

Empower learning!

IMC announces new product features of Learning Management System CLIX and Rapid Authoring Tool LECTURNITY at CeBIT 2008 in Hannover, Germany

Saarbruecken 28 February 2008 - IMC presents numerous innovations at CeBIT 2008 aimed at increasing efficiency in companies and universities: Simpler processes for learning management with CLIX and Flash video presentations with LECTURNITY

"Today, learning technologies must have two objectives in mind: on the one hand they must be intuitively understandable and on the other they must offer a highly integrated control instrument for managing learning", says Dr Wolfgang Kraemer, chairman of IMC. "And it is precisely here where we are pioneers in Europe, because the objective of many of our innovative products is to make learning and teaching simpler whilst, at the same time, being able to model the most complicated of learning scenarios and business processes. IMC meets this trend towards "simplicity" which involves not only the principle of simplicity, but also the balance between the increasing complexity of work processes and intelligent pragmatism, with the further development of its CLIX and LECTURNITY technologies.

Simpler processes for learning management with CLIX

CLIX 8 will be delivered to customers from 15 April. Selected new features will be presented in advance at CeBIT in Hanover (4-9 March 2008). "The new implementation and upgrading of the Resource and Event Management in CLIX 8 puts a clear focus on simple learning processes, by which learners are offered exactly the functions required for a particular scenario", explained Frank Millius, product chairman at IMC. Simple learning is guaranteed with the comprehensive tools available to administrators for configuring learning and business processes. These control the viewing options for learners and define learning complexity. The complexity involved in designing learning scenarios was reduced not only for learners, but also for designers of learning scenarios by enabling administrators to create pre-configured scenarios which concentrate on the content and on didactic aspects. "By adhering to the principle 'Simplify Learning - Managing Complexity', we have simplified views and processes for learners, tutors, superiors and administrators alike – and have still added further options for the configuration of individual applications", explained Rebekka Wachter, CLIX product manager at IMC.



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Flash video presentations with LECTURNITY

The upgraded version of LECTURNITY 2 is available for roll out on 30 January 2008. Release 3.0 will be launched at the end of April 2008. As a result of the increasing penetration of Adobe Flash technology in all types of application systems, LECTURNITY's primary output format for multimedia learning documents is becoming increasingly based on Flash technology. The Flash Media Server now enables the playback of Flash data via the Internet. And even mobile devices such as smartphones, PDAs, portable audio/video players and video game consoles now include a Flash player. LECTURNITY 2 therefore enables video and screengrabbed content from documents to be created in the Flash-based target format and to be streamed. The layout and design settings that have been specially adapted for lower resolutions, enable the creation of interactive, multimedia learning content for mobile terminals which support Flash technology. Mobile learning is becoming more and more a reality, e-learning for students and end-users is becoming available on an increasing number of terminals. Presentations and lectures recorded with LECTURNITY can be published directly on these terminals.

Meet IMC at CeBIT

CeBIT is the ideal place to meet our expert team to discuss your learning requirements. Contact us at info@im-c.com or come and visit us in hall 6 on stand B36.

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Editor's Note

IMC is an international leader in providing services and technology for advanced learning and content solutions. A considerable number of large, medium and small enterprises currently benefit from the products and services provided by IMC in achieving training and education for HR development in online academies or corporate universities. These include KPMG, E.ON, Daimler, UBS and NOKIA. Professional training providers and institutions of higher education are further clients of IMC.

With CLIX®, IMC's learning management system, LECTURNITY®, IMC's interactive rapid authoring tool, and SLIDESTAR®, an open content platform, IMC is able to provide an integrated and efficient solution framework for learning life cycle management. This not only covers the operation and design of training and learning processes, the management and distribution of learning content, the management of human capital and the development of skills and competencies, but also the planning and improvement of training resources. All these aspects are complimented by a strong focus on learning management processes, including a full range of management activities, such as design and planning, operation, and analysis and assessment. IMC focuses strongly on business processes and therefore regards learning management as an integral part of today's business needs. IMC clients place great value on IMC's consulting expertise and excellence in building and implementing learning solutions in the fields of technology and content development.

IMC was founded in 1997 by Dr. Wolfgang Kraemer, Frank Milius and Dr. Volker Zimmermann, together with Prof. Dr. Dr. h.c. mult. A.-W. Scheer, business expert, university professor and founder and chairman of the supervisory board at IDS Scheer AG. The company's head office is located in Saarbruecken (Germany) and there are further offices in Freiburg and Berlin (Germany), Vienna (Austria), Kuala Lumpur (Malaysia), and subsidiary companies in Zurich (Switzerland), Sevenoaks (Great Britain) and Sibiu (Romania).



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