

LECTURNITY wins Bronze Brandon Hall Learning Technology Award

Saarbrücken, 3rd May 2010 – IMC, a leader in innovative learning, won a coveted Brandon Hall bronze award for technology excellence in the 'Rapid Authoring' category. IMC's win for "LECTURNITY" was announced on Thursday, April 29. "Until now, screen grabbing and the use of object-based recording have been perceived as opposites. With the release of LECTURNITY 4 we combined these two worlds together into one solution", says Dr. Wolfgang Kraemer, Chairman of IMC AG, "We are very proud that our work has been recognised by Brandon Hall in this way."

Object-based recording enables enhanced search functionality

Thanks to object-based recording LECTURNITY offers far more than a traditional screen recording tool. LECTURNITY not only records your screen but also effectively "understands" what is being recorded. All texts within the recorded contents on the screen will be automatically read in using embedded Optical Character Recognition (OCR) technology. The contents are then automatically structured and indexed to make them searchable by the learner. If learners are only interested in a specific part of a presentation, they simply enter the relevant search term into the search box and LECTURNITY will find the appropriate sequence. This puts an end to hour-long searches and to the need to categorize content in painstaking detail. Thus, LECTURNITY is saving time and money and supporting the learner in finding specific information.

As presentation recordings are no longer considered exotic, IMC dramatically reduced the price in August 2009. The software is now affordable for everyone, at 149 Euros, and is easily available in the international online shop.

The Brandon Hall Excellence in Learning Technology Awards are presented by Brandon Hall Research, one of the leading research firms in training and development. The Learning Technology Awards program showcases innovations in the products in the marketplace for creating and managing learning, talent, and performance.

"These outstanding tools and systems propel the learning profession forward," said Brandon Hall, Ph.D., chairman of the Awards program. "These innovative products let customers make learning faster, better, and easier." The entries were evaluated by independent judges around the world.

About Brandon Hall Research

Brandon Hall, Ph.D. is the CEO of Brandon Hall Research and author of the groundbreaking "Web-Based Training Cookbook." Since 1992, Brandon Hall Research

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(www.brandon-hall.com) has been providing independent research reports and expert advice on using technology in learning. Brandon Hall Research conducts Awards programs each year to recognize the best in innovative learning.

Further information:

www.lecturnity.com

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This and further press releases from IMC can be found on our homepage:

<http://www.im-c.com>

About IMC:

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. 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).

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