

149 good reasons for LECTURNITY 4

New release and new licensing model for IMC AG authoring software - Special offer until 21st of August

Saarbrücken, 31st July 2009 – Several years ago, recording presentations was an unusual way of creating learning content. Since then, the situation has changed: recordings of presentations have become popular and are now a standard way to create learning content. They are more popular than ever among learners. This development has been expedited by IMC AG's presentation recording tool, LECTURNITY. From 4th August, the company will be launching the next phase of this successful software with a new release and new licensing model at the significantly reduced price of 149 Euros.

LECTURNITY 4 is all about product innovation. "Until now, screen grabbing and the use of object-based recording have been perceived as opposites. In this new release, we have combined these two worlds together into one solution," says Frank Milius, board member at IMC and responsible for product development.

Finding instead of searching

LECTURNITY 4 uses the advantages of both recording methods – the independence of the screen grabbing approach for special file formats, alongside the option of relocating important information using full-text searches and slide preview images. "In the case of display recordings, we now work with automatic text recognition," explains Milius. LECTURNITY initially records all display activities. The program then recognises the text within all captured elements of the recorded document – whether an Excel spreadsheet, PDF document, Word file or browser window. Even labels in diagrams are included. "Here, LECTURNITY is working on the basis of the 'optical character recognition' principle for printed documents. This is not available anywhere else for presentation recordings in this form – only with LECTURNITY," Milius points out.

All recorded documents produced with LECTURNITY are therefore "retrievable". It does not matter whether they are recorded as a screen-grabbing clip or as slide imports, the genuine LECTURNITY approach – targeted searches for information are possible in

Contact:

imc information multimedia
communication AG
Altenkesseler Straße 17 / D3
66115 Saarbrücken / Germany
Presse und Öffentlichkeitsarbeit
Tel. +49 (0) 681 / 9476-302
Fax +49 (0) 681 / 9476-530

E-Mail: presse@im-c.de
Internet: www.im-c.com

LECTURNITY documents. This retrieval ability is available in all target formats (Flash, Real Media, Windows Media etc.) which can be created using the tool. The completely new design of the tool aims to create user-friendliness, speed and process efficiency when producing content, by using widgets which can be positioned freely, flexible function services and configurable tools, taking the great popularity of presentation recordings and the increased usage of LECTURNITY into account.

New licensing model

Product innovations are, however, only one side of LECTURNITY 4. The new licensing model is the other. "Presentation recordings are no longer considered exotic," explains Dr. Wolfgang Kraemer, CEO of IMC AG. "We are now working in a mass market, both with regards to the amount of content produced and the number of operators and users. We have therefore not only based LECTURNITY functionality on these developments, but also dramatically reduced the price." The software is now affordable for everyone, at 149 Euros, and is easily available via IMC's new eCommerce shop solution.

LECTURNITY has already gained many fans in the corporate world due to its diverse uses. Sales and software training, media training, operating instructions or standard operating procedures (SOPs) can now be cost-effectively and quickly produced thanks to LECTURNITY. The new release will further increase the cost-benefit effect when creating training materials, and will convince even more corporate training managers of its strengths. However, Kraemer considers even the traditional target group, universities, to be a great source of growth potential. Today, over 300 universities already use LECTURNITY for the production of e-lectures. "The low price will result in a multiplication and therefore even wider use. Our aim is to win new target groups in all sectors, and also the consumer market, with our new price model," says Kraemer of the evolution in strategy. The standardised international price should also support global marketing. The new licensing model is therefore also part of the internationalisation strategy of the company, and meets the significant global demand for simple and quick production tools and methods.

New LECTURNITY website

In conjunction with the new release, a dedicated LECTURNITY website will be available in addition to the existing IMC homepage. At www.lecturnity.com, those interested can find all the important information about the product, look at successful client "showcases", meet

other users and interested parties via the blog, download test versions and order LECTURNITY directly. Spontaneous customers benefit from a special offer: Only until 21st of August the new release of LECTURNITY is available for the price of just 99 Euros for a single authoring licence.

(637 words / 4.385 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

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 was founded in 1997 by Dr. Wolfgang Kraemer, Frank Milius and Dr. Volker Zimmermann, together with Prof. 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), a branch office in Sydney (Australia), and subsidiary companies in Zurich (Switzerland), Graz (Austria), London (Great Britain) and Sibiu (Romania).