

## Giunti Labs reveals leading edge military support technology at ITEC

Date: 05-29-2008 03:21 PM CET

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [Giunti Labs](#)

Agency: **Bob Little Press & PR**

The tasks of those responsible for providing learning and operations support information for the world's armed forces are being made easier, thanks to advances being made in content management technologies, standards and methodologies.

These advances, based around ensuring that military personnel have up-to-date, just-in-time and on-demand information to keep them ever ready to do perform their duties, come from such things as interactive electronic training manuals (IETM), intelligent databases and the application of content management technologies standards.

Bryan Eldridge, director of consulting services for North America at Giunti Labs, a leading learning and mobile content management technology provider, will be revealing these latest advances in integrating these standards within the mobile, location based and virtual learning worlds at this year's ITEC conference. The ITEC conference and exhibition – the only event of its kind outside the USA which is dedicated to defence training – takes place at Stockholmsmässan (the Stockholm International Fairs & Congress Centre), in Stockholm, Sweden, from 10th to 12th June.

Eldridge, who is speaking at the conference on 'Standards: Help or Hindrance in the Sharing and Re-use of Data', explained: "One of the unique challenges of building content into today's complex environment of multiple standards is building frameworks that facilitate the integration and certification of the myriad components.

"While SCORM integration fits neatly into traditional e-learning development and S1000D tools are easily available, authors who create mobile content are, typically, removed from learning and documentation standards," he said. "Yet adopting a content development approach that has the standards support embedded in the templates and models can make the process transparent to the authors.

"According to market studies people can spend up to 50 per cent of their time looking for information because they don't know where if it exists and where to find it. This can lead to serious consequences in a time-critical field like the defence industry.

"Many casualties among military personnel occur also because someone is using equipment that has been serviced with out of date technical publications.

"We can help overcome both of these problems through the Giunti Labs' solutions," he continued. "For example HarvestRoad Hive combined with mobile delivery technology serves as a content broker that provides advanced searching capabilities and access to myriad intelligent databases for just-in-time delivery to front line troops via PDAs and other hand-held devices and heads up displays."

Giunti Labs is also taking part in the Innovation Showcase at ITEC, showcasing the first OSID-based federated content search, discovery and exchange across digital content systems in some NATO countries. This facilitates the use of both standards-compliant and non-standards-compliant content enabling, among other things, the measurement of the efficiency of content reuse.

ITEC exhibition visitors can find out more about Giunti Labs' groundbreaking work by visiting the Giunti Labs' stand - number B102.

End

Notes for Editors

## About ITEC

ITEC is the only conference and exhibition outside the USA which is dedicated to defence training, simulation and education. ITEC is for training and simulation senior officials and procurement officers from the international military and defence industry.

The three day ITEC Conference covers all types of training solutions, systems, methodologies and procurement ideas and is a premier networking event in which to meet military and defence training experts. ITEC offers a world of opportunity with visitors from over 45 countries.

ITEC 2008 takes place in Stockholm, Sweden for the first time. It is being held from 10th to 12th June.

## Giunti Labs

Abbazia dell'Annunziata,  
Via Portobello - Baia del Silenzio,  
16039 Sestri Levante (GE), Italy

Phone: +39 0185 42123; Web [www.giuntilabs.com](http://www.giuntilabs.com)

Contact: Minna Leikas, Giunti Labs, +39 3474435167, [m.leikas@giuntilabs.com](mailto:m.leikas@giuntilabs.com)

PR Contact: Bob Little, Bob Little Press & PR, 23 Sherwood Avenue, St Albans, Herts, AL4 9QJ, UK tel +44 (0)1727 860405, email [bob.little@boblittlepr.com](mailto:bob.little@boblittlepr.com), web [www.boblittlepr.com](http://www.boblittlepr.com)

## About Giunti Labs

Giunti is unique in the international publishing industry.

In 1497, Giunti publishers and typographers in Florence, together with others in Venice, began modern book manufacturing. Over the years Giunti has built a 'historical catalogue' of huge dimensions and brands such as Giunti Labs. Giunti Labs, which has its global headquarters in Italy and offices in London (UK), Frankfurt (Germany), Lund (Sweden), Boston (US), as well as Sydney and Perth (Australia), provides a wide range of solutions, in response to any content, learning and knowledge management need, covering:

- Content production
- Technological solutions for content, learning & knowledge management
- Delivery solutions for mobile & wireless
- Consulting and professional services

In 2008, Giunti Labs acquired the HarvestRoad Hive digital repository system, which manages any form of content used in online learning, corporate training and knowledge management initiatives. HarvestRoad Hive can interface with practically any ERP, Learning or Course Management System and is already integrated with several commonly used course management systems, authoring and content assembly tools.

[You can find this press release here](#)