

Learning content management solutions: this time it's personal

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Agency: **Bob Little Press & PR**

Giunti Labs launches new personalisation features to its blended learning content management and digital repository solutions at the Learning Technologies 2010 event in London.

Giunti Labs - the global vendor of learning content management solutions (learn eXact LCMS) and digital repository platforms (HarvestRoad Hive) - will present recent developments which are adding state-of-the-art competency and skills based content personalisation features to instructor-led, online and mobile learning materials at the Learning Technologies exhibition and Learning and Skills Forum in London's Olympia 2, on 27th and 28th January.

Fabrizio Cardinali, Giunti Labs' CEO and chair of the European Learning Industry Group (ELIG) will present 'Learning content management solutions: this time it's personal!' The presentations will be held on:

- 27 January, from 3pm to 3.30pm in 'theatre 6' at the Learning and Skills Forum
- 28 January, from 1.15pm to 1.45pm in 'theatre 3' at the Learning Technologies exhibition

Visitors to the Learning Technologies 2010 event can discover more about Giunti Labs' advances in this field by visiting stand number 21 in the Learning Technologies' exhibition hall.

"At Learning Technologies this year, Giunti Labs will outline how it meets the learning individualisation needs of contemporary organisations with the media and skills-based personalisation features of its new eXact Portfolio and the location-based and multi-device channel capability of its eXact Mobile modules for its enterprise learning content management solution, learn eXact LCMS," commented Fabrizio Cardinali.

"In a world of rapidly developing competition, organisations need to identify their workers' skills, knowledge and competencies, as well as deliver the right learning content just in time, where and when the user needs it," he continued.

Increasingly, the learning experience must take into account the learner's learning background, study track, likes and dislikes, abilities and disabilities, location and device used to access the learning materials. Among other things, this means providing learning contents in which are embedded a high degree of adaptive personalisation when these contents are accessed.

"New qualitative learning content personalisation capabilities are now coming to market, thanks to advancements in new media and HR technologies," he added.

JJ van Delsen, Sales Director of Giunti Labs UK, said: "We are moving to a far richer mobile learning environment offering a large set of collaborative, constructive and location based learning experiences. These should make the content experience more complete, customised and, hence, enjoyable."

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About Learning Technologies

Now in its 11th year, Learning Technologies claims to be Europe's leading showcase of organisational learning and the technology used to support learning at work. The Learning Technologies 2010 conference and exhibition takes place on 27th and 28th January 2010 at Olympia 2, in London. For further details, visit: www.learningtechnologies.co.uk/

About Giunti Labs

Giunti Labs - www.giuntilabs.com - is a leading Online and Mobile Learning Content Management Solutions provider with offices around the world. Giunti Labs provides a wide range of solutions for content development, content management and content delivery; covering:

- Multi-language bespoke content production
- Content management and digital repository platforms
- ePortfolio and skills management solutions
- Mobile learning technologies
- Consulting and professional services

Giunti Labs provides solutions to many sectors including public sector, defence, manufacturing, finance, retail, ICT, education and healthcare.

Giunti Labs is part of Giunti Group, a leading educational and cultural heritage publisher with roots back to 1841. Over the years, Giunti has built a catalogue of over 12.000 titles and has acquired new brands worldwide.

Giunti Labs

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