

imc and Linde Receive Gold Award for Serious Game

Distinction for Best Learning Programme at World Media Festival in Hamburg

Saarbruecken, 16 May 2019– At the 20th World Media Festival on 15 May 2019 imc AG was honoured with an award for the innovative Serious Game "City of Goods". The Jury of the Television & Corporate Media Awards awarded imc an intermedia-globe Gold Award in the Learning Programmes category. imc designed the learning game "City of Goods" for its customer Linde Material Handling GmbH for the training of warehouse employees.

Every year, the expert jury of the Television & Corporate Media Awards honours outstanding solutions from the areas of TV and Corporate Media on an international level. Applications from the fields of information, education and entertainment that can be submitted in 14 different categories are considered by the jury. The focus of the experts lies on creativity, technical excellence, comprehensibility and target-group-oriented communication when it comes to selecting the best applications.

„ We feel honoured to receive this award together with our customer Linde at the World Media Festival “, states Sven R. Becker, Member of the imc Board responsible for Sales, Marketing, Corporate Communication and Content. „Serious Games currently are an important trend in e-learning. We absolutely consider Linde as digital champion when it comes to using digital learning strategies and innovative learning methods. It is great that we are able to support this approach by providing, implementing and introducing creative learning content.

In the serious game "City of Goods" the learners walk through a virtual warehouse, where they become familiar with different work steps. During conversations with logisticians, they learn what challenges await them at the various stations and that they are supposed to solve without any help. The learner receives points for correctly solved tasks and loses points for incorrectly solved challenges. This playful learning approach helps employees to develop experiential knowledge which they can apply more easily in reality than knowledge learned by heart.

About imc

With more than 20 years experience, 12 international locations and 300 employees, imc is the leading full-service provider for digital training. Experts in the fields of technology, e-learning content and strategy work hand in hand to provide holistic and customized e-learning solutions - worldwide. 1,200+ commercial enterprises, government organisations and educational institutes with over 5 million users around the world rely on imc's holistic and bespoke solutions.

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