

Events in the UK and Germany lead to record interest in Giunti Labs' products and services

Date: 02-26-2009 02:08 PM CET

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

Press release from: [Giunti Labs](#)

Agency: **Bob Little Press & PR**

The leading learning and mobile content management solution provider, Giunti Labs, which launched learn eXact Enterprise, the newest version of its learning content management system (LCMS), at this year's Learning Technologies event in London at the end of January and at LearnTech Germany in Karlsruhe in early February, has reported record numbers of visitors to its stands at both exhibitions.

Andrea Gentili, Chief Sales and Marketing Officer for Giunti Labs, commented: "In the current economic climate, it may seem odd that so many people – in both the UK and Germany – are investigating LCMS and digital repository technology. Yet all organisations need to develop and disseminate appropriate knowledge and skills if they are to be successful in today's increasingly competitive world – and this technology can help them do this successfully and cost-effectively.

"Moreover our work in developing mobile learning applications allow learning materials to be contextualised, personalised and also delivered where and when they are required," he added. "This helps to blur the distinction between 'e-learning' and 'performance support' and, thus, makes it easier for organisations to identify and measure the direct impact of 'learning' on their bottom line.

"It is too early to confirm, in commercial terms, the expressions of interest that we have received in our products and services but it is fair to say that the London and Karlsruhe events were our most successful yet in terms of potential sales," Gentili said.

A truly global company following its acquisition last year of the Australian HarvestRoad Hive digital repository and its current presence in Italy, the UK, Germany, Sweden the USA and Australia, Giunti Labs is about to feature prominently at the Global Learning Summit, which is being held at The Marriott Hotel in Singapore from 24th to 27th February.

At this event, Giunti Labs' CEO, Fabrizio Cardinali, will be giving a keynote address and making two presentations – one on the latest developments in tools and technologies for mobile learning and one on how using new generation enterprise learning content management systems can help organisations survive the current global economic crisis.

End

Giunti Labs is a leading Online and Mobile Learning Content Management Solutions provider with global headquarters in Italy and offices in London (UK), Frankfurt (Germany), Lund (Sweden), Boston (US), as well as Sydney and Perth (Australia).

Giunti Labs provides a wide range of solutions, in response to any content, learning and knowledge management need, covering:

- 24/7 multi language learning content production
- LCMS and Digital Repository Platforms
- Delivery solutions for mobile & wireless
- Consulting and professional services

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 huge dimensions (over 7.000 titles) and acquired new brands in Italy and worldwide.

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.

Giunti Labs

Abbazia dell'Annunziata,

Via Portobello - Baia del Silenzio,

16039 Sestri Levante (GE), Italy

Phone: +39 0185 42123; Web www.giuntilabs.com

Contact: Alessandro Lorenzelli, Giunti Labs, +39 0185 42123, a.lorenzelli@giuntilabs.com

PR contact: Bob Little, Bob Little Press & PR, 23 Sherwood Avenue, St Albans, Herts, AL4 9QJ. UK +44 (0)1727 860405,
bob.little@boblittlepr.com

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