



Partnership Promises to Reinvent the Online Training Experience

Dallas based media and technology company Splash Media forges partnership with Online expert training company xTrain.

Dallas, TX, January 12, 2007 --(PR.com)-- [Splash Media](#) announced its partnership with [xTrain](#), an online video based training company. xTrain provides expert instruction in graphic and web design, as well as digital photography and digital art. xTrain recruits only the top experts in each field to provide online training.

“The partnership with Splash Media will push xTrain beyond its competitors in terms of production value and quality learning experience,” said Chris Kraft, President of Splash Media.

Using Splash Media's cutting edge technology, “Splash Stream 7.0,” xTrain will provide a more user friendly, active, learning environment, rather than the often mundane voice over and screen capture approach. “The key to the online video training puzzle is to create a “fast-food like” training system that is very easy to use and has a solid foundation in instructional design,” says xTrain President Jeremy Vest. “We are partnering only with the most respected industry experts to deliver a new paradigm in [online video training](#).”

Each training session will be produced in the Splash Media \$5.5 million dollar state-of-the art studios, under the direction of Splash's Emmy Award winning production crew.

To see a video featuring the Splash studios and xTrain president Jeremy Vest <http://www.youtube.com/watch?v=quRKO8IeCY>

About xTrain:

xTrain's mission is to provide the fastest, most up-to-date affordable training to teach professionals, students, hobbyists, and companies. xTrain strives to become the easiest to use online, video based, non-college training system available. All xTrain sessions are produced at Splash Media's start-of-the-art 3-D studios to ensure captive learning.

xTrain combines the best hands-on approach, technology, books and seminars to create an active learning system.

<http://www.xtrain.com>

About Splash Media:

Splash Media is a Dallas-based media and technology company formed to create and deliver rich media content programming for viewers with passionate interests. Splash Media's content is produced and broadcast to a global audience from its state-of-the art studios in Dallas, Texas by its award winning production team. For more information visit <http://www.splashmedia.com>



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Online Version of Press Release:

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