



## Press Release

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### FOR IMMEDIATE RELEASE

**Media Contact:** Kristin Mickelson

**Phone:** (262) 473-1387

**Email:** [kmickelson@whitewater-wi.gov](mailto:kmickelson@whitewater-wi.gov)

### **RealityBLU Recruits Whitewater Talent to Empower Businesses with Augmented Reality**

**Whitewater, Wis.** May 6, 2021- RealityBLU, Inc. is the leading Marketer's Creation Engine of Augmented Reality (AR). The RealityBLU Creation Engine empowers businesses, marketers and creatives to effortlessly, design, deploy, manage and measure AR experiences and effective campaigns.

With a tiered pricing model, a creative or marketer with RealityBLU can buildout location-based scenes using audio, video, 3D models, images, buttons, and links to create engaging, measurable content for consumers in minutes. RealityBLU wants to bring this technology to more businesses and tech startups, and recruiting up-and-coming Whitewater talent was one way to accomplish this task.

RealityBLU was introduced to the team at the Whitewater Innovation Center over 4 years ago. After learning about the possibilities of collaborating with students at the University, the RealityBLU team felt it would be a great fit.

"Our short- and long-term goals for the company will require access to up and coming talent," said Chief Experience Officer, M.J. Anderson. "We believe that several of the university colleges align with our desire to find ready-to-roll talent as we look to build our team," said Anderson.

As the cornerstone facility to the 130-acre technology park, the 38,000 square-foot Whitewater University Innovation Center operates primarily as a mixed-use business incubator strategically built with support from the City of Whitewater, the Whitewater Community Development Authority and the University of Wisconsin-Whitewater. With the support of their partners, the Whitewater University Innovation Center's Mission is to create and foster durable businesses and jobs through a close alignment of UW-Whitewater's research and educational competencies and the resources of the City of Whitewater. The Technology Park serves as a foundation for a diversified and robust regional economy through the attraction of new residents, utilization of UW-Whitewater faculty, staff and student expertise and the retention of alumni talent.

"Nothing is more exciting than when a business shows interest in not only Whitewater but also working with the talent in Whitewater," said Mark Johnson, Whitewater University Innovation Center Executive Director.

"RealityBLU is able to take advantage of satellite space at the innovation center while working with several classes on campus. This is a win-win for all involved."

The Whitewater Community Development Authority is pleased to work with companies such as RealityBLU when the objective is to grow with the help of local talent and enrich the work of other businesses.

Since coming to Whitewater, RealityBLU is finding many ways to grow including working with university classes and creating an entrepreneur program. They plan to continue to work with college media studies, technology departments, MIS departments, internships and more.

"We are a Wisconsin-based company, and as such, we want to create sustainable career opportunities within the tech sector right here at home," said Anderson.

To learn more about RealityBLU, contact M.J. Anderson at (815) 262-7279 or email [mj@realityblu.com](mailto:mj@realityblu.com).

RealityBLU, Inc.  
1221 Innovation Drive  
Whitewater, WI 53190  
[www.realityblu.com](http://www.realityblu.com)

They can also be contacted at their new Beloit location, 635 3<sup>rd</sup> Street, Beloit, WI 53511.

*The City of Whitewater provides efficient and high-quality services which support living, learning, playing and working in an exceptional community. Visit [www.whitewater-wi.gov](http://www.whitewater-wi.gov) for community information and updates.*

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