

Tuesday, Jun 21, 2016

## OUINC client iTrack, LLC featured in Pure Michigan campaign

**The Michigan Economic Development Corporation** has

selected **OUINC** client **iTrack, LLC**, to be one of their featured companies in a **Pure Michigan** video campaign about the benefits of doing business in Michigan.

**Jerry Atkinson, CEO iTrack, LLC**, said he learned late last year that several companies were evaluated and his was chosen as one of 15 technology companies selected for the program.

Now, the new video featuring iTrack has been rolled out publicly.

“We are honored to have been selected as one the companies in the State of Michigan’s technology promotion campaign,” said Atkinson. “Michigan is an outstanding place to build a business and being connected with the resources offered by the MEDC and the OU Incubator has really helped our company flourish.”



*Jerry Atkinson is CEO of iTrack, LLC, the OUINC client featured in a newly-released MEDC and Pure Michigan advertising campaign video to attract technology-based companies to the state.*

In addition this exposure provided by Pure Michigan, iTrack’s work in the entertainment field is in the final planning stages to be featured in an upcoming Discovery Channel technology story. Stay tuned.

“iTrack is on the fast track and doing some very interesting work in the very diverse areas of entertainment, lawn care and factory automation,” said **Amy Butler, Executive Director, OUINC Smartzone Incubator & Innovation Center**. “They have been a stellar client for our incubator and it’s rewarding to see them spotlighted among a very select few companies in the Pure Michigan campaign.”

Watch video here:

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Try watching this video on [www.youtube.com](http://www.youtube.com), or enable JavaScript if it is disabled in your browser.