Learning Technologies: IMC presents various innovations in digital learning

On January 29th and 30th 2014, IMC will present its new technologies, learning concepts and ideas in London

Saarbruecken, January 17th, 2014

The Learning Technologies Exhibition will be the top occasion to get an over-view about the learning trends of 2014. IMC will present innovative Learning Content Concepts, the latest developments in eLearning and the renewed MOOC platform OpenCourseWorld.

Learning and Talent Management:

IMC's Learning Suite is Europe's leading learning management system, which ensures tailor-made and cost-effective training of over four million users from organizations of all sizes and industries. The Learning Suite makes it possible to map roles and rights concepts as well as structures and formation processes in every detail. With IMC's Learning Suite you can easily manage talents, competences, individual potentials and company units. It is easy to use and offers an intuitive learning environment for learners and tutors. To quote David Wentworth, Senior Learning Analysts at Brandon Hall: "The super-friendly user interface and numerous layers of flexibility make for a robust solution."

eLearning Content:

IMC offers a large range of bespoke and standardized eLearning Content formats: Web Based Trainings, Serious Games, Smart Shows, Learning Videos, Microsites, Apps, Mobile Websites and interactive eBooks – delivering sophisticated learning and information content tailored specifically to the customer needs is our highest aim. Various standard learning courses round out our portfolio. At this year's Learning Technologies we present our latest module, compliance training for companies of all sizes and industries. The course will be displayed for free via our MOOC platform www.opencourseworld.com, get ready for that!

Authoring and Publishing:

These days, anyone creating eLearning content and wanting to make it available to members of staff, students or customers, needs to ensure that the content can be used on all possible kinds of device. IMC's Content Studio is the eLearning authoring software for today's mobile generation. Create one piece of content and make it available on any

device - whether a smartphone, iPhone, tablet, iPad, Windows PC or a Mac. Equipped with HTML5 Standard and SCORM-compatible the Content Studio is universally deployable.

MOOC:

The wide range of freely available massive open online courses (MOOC) from IMC has been developed in close cooperation with well-known universities and experts. For the newest release of the platform www.opencourseworld.com IMC has assembled valuable experiences and numerous ideas from users from the MOOCs offered up to now, and integrated them into the new system. The intention of the improvements to the user interface and learning logic is to make it even easier for users to successfully take part in MOOC courses. The platform can comfortably be used at home or in the workplace with all current tablets or with a PC. More than 10,000 participants have already taken a course, so check it out now!

Compliance Learning:

Compliance starts with the creation of awareness of critical topics and with providing the corresponding target group with the knowledge required to deal with these critical topics. With its generic, well-established and structured compliance learning management guidance method, IMC offers an approach with which companies in diverse industries can comprehensively master their compliance challenges. The range of services encompasses product-neutral advice, a system-supported compliance management solution (based on Europe's leading learning management system) and the design, preparation and provision of appropriate eLearning content. Specific communication, documentation and controlling tools systematically ensure that all employees in the company are aware of the compliance requirements for their training activities. The four central processes of "nomination", "tracking", "chasing" and "reporting" support compliance management. This makes compliance training so much more efficient and drastically reduces administrative effort. On the occasion of Learning Technologies, Koven Minien, eLearning Business Consultant from IMC, will hold a free seminar about the topic "Compliance management: how your LMS should be keeping you compliant". Visit the seminar slot on Wednesday 29th January 2014, 11:00 - 11:30, Theatre 1, and learn more about possibilities of compliance learning.

Business Process Guidance:

As part of a software migration, there are numerous screws that can affect the success of the project significantly. But even if all processes run smoothly, at the end there are the end users who are largely responsible for the success. Only if they have understood the

processes and are able to use the software correctly, the previously calculated cost reduction and improvement can be achieved.

The reality is often different: Employees do not know how to use the new application correctly and thus can't act as desired by the company's business processes. Pure classroom training alone is not sufficient to achieve the desired learning outcomes. Real-time software training is a key success factor for the placement of application knowledge. It is necessary to support the user immediately after the go-live of an application and beyond in the form of "learning in real time."

To find out more about IMC's new innovations, visit us at Learning Technologies in London at booth number 46!

You can also schedule a personal appointment with us via our website www.im-c.com. For any further information about the exhibition please visit www.learningtechnologies.co.uk.

Press Contact:

Nicole Meinholz

Head of Corporate Marketing and Communication

Phone: +49 681 9476-0 | Fax: + 49 681 9476-530

E-mail: press@im-c.com

This and other press releases are available for download from our website: www.im-c.com

Opinions and proposals regarding HR, IT and eLearning can be found on the IMC Blog

About IMC:

Since it was founded in 1997, IMC AG has developed into a leading international full service provider for individual eLearning content as well as learning and talent management solutions. Multimedia and video productions, business process guidance and compliance solutions are all integral parts of the IMC portfolio. Using applications and services provided by IMC, companies and public organisations of every size and from every industry implement efficient training and further training measures; training providers and universities also trust the many years of experience and sophisticated technologies of IMC.

More than 1,000 customers are supported by IMC in the planning, development, implementation and execution of sophisticated human resources development and further training strategies with an extensive range of technology and services. Flexibility, integration capabilities, customer and process orientation remain the focus as regards development of IMC products.

With the IMC Learning Suite, the Talent Suite and the Compliance Suite, IMC provides a consistent approach to solving the implementation of comprehensive learning and talent management processes. The business

process guidance solution offers users of diverse software context-sensitive assistance during their daily work and thus simplifies company-wide roll-outs of new applications in particular. The IMC Content Studio is used as a multifaceted approach to the creation of individual eLearning and mobile learning content. IMC eLearning content services round off the product portfolio. Interdisciplinary teams of experts work on developing standardised and customised media in close cooperation with customers from all over the world. On the MOOC (Massive Open Online Courses) platform www.opencourseworld.com, interested parties from students through to managers benefit from free publically available academic teaching.

Founded by Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer together with Dr Wolfgang Kraemer, Frank Milius and Dr Volker Zimmermann, the company has its headquarters in Saarbrücken, branches in Munich and Freiburg and subsidiaries in Australia (Melbourne), Great Britain (London), Austria (Graz), Romania (Sibiu) and Switzerland (Zurich). IMC is also represented with partner offices in numerous other countries.

Member of b.o.b. HR circle and Software-Cluster.