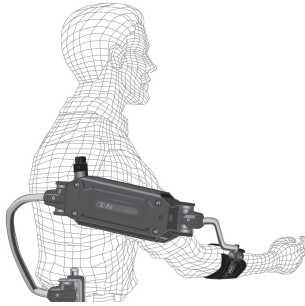


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**For Immediate Release**



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## **Free [ROI Visualizer](#) By Equipois Inc. and VisualizeROI Calculates Return on Investment of Industrial Safety and Ergonomics Measures**

**LOS ANGELES (September 10, 2012)** – [Equipois Inc.](#), pioneer of zeroG and X-Ar exoskeletal arm technologies, and VisualizeROI, the leader in online value and ROI visualization applications, today launched a free ROI Visualizer for the industrial safety and ergonomics community.

Available at [www.ergonomicsroi.com](http://www.ergonomicsroi.com), the online ROI calculator allows users to quantify return on investment from an ergonomic intervention based on increased productivity, reduction of injuries, and quality improvements, among other factors. Users can input operational variables such as cycle time, labor rate, and incidence of major types of workplace injuries and create conservative, moderate and optimistic scenarios, all of which can be exported to common file types such as Excel and pdf.

Eric Golden, CEO of Equipois, said: “Working with VisualizeROI, we created an [ROI calculator for our own zeroG products](#) that has been a compelling tool for our customers and well-received by the broader ergonomics community. Based on the feedback, we decided to offer a free ROI calculator that can be used for any industrial ergonomic intervention – whether it be an assistive technology like our products, safety equipment like protective gear, training, or any other step aimed at improving safety and productivity.”

Mike Genstil, CEO of VisualizeROI, said: “VisualizeROI seeks to partner with thought leaders in key product and service categories to help businesses and consumers understand the value of their prospective investments. We are pleased to work with Equipois to develop this free

Ergonomic ROI Visualizer, which should be a helpful tool in quantifying the benefits of these worthwhile measures.”

**ABOUT EQUIPOIS INC.**

Founded in 2006, Equipois designs and manufactures exoskeletal technologies that support the musculoskeletal system while allowing full spatial and rotational freedom of motion. The company’s patented *zeroG*<sup>®</sup> and *X-Ar*<sup>™</sup> systems are designed to support a range of manufacturing, heavy industrial, bioresearch, medical, defense and other applications in order to increase productivity and safety. Equipois was named one of America’s most promising startups by Bloomberg Business Week in 2010 and received the Wall Street Journal’s Technology Innovation Award in 2011. For more information, visit <http://www.equipoisinc.com>.

**About VisualizeROI**

Based in San Francisco, CA, VisualizeROI has been creating innovative, industry-leading applications to assist sales and marketing professionals since 2007. VisualizeROI solutions are utilized throughout the sales cycle, from a prospect’s initial website visit, through inside sales engagement, and into the customer success and renewal cycle. With out-of-the-box integration with marketing automation and CRM systems, VisualizeROI enables one-click away value selling in an intuitive way. VisualizeROI customers are thought leaders in the business-to-business selling community. For more information, please visit [www.VisualizeROI.com](http://www.VisualizeROI.com).

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