

For Immediate Release

OVO announces ThinkAway ideation service

Consulting service reduces the cycle time from idea generation to prototype

RALEIGH, N.C. – October 11, 2006 — OVO, an innovation solutions firm providing consulting, software applications and processes to reduce innovation cycle time in the “Front End” of innovation, today announced its ThinkAway service. ThinkAway is a consulting service designed to improve the process and the results of brainstorming.

“Too often ideation is not conducted with the proper preparation, tools and follow through—the ideas are generated in a brainstorming session but left to languish on flipcharts,” said Dean Hering, the Chief Innovator at OVO. “Our ThinkAway ideation sessions start from the premise that idea generation is just the beginning. We assist organizations to create a more effective ideation process and then work with them to ensure the process leads to the creation of a prototype and ultimately, implementation of the ideas.”

A brainstorm is just the beginning of an ideation process. In a ThinkAway session, OVO combines preparation, brainstorming, evaluation and rapid prototyping to improve ideas and encourage implementation of the ideas. A ThinkAway session is broken into three parts: ThinkAhead, the planning and preparation for an ideation session, ThinkAway, the brainstorming and rapid prototyping sessions, and ThinkThrough, subsequent coaching and collaboration based on OVO software applications.

“The more radical the idea, the more important it is to quickly translate the concept into a physical prototype or simulation” said Jeffrey Phillips, vice president of sales and marketing at OVO. “With our ThinkAway offering, we are working with customers to shorten the cycle time from an abstract idea to a physical representation of the idea, as well as encouraging the implementation of innovative ideas.

ThinkAway sessions are offered in interesting, stimulating locations throughout the US or in specifically selected locations in Raleigh, N.C.

For more information on OVO and its services and software, visit www.ovoinnovation.com or call 919-844-5644 x789.

About OVO

OVO, the innovation business unit of NetCentrics, offers software, consulting services and processes to improve idea management and innovation throughout any enterprise. These solutions reduce the cycle time from idea to new product or service, reduce the risk associated with innovation and maximize return on investment. OVO also introduced the Innovate on Purpose™ concept and the Concept to Cash™ innovation process. For more information, see www.ovoinnovation.com or call 919-844-5644 x789

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