

LECTURNITY wins three awards within three months

IMC AG awarded "Innovation Prize 2008" and "European eLearning Award" together with KFZ4you

Saarbruecken, 11th March 2008 – IMC AG, the leading supplier of learning technologies in Europe, has returned from CeBIT with two more awards. LECTURNITY 2, IMC's Rapid Authoring Tool, was awarded the "EureleA" for its contribution to an innovative project at a vocational school. The "Initiative Medium-Sized Businesses" awarded LECTURNITY 2 the "Innovation Prize 2008" for it being "the most innovative and most interesting solution for the SME sector". Together with "digita 2008", LECTURNITY 2 has already won three awards since January this year.

EureleA – highly respected European award

The EureleA was awarded for the fifth time in by now seven categories. More than 70 applications from nine European countries reached the responsible "Institute for Computers in Education" at HTW Karlsruhe. The first prize in the category "Private/Non-Profit Organisation" was awarded to the Vocational College in Iserlohn. It is testing an innovative didactic concept for young trainees from the car industry. Mechatronic technicians benefit from valuable eLearning-modules during their classes by means of a Web 2.0 tool and rapid authoring – LECTURNITY 2 – in order to continue learning at work or at home. The trainees are actively involved in the design and the content of learning materials. As a result, they are extremely motivated to adapt media competence and production skills. The interactive movies and texts are open to the public (www.kfz4me.de) and can be used by other training centres.

Innovation Prize

The Innovation Prize of the "Initiative Medium-Sized Businesses" was in demand as never before in its five-year history. More than 1,600 applications competed in 33 special and 16 regional categories for the award. The jury, consisting of 40 scientists, experts and journalists, judged according to criteria such as level of innovation, utility and suitability for the SME sector.



IMC Information Multimedia Communication AG
Altenkesseler Strasse 17 / D3
66115 Saarbruecken / Germany

Phone: +49 (0)681 9476 0
Fax: +49 (0)681 9476 530
E-mail: presse@im-c.de

The jury appreciated LECTURNITY 2 as "the most innovative and most interesting solution for the SME sector".

The CEO of IMC AG, Dr. Wolfgang Kraemer, is very pleased with the awards. "This shows that LECTURNITY has made its way to the business world and especially to the SME sector. We owe this to a great extent to our clients. Together, we have permanently enhanced the product."

Comfortable Authoring Tool

LECTURNITY 2 is a rapid authoring software. The tool helps to produce learning content in a programming-free manner. Users can record presentations and lectures of all kinds. Handwritten annotations on presentation slides as well as video and audio streams are simultaneously recorded and integrated into a multimedia document. LECTURNITY 2 productions can be further edited and modified so that linear, time-based recording documents turn into structured learning objects. LECTURNITY 2 is easy to use; assessments and tests provide the learner with feedback and various ways of interacting with the content. The automatic indexing of information on presentation slides is the basis for effective search and retrieval possibilities within the learning documents.

"In view of the release 3.0 of LECTURNITY, which is due at the end of April 2008, these awards are an incentive as well as support for our position to convince more clients of the advantages of LECTURNITY 2", Kraemer summarises.

(546 words / 2,958 characters)

Press contact:

Dr. Wolfgang Kraemer
Chief Executive Officer
Phone: +49 (0)681 9476 0
Fax: +49 (0)681 9476 530
E-mail: presse@im-c.de

This and further press releases from IMC can be found on our homepage:
<http://www.im-c.com>

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



IMC Information Multimedia Communication AG
Altenkesseler Strasse 17 / D3
66115 Saarbruecken / Germany

Phone: +49 (0)681 9476 0
Fax: +49 (0)681 9476 530
E-mail: presse@im-c.de

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).



IMC Information Multimedia Communication AG
Altenkesseler Strasse 17 / D3
66115 Saarbruecken / Germany

Phone: +49 (0)681 9476 0
Fax: +49 (0)681 9476 530
E-mail: presse@im-c.de