



**FOR IMMEDIATE RELEASE**

Photo Attached

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## Technology Center of the Piedmont Triad to Have Grand Opening & Ribbon Cutting Ceremony

*Regionally located facility to provide access to immersive, interactive technology.*

**GREENSBORO, NC, August 4, 2013** - Technology Center of the Piedmont Triad, located at 510 Hickory Ridge Drive in Greensboro, will celebrate its grand opening with a ribbon cutting ceremony on Wednesday, August 7 at 3:00PM.

The first facility of its kind in the region, the Technology Center of the Piedmont Triad will provide access to immersive and interactive technology and programming for trade shows, showcases, higher education institutions, houses of worship, and entrepreneurs. There are several unique areas within the 13,334 square-foot facility including: a training center, entrepreneur co-working office, call center, tenant office spaces, and showroom floor with stage.

In a recent interview, William “Bill” Brown, CEO of Technology Center of the Piedmont Triad, states, “Our goal is to make the (technology buying) process more seamless. I feel that being associated with this Technology Center will be a way to help these markets kick the tires before spending money on new technology. They’re really going to get to see how it works.”

“Programming will be driven by industry, market trends, and because we have been sought out as a continuing education and certification location, some programming will be driven by academia or professional organizations,” says Antoine Smith, President & COO of Technology Center of the Piedmont Triad.

Joining in the grand opening and ribbon cutting festivities will be the Greensboro Chamber of Commerce, council members from cities and counties around the Piedmont, members of the Triad’s business and educational communities, and media outlets from throughout the region. The event is free and open to the public. For more information, call 336.478.2378, extension 216.

# TECHNOLOGYCENTER

of the Piedmont Triad  
Technology. Driven.

## About Technology Center of the Piedmont Triad

The Technology Center of The Piedmont Triad is the most comprehensive and immersive technology center of its kind in the region, and soon the United States. William “Bill” Brown, CEO of the Technology Center of the Piedmont Triad and BD Brown Communications, founded the center to provide access to immersive and interactive technology and programming for trade shows, showcases, higher education institutions, houses of worship, and entrepreneurs. Take a virtual tour at <http://www.youtube.com/watch?v=rxsSsmgOUIE>.

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