

As much as necessary, as little as possible!

IMC AG launches release 8 of its learning management system CLIX – less complexity supports improved usability

Saarbruecken/London 24th April 2008 - IMC AG, Europe's leading supplier of learning management systems, has released a considerably improved version of its successful learning management system CLIX. „We put special emphasis on the improvement of event management“, says Frank Milius, board member at IMC responsible for product development. „Learners benefit from clearer navigation whilst administrators benefit from additional settings that accelerate and simplify business processes.“ Together these new features help support learner motivation and reduce workload for administrators. CLIX 8 has been available since April 15th.

Managing „SIMPLExity“

In times of information overload it is almost a Herculean task to place the right content in the right place at the right time for the right person. Education and training units in enterprises and universities have to cope with an increasingly complex learning world. „CLIX 8 succeeds in managing this complex world whilst at the same time reducing the visual complexity for the user. Neither functionality nor compatibility with other systems is compromised. This ability illustrates our understanding of SIMPLExity,“ says Milius.

In order to support simpler learning processes additional configuration tools for administrators have been made available. These tools manage the viewing options for learners and determine the degree of learning complexity. New settings for courses, so called „main types“, help clean up the user interface. Booking processes can be configured and administrated on an individual user level. „In order not to overwhelm the user with the whole range of features available he/she only receives the information needed at a particular phase in the process“, explains Rebekka Wachter, CLIX product manager at IMC AG. „By means of more intuitive navigation it is much easier for learners to play an active part in courses and lectures, to socialise and exchange views with other learners and to add content of their own.“ In addition, it has become much easier for administrators to implement courses, manage events and to track bookings.

Learners, tutors, supervisors and administrators benefit equally from the new features in CLIX 8. Learning and teaching both become easier without losing sight of the complex requirements of learning routine. „It is not important to simplify for the sake of simplification alone. More important is the ability to show and manage the increasing complexity dominant in the world of work and learning processes in a way easily



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understandable for our users. In this respect with CLIX 8 we have taken a major step forward." says Milius.

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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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