



## NEWS RELEASE

IFConnect, Framingham, MA 01701  
July 1, 2008

CONTACT: Perry Leardi, (508) 208-2871, [perry.leardi@ifconnect.com](mailto:perry.leardi@ifconnect.com)  
Jeff Roy, (508) 245-7931, [jeff.roy@ifconnect.com](mailto:jeff.roy@ifconnect.com)

### **Parlerai Chooses IFConnect to Design New Collaboration System for Special Needs Children**

FRAMINGHAM, Mass. - Parlerai, Inc. of Scituate, MA has awarded IFConnect a contract to design and develop an augmentative collaboration system that will be the company's primary product offering to the educational market. The new system will be offered to families with special need children as a means of strengthening each child's social network and improving their educational experience and ability to communicate with caregivers.

IFConnect has assembled a scalable Virtual Project Team to help direct and manage the entire development process. The new Software as a Service (SaaS) platform will be developed using web 2.0 technologies and methods and will leverage advancements in mobile devices and touch screen technology.

IFConnect expects to support Parlerai's go to market strategy by fielding a Beta version of the system by the end of the summer 2008. Parlerai's concept has already generated considerable interest from leading educational institutions in and around the Boston area.

By deploying the IFConnect Virtual Project Team, Parlerai will have immediate access to experienced design and engineering resources while keeping business risk at a minimum. The nimble virtual teams, made up of experts in their fields, are tightly integrated with client staff and can be quickly expanded or reduced at the direction of Parlerai in order to achieve rapid results while keeping development costs under control.

IFConnect is part of the Implementation Factory, Inc., family of companies with offices in Framingham, MA (Boston area); Rockville, MD (Washington D.C. area); and Bangalore, India. IFConnect offers innovative project outsourcing solutions that help clients capitalize on key growth opportunities as they arise. In addition to IFConnect, Implementation Factory, Inc. owns outright or is an equity investor in a number of other ventures, including: GrowthSnap, a solution provider servicing the consulting market; eDocuDeal, a provider of online collaboration software for the lending community; and Holeb Outdoors, a manufacturer of specialty outdoor products. For more information about IFConnect visit [www.ifconnect.com](http://www.ifconnect.com).

Parlerai, Inc. is based in Scituate, MA. Parlerai creates a community among family, caregivers, teachers, and students to facilitate the development of essential communication skills through shared and highly personalized tools. More information about Parlerai can be found by visiting [www.parlerai.com](http://www.parlerai.com).