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FOR IMMEDIATE RELEASE

Sarah Danzl  
Xyleme, Inc.  
PR & Social Media Manager  
[Sarah.danzl@xyleme.com](mailto:Sarah.danzl@xyleme.com)  
1+ 303.586.1421

**Xyleme CEO to Announce Bravais 3 at DevLearn Tradeshow**  
The cloud solution introduces the Learning Record Store that tracks learner user activity

**Boulder, CO; October 21, 2013** – Thursday, October 24<sup>th</sup>, at the DevLearn 2013 tradeshow in Las Vegas, Xyleme will announce Bravais 3, the latest upgrade to their award-winning cloud solution.

The announcement will be made by Xyleme President & CEO, Mark Hellinger, on Thursday at 2:00pm during his presentation, “Beyond the LMS: a technology roadmap for personalization & analytics - the unveiling of Bravais 3.0,” on the Emerging Technology stage.

Mark’s first presentation of the conference will be on “How to make personalization work: the convergence of academic and corporate learning.” You can hear him Wednesday at 2pm on the Emerging Technology stage.

Also, Xyleme will be presenting at DemoFest Thursday afternoon from 4-6:30pm. Team Xyleme will demo a case study from a leading manufacturing company about “Moving from the classroom to on-demand learning.”

If you would like to learn more about Xyleme, stop by booth #310 or email [cindy.bequeaith@xyleme.com](mailto:cindy.bequeaith@xyleme.com) to set up a personal appointment.

If you are a member of the press and would like an interview, please email the Xyleme PR Manager, Sarah Danzl at [sarah.danzl@xyleme.com](mailto:sarah.danzl@xyleme.com).

#### About Xyleme

Xyleme, Inc. is the leader in standards-based learning solutions that enable single-source publishing and personalized delivery of training content. Xyleme’s suite of products is powered by Xyleme LCMS, the industry’s most efficient content development platform for the rapid reuse of content across all types of print, eLearning, tablet and mobile outputs.

Bravais™ is Xyleme’s cloud-based content delivery solution that enables personalized learning experiences via specialized apps that can be delivered to any device. Pastiche® is Xyleme’s end-to-end solution for rapidly deploying interactive tablet applications.

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