enabling personalized training and coaching. With breakthrough asynchronous video recording and response capabilities, VTM is perfect for sales, relationship management, presentation skills training and more.
- Virtual Coaching and [Virtual Wellness](#)
Unique to the marketplace, these platforms bring the behavior changing power of both real time and recorded video to personal portals, along with highly customized metrics and apps for educators and learners alike. Like all other Videotrope solutions, these platforms can be delivered as a plug-in to Sharepoint or other operating systems.

“Employers know they still need to connect to their people to get results” says Lichtenberg. “Our tools bring companies the 21st century solutions they need.”



About Videotrope

[Videotrope](#) is the new name for Virtual Coaching, which offers a technology platform that provides cost-effective/high quality “personal e-learning” programs used by Fortune 1000 employers for their employees at every career stage, while providing the management tools and metrics companies need for a robust talent management process.

###