



For Immediate Release

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New North Companies on Technological Cutting Edge Kimberly-Clark Employs Virtual Reality to Aid in Consumer Research

APPLETON, December 4, 2007 – A new virtual reality tool at the Kimberly-Clark offices in Appleton has recently received attention from the *Wall Street Journal* and ABC News for its innovative approach to consumer research.

The company, which produces health and hygiene products from brands such as Kleenex, Scott, and Huggies, has developed a virtual shopping center, projected onto three video screens, in which a consumer can browse Kimberly-Clark product displays while pushing a cart through the virtual aisles. A retinal-scanner then records the consumer's eye movements, allowing the company to see which sections of the displays are drawing the shopper's attention.

"We're excited about the opportunities that this new tool will create for our company," said Daniel Buelow, a spokesman for Kimberly-Clark. "Kimberly-Clark has always been at the forefront of technological development in the industry, and our virtual store is just the next step in making our products even better."

Ultimately, the simulation – and the data gathered from it – will help Kimberly-Clark develop more effective product displays when marketing its products, and has also helped the company promote its products to store executives.

"Whether it's manufacturing, agriculture, or even video game development, the New North is home to some of the most innovative companies in the country," said Jerry Murphy, Executive Director of the New North, Inc. "Because of our region's great schools and talented workforce, Northeast Wisconsin companies are able to develop the kinds of cutting edge technologies that Kimberly-Clark has employed."

New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.

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