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**FOR IMMEDIATE RELEASE**

**January 27, 2016**

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## **FORMER PRESIDENT AND GENERAL MANAGER OF WISH-TV, JEFF WHITE PARTNERS WITH VISION THREE**

**(INDIANAPOLIS, IN)** – Long time respected television broadcaster and business leader in Indianapolis has become part of an exciting interactive multimedia venture. Jeff White, former President and General Manager of WISH-TV, has partnered with VisionThree, an Indianapolis company that creates dynamic and custom interactive experiences for the corporate and consumer markets. Jeff holds an equity position with the company and will head the Business Development sector for VisionThree.

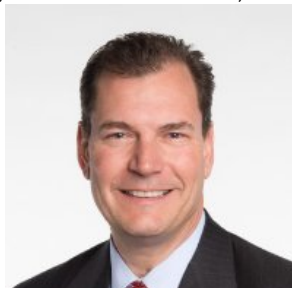
In accepting the position, White states: “After 28 gratifying and successful years in the television business, I see VisionThree as an opportunity to join a company that leads the way in creating experiences that most effectively engages clients and consumers. The idea of a cutting-edge, 3-D touch technology platform – one that interfaces sight, sound and motion in a fully interactive impactful message – is a truly extraordinary and most effective messaging channel for today’s sophisticated audience.”

In making the announcement today, VisionThree co-founder Jeff Hopler commented that “Jeff White is a perfect fit for our company. His success with engaging viewers and consumers with the visual medium of television is a natural extension for our interactive solutions. While VisionThree has grown tremendously over the last 13 years, Jeff’s [White] deep background in the business community, and his vast experience in marketing, will guide us to an even higher level so that even more companies can realize the the benefit of VisionThree for their own company’s growth.”

The VisionThree product is truly one the consumer has to touch and feel to truly experience. Taking a complicated story or process and making it simple to understand is VisionThree’s specialty. With a perfect combination of visual design and cutting edge technology, VisionThree’s creations also fully engages consumer audiences. Partners have included Roll’s Royce, Eli Lilly, Zotec, Children’s Museum Of Indianapolis, NCAA Hall of Champions, Stanley Security Solutions, Delta Faucet, DePuy, Dow Agrosiences, Elanco, Firestone, Goodwill Industries, Hoosier Energy, Interactive Intelligence, Medtronic, Raytheon, Siemens and Wright Medical.

To see samples of some of Vision Three’s work and to better understand the process, check the company’s web site at VisionThree.com.

Prior to joining VisionThree, Jeff White was the President and General Manager of LIN Media’s Indianapolis properties, which included WISH-TV, WNDY and WISHTV.COM. He also had oversight of WLFI in Lafayette, and was involved with LIN Media’s Indianapolis Regional Hub. During his tenure WISH was one of the most prominent CBS affiliates in the country and a leading local news station in Indianapolis. The station received numerous industry awards including a number of Emmy’s, National SPJ Awards, National Edward R. Murrow Award, and the Peabody.



Jeff White

