

## LECTURNITY at School

### “LECTURNITY School” for 49 euros – New: YouTube upload

*Sevenoaks, January 2010 – LECTURNITY, the successful authoring software from IMC AG, has gained many supporters in companies and universities since its successful reorientation (see PR of 30th July 2009). Now, a growing number of teachers are discovering the authoring software for use in school lessons. Due to this demand, IMC AG is now offering “LECTURNITY School” with all functions at the reduced price of only 49 euros. A new feature will enable you to start using the authoring software right away: With just a few clicks, users can upload their saved documents directly to the video portal YouTube.*

Nowadays pupils and trainees, who already use digital media in their leisure time, also expect an equally interactive learning environment during their school lessons. Authoring software such as LECTURNITY is the ideal medium for teachers to simply and cost-effectively prepare learning content in a multimedia format. Many schools already have learning management systems, although others have only limited options for making LECTURNITY recordings accessible. Ultimately, however, the final step of using the software with the pupils is decisive.

#### LECTURNITY meets YouTube

IMC has now removed this particular phenomenon at schools and has integrated an attractive additional application into its authoring software, which will also inspire business and university users. From now on, LECTURNITY can also be used to upload recorded presentations to YouTube, where they can be viewed by the respective target group. According to information provided by YouTube, around 100 million people around the world now actively use the platform and the available videos are downloaded about 2.5 billion times every month. “Moving images are very popular and one of the major trends in the Web 2.0”, explains Managing Director of IMC UK Learning Ltd, Dr. Dirk Thissen. “LECTURNITY’s strength is the fact that it enables people to experience live presentations over and over again and is therefore predestined for use with video portals. The YouTube upload feature demonstrates the capabilities of our authoring software in social media.”

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## LECTURNITY - the fine art of recording

The uploaded LECTURNITY recordings can also be easily played back on mobile end devices such as an iPod or iPhone - anywhere and at any time, which employees working away from the office particularly appreciate. LECTURNITY helps teachers to integrate pedagogical media approaches into lessons, for instance by working together with interactive whiteboards. Previously, the whiteboard images were saved and sent to pupils by email for review, which required a lot of effort. Using LECTURNITY School, teachers can now collect the various data streams together into one recording and make this available to everyone on YouTube online significantly more quickly and contemporaneously.

LECTURNITY School can be ordered online at [www.lecturnity.co.uk](http://www.lecturnity.co.uk). From now, IMC will also be providing its own micro site <http://school.lecturnity.co.uk> where users can access valuable tips and tricks, reference projects, a video tutorial portal and extensive subject literature.

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<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 complemented 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. 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).