



May 28, 2013

FOR IMMEDIATE RELEASE:

*Aeneas Internet and Telephone to Host Jackson UX Workshop
Thursday, May 30th from 9 a.m. to 5 p.m.*

JACKSON, TENNESSEE (5/28/13) – Silicon Valley is coming to West Tennessee! Aeneas Internet and Telephone, along with The Entrepreneur Development Center, Sodium Halogen, and Jackson Energy Authority, is proud to sponsor Jackson's first ever UX Design Workshop. The UX, or "user experience", Design Workshop will take place on Thursday, May 30th from 9 a.m. to 5 p.m. Attendees will learn about UX and how it encompasses all aspects of a client or customer's interaction with a company, its services, and its products, especially over the Internet or via software.

The workshop will feature LUXr CEO, Janice Fraser, a recognized leader in lean startup and lean UX. Fraser has trained hundreds of Silicon Valley startups and travelled the world to train all shapes and sizes of businesses in interactive design for web and mobile products. Workshop topics include Lean UX fundamentals, developing product interfaces, and best practices for employing research methods.

"I think a lot lately about the rural entrepreneur," said Fraser in a recent interview with Sodium Halogen Founder, William Donnell. "I think that it's incumbent on us as a community, a global community, to create those economic opportunities when somebody has the guts to start a new company, when someone has the insight to solve a problem that they observe in their profession or their community. The future is not mega-corporations. The future is people like you and me making change in the world through business. Coming to Jackson, TN to see it is really exciting to [me]."

The UX Design Workshop will be hosted at The Aeneas Building in downtown Jackson. "Aeneas Internet and Telephone is proud to host Ms. Fraser at the Aeneas Building for this exciting event," remarked Aeneas Internet and Telephone CEO, Jonathan Harlan. "We are committed to entrepreneurship and job development in the West TN area, and we believe that the training that will be provided by Ms. Fraser will help business owners from Jackson and surrounding communities accomplish that goal."

Individual tickets are \$200 and include workshop admission as well as all workshop materials and a catered lunch. To learn more information about the UX Workshop or purchase tickets, visit www.uxjxn.com.

About Aeneas Internet and Telephone: Since its founding in 1996, Aeneas Internet & Telephone has been dedicated to the expansion of technological boundaries. Aeneas now offers a myriad of services including phone service and broadband Internet, office phone systems, commercial web hosting and corporate e-mail, Internet backbone connectivity for businesses, off-site file storage and

colocation, disaster preparedness options and more. For more about Aeneas Internet and Telephone visit www.aeneas.com

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