

Release 3.0 of IMC's authoring tool LECTURNITY now available

Lecturnity's simplified publishing process makes the recording and publishing of electronic content even easier.

Saarbruecken/Sevenoaks, 4th June 2008 - IMC AG, Europe's leading supplier of learning technologies, has just released an updated version of its interactive rapid authoring tool LECTURNITY. In comparison to its predecessor LECTURNITY 3.0 now offers a simplified "one click publisher" process for publishing content in various formats. „With this release we have gone one step further towards making content authoring routine daily business for everyone“, says Frank Milius, responsible for product development at IMC. “Our vision is to make the production of electronic content as simple as writing an email. With its new publishing features, content authoring with LECTURNITY 3.0 has become even simpler.”

Real progress has been made with the introduction of the so called „One Click Publisher“. When converting content into different file formats (e.g. Windows Media, Real Media, Flash or MP 4) various technical settings, such as video resolutions, audio sample rates, bandwidth and compression, have to be defined. Up to now users have had to customise these settings every time they were ready to publish content and this was a time consuming process. LECTURNITY 3.0 simplifies the publishing process and saves time by enabling the creation and setting of publishing profiles. A profile covers all the necessary settings for the publishing process, including those for server transfer. Once a profile is created and activated, a single click is sufficient to create content in a pre-defined target format and to transfer it to a folder or a server.

„This new function is consistent with our understanding of SIMPLExity“ says Milius. “Formerly complex actions have been simplified to a degree that is extremely user friendly without compromising functionality“. The new Profile Manager allows users to edit, rename, delete or activate profiles. Using the import/export function, profiles can be transferred from or to other LECTURNITY systems in order to ensure standardised publishing in a work group or department.

Extended Upload-Functionality

The LECTURNITY 3.0 Publisher now offers a “one click” upload process for all target formats and different server types (streaming server, Web server, file server, Podcast server, etc.). The server transfer, especially the server upload, automatically starts after the creation of the target document. In order to cover arbitrary application areas, the Publisher provides the network services “FTP”, “SCP”, and “SFTP” for the data transfer (upload) as well as authenticated server access. For publishing variants in which more



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

than one server is necessary, such as with Streaming or Podcasts, the Publisher simultaneously distributes the document to the required destinations.

The simplified LECTURNITY 3.0 publishing process now consists of both document creation in the selected target format and the optional transfer (upload) to remote servers, all in one click.

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Press contact:

Ulrike Jungmann
PR/IR-Manager
Phone: +49 (0) 681 9476 0
Fax: +49 (0) 681 9476 530
E-mail: presse@im-c.de

Gareth Walters
Sales and Marketing Director
Phone: + 44 (0) 1732 – 741 888
Fax: + 44 (0) 1732 - 741 500
E-mail: info@im-c.co.uk

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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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