

NELSON SABA

GLO

Born & raised, in Brazil, Nelson Saba began his career as an aeronautical engineer, in international private banking and in successful worldwide business. Having no idea what his Aeronautical Technology & Engineering education in Airplane Design or his experience as a Vice President of Technology for International Private Banking at Citibank would eventually become, Nelson Saba has long had a call on his life beyond big business.

While most would never give up the success and position that Nelson had earned through long years of hard work and commitment to his high level position, once he came into a strong walk with the Lord, he knew that there was definitely something else. And he had full assurance about it.

Beyond what the world would call major success through professions and career, Nelson's life was meant for much more.

In 1996, when most people had just started figuring out how to use their computers, Nelson began the journey of Interactive Bible Development and until 2000, he worked diligently to create what became *iLumina*, through his then business, Visual Books Production. The highly successful product, which was published through Tyndale, sold 160,000 copies in 3 months and has sold over 600,000 copies to date. *iLumina* put Saba on the map in faith-based Biblical product, but it was only the start for him.

Nelson would personally tell you that he has been given a deep vision to create projects which display his passion for communicating Scripture and has a one track focus to use the incredible gifts and talents that God has given him to create projects and tools such as *iLumina* and now *GLO*, which will enable change in the world and for this new digital generation to engage in and know Christ.

As Nelson sees it, in his walk with God and watching Him guide and lead him through these past few decades, "He'll show you as you go....." he says. And he readily admits that "He (God) did the math before he called you!"

And what Nelson has been currently called to do is the culmination of over a decade of work, sacrifice and giving literally everything he has to create a tool to reach this new generation with the literal Word of God. Nelson has teamed up with business partner Phil Chen, to form Immersion Digital, the platform and business entity which will release *GLO*, available in October 2009 through Zondervan.

In his own words:

"Two entire generations have been born in a digital world and favor digital media over any other... We really felt that the time was right to create a digital Bible such

*as GLO, designed for them, that would connect with this generation as an alternative to paper, because they don't use it." - **Nelson Saba***

GLO's unprecedented digital platform was created as a Bible experience, which has already begun to revolutionize how Christians and non-Christians alike will consume Biblical/spiritual content through audio, video or web-based formats. According to Saba, the Bible is "re-imagined for a digital world."

The ground-breaking GLO project combines the traditional text of the Bible with a variety of enhancing materials. These additional materials allow people to see and feel the Bible, rather than just reading it alone. The three-DVD set features five different lenses for easy navigation. The Bible, atlas, timeline, media and topical features allow the user to fully use the software and all of its capabilities. With high-definition video, animation and photographs, this technology creates an entirely new experience through the digital exploration of the Biblical word.

"We're not really just digitizing the Bible," Saba said. "We are creating a product with layers of functionality that will help make the Bible relevant and engaging to this generation."

But GLO is not just another "business venture" for Nelson. One of the greatest aspects of Immersion Digital and the products that are being created through the company, Nelson and Phil have a deep heart to "give back." Through an already established charity outreach of Immersion Digital, they plan to give away a large portion of profits from the GLO project and many others to come, with a deep vision to see ministries supported through their work and any future God-given success.

With his passion, heart and commitment to use his unmatched God-given gifts for His glory in numerous ways, Nelson Saba may just change the world!