

Say farewell to the book blues – IMC is producing serious games for scoyo.de

Saarbrücken/Sevenoaks, 27th February 2009 - IMC AG, Europe's leading supplier of learning technology, has opened up yet another growth area. On behalf of scoyo GmbH, a subsidiary of Bertelsmann AG, the software company based in Saarbrücken is developing so-called serious games, which are intended to complement teaching carried out in schools. The target group is pupils in the first three years of secondary school who are studying German as a first language. Dr Kathrin Bergenthal, director of content services at IMC AG, explains: "Using our story-based learning approach, we are able to tap into the youngsters' audiovisual habits. By so doing, e-learning can lend itself to classic entertainment formats such as cartoons, sitcoms and radio plays."

Serious or educational games represent a valuable complement to traditional teaching media because they create a direct involvement between the pupils and the teaching material. The programme of study is contained within stories and represented as an animation. There is a whole variety of different exercises and games, which offer the pupils stimuli that can both reinforce and take learning further.

Innovative approach "With the introduction of the so-called 'G8' (an eight-year fast-track curriculum) at secondary schools, the need for additional support during the first three years has increased dramatically," explains Dr Ralf Schremper, CEO at scoyo GmbH. "That is why we have developed a unique concept that enables us to bring an element of fun to learning among this age group using interactive modules. Our website scoyo.de is specifically aimed at encouraging youngsters to discover the world of learning for themselves. This can take place in their free time, without any classroom pressure and, of course, with no adverts." According to Schremper, the product will be available via subscription. The flat rate for use of the whole platform, including all contents, costs €9.99 per month for one year, €14.99 per month for six months and €19.99 per month for three months.

By visiting the website scoyo.de, the youngsters can delve into many different thematic areas, including the world of the "Urbanos" developed by IMC AG. In the run up to the project, extensive market research was carried out by IMC before decisions were made as to the characters and storylines. IMC is developing more than 200 modules, each lasting 15 minutes. The stories all involve a motley group of friends, who are all in the same year at school and who love nothing more than spending their free time together at the sports centre, the youth club or in town.

A great challenge The combination of animation and e-learning content has set our production team a series of great challenges. "We have appointed a total of 60 team members for this project. Traditional cartoon animators, illustrators, GUI designers and



IMC (UK) LEARNING LTD.
Tubs Hill House, London Road
Sevenoaks, KENT TN 13 1BL
Great Britain

Phone: +44 (0)1732 741888
Fax: +44 (0)1732 741500
E-mail: info@im-c.co.uk
www.im-c.com

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

programmers are working in close partnership with each other on this complex and intricate project. Flash and flex technologies are being pushed to the absolute limit in the process," explains Bergenthal. The finished products are scheduled to appear on line by March 2009 at the latest. Already, the first results can be tested in a beta version on the scoyo learning platform on the Internet.

Content production for IMC is not new territory. However, Dirk Thissen Managing Director of IMC UK LEARNING LTD understands that a new dimension in the company's development has been reached. "This project represents for us a strategic expansion into the edutainment sector. Not only are we able to excel in project management, learning technology and didactic design – but also in the art of entertainment on a high level. In our opinion, serious games will very quickly find their way into the business sector, as they lend themselves very easily to almost all areas of corporate life – training, professional development and recruitment. It is our intention to play a part in this development."

(643 words/ 3.360 characters)

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

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 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. Using POWERTRAINER®, IMC can set organisations on the path to creating their own eLearning and blended learning solutions. The Start & Learn package® delivers some real eLearning content, an award winning easy-to-use rapid authoring tool and the support and training to create future in-house eLearning content. The success of any ERP, CRM, SCM or software implementation is measured by the effective use of the system, by the end users. With its Electronic Performance Support System (EPSS) LIVECONTEXT® IMC provides pinpoint information to improve quality and increase productivity and speed to competency. IMC solutions not only cover 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 (UK) LEARNING LTD.
Tubs Hill House, London Road
Sevenoaks, KENT TN 13 1BL
Great Britain

Phone: +44 (0)1732 741888
Fax: +44 (0)1732 741500
E-mail: info@im-c.co.uk
www.im-c.com

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

Press Release

IMC was founded in 1997 by Dr. Wolfgang Kraemer, Frank Milius and Dr. Volker Zimmermann, together with Prof. Dr. Dr. h.c. mult. August-Wilhelm 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, Munich and Berlin (Germany), Kuala Lumpur (Malaysia), and subsidiary companies in Zurich (Switzerland), Graz (Austria), London (Great Britain) and Sibiu (Romania).



IMC (UK) LEARNING LTD.
Tubs Hill House, London Road
Sevenoaks, KENT TN 13 1BL
Great Britain

Phone: +44 (0)1732 741888
Fax: +44 (0)1732 741500
E-mail: info@im-c.co.uk
www.im-c.com

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