

FOR IMMEDIATE RELEASE  
March 31, 2006

## **VMR Assesses High Technology Environment across Massachusetts**

Massachusetts High Technology Council looks to VMR for research methodology

NATICK, MA. The Massachusetts High Technology Council (MHTC) today announced the release of MassTrack – a website that scores Massachusetts communities based on their capability to meet the needs of high technology employers. Virtual Media Resources (VMR) of Natick, Massachusetts provided research and consulting services to score 351 Massachusetts' communities based on 10 economic, demographic and community factors that are of concern to the companies that serve a vital role in our regional and national technology leadership .

“The technology community in Massachusetts competes in a global economy, and our efforts to create a more competitive environment recognizes that competitiveness at a local level,” said Christopher Anderson, President of the Massachusetts High Technology Council. “We'd expect employers in other states to use this site as they consider where in Massachusetts to locate or expand their presence.”

“MassTrack required the ability to translate raw data into meaningful insights,” said Joshua Ostroff, a Principal of Virtual Media Resources. “We sought to obtain and organize information that relates to the needs of the MHTC in assessing cities and towns across the state. We look forward to expanding MassTrack to assess Massachusetts legislators in their support of technology competitiveness.”

VMR will be working with MHTC to expand MassTrack this summer to analyze the voting record of Massachusetts' legislators relative to the priorities of Massachusetts' High Tech employers.

### **About the Massachusetts High Technology Council**

The Massachusetts High Technology Council is a non-profit, non-partisan corporation whose membership is comprised of respected business leaders of Massachusetts high technology and high-value-added service companies.

Members of the Council are able to help make Massachusetts the world's most attractive place in which to live and work, and in which to create, operate and expand high technology businesses.

### **About VMR**

Virtual Media Research delivers unimpeachable media research to organizations seeking to shape public policy, and to media companies and brand marketers that are blazing new trails. VMR offers a wide range of media research services including strategy formulation, information solutions, and advanced modeling and analysis. VMR is led by Principals Joshua Ostroff and Craig Ross.

###

CONTACT  
Joshua Ostroff, Principal  
Craig Ross, Principal

Virtual Media Resources  
17 South Avenue, Suite 5  
Natick, MA 01760  
508-655-2277  
[www.vmr.com](http://www.vmr.com)