

## Giunti Labs' workshop on new generation online, mobile and virtual world content management at EdNET

Date: 07-30-2009 04:07 PM CET

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

Press release from: [Giunti Labs](#)

Agency: **Bob Little Press & PR**

Giunti Labs will deliver a post-event workshop on new generation online, mobile and virtual learning content production and management at EdNET in Chicago, USA, on 16th September.

Giunti Labs, the leading learning and mobile content management solution provider, is running an invitational half-day seminar on innovative and creative solutions for new generation educational content production, sharing and management. The seminar – which takes place from 8.30am to 12.30pm on Wednesday 16th September at the Sheraton Chicago Hotel & Towers - is part of the EdNET 2009 conference (13 – 16 September), being held in Chicago, Illinois, USA.

Participation to the half day workshops is free for event attendees and external invited interested parties on a 'first come, first served' basis. To reserve a place at this workshop, contact Minna Leikas, Giunti Labs' marketing manager at [m.leikas@giuntilabs.com](mailto:m.leikas@giuntilabs.com).

The workshop will introduce new generation, state-of-the-art learning content production and management standards, such as IMS Common Content Cartridge and OKI OSIDs Open DR Access and Federation Services, as well as showcase Giunti Labs' engagement into world-leading research & development initiatives and real cases of LCMS and DR deployments worldwide.

It will also showcase R&D projects, such as the CONTSSENS, IRMOS, MOBIlearn, Sculpteur and Wearit at work projects from the EU Research Framework. These address new generation mobile, wearable and virtual worlds based learning.

In addition, delegates will be introduced to highly successful market projects such as the Saudi Maknaz Initiative, for sharing educational resources in all the Kingdom's universities; the Cegos SoftSkill training catalogue, for the production of Europe's leading multi-language soft skills training catalogue, and the UK NHS R-ITI initiative, one of the world's most effective medical education content production initiatives to date.

The workshop is intended for academic and corporate CIOs and CLOs, along with strategy decision makers who want to implement new digital content production, management and sharing strategies, by implementing learning content management system (LCMS) and digital repository (DR) solutions in their learning organisations behind their existing LMS and VLE set-ups, such as Moodle™, Sakai™, Angel™ or Blackboard™ Educational VLEs and other leading LMS solutions on the Corporate side. This should allow them to achieve wider reusability, interoperability, accessibility and durability of learning materials while sharing them among federated DR networks and empowering new generation learning experiences personalised to the device, location and background skills and portfolios of target users.

The workshop will be delivered by Fabrizio Cardinali, who is CEO of Giunti labs and also Chair of the European Learning Industry Group (ELIG); a member of the Board of Directors of the IMS Global learning Consortium, and Global Advisor to MIT's Open Knowledge Initiative (OKI).

Cardinali commented: "Today's mature Knowledge Societies need to re-invent their leadership to survive the global competition coming from emerging economies in the global labour marketplace - and to survive crises while strengthening their cultural stakeholders. To address this issue requires an open and interoperable educational ecosystem - not single turnkey 'knowledge platforms'.

"We need to develop just such an open and interoperable ecosystem, adopting new generation standards such as IMS Common Content Cartridge and OKI's learning services to deliver new generation personal performance support and empower better information access to our citizens, learners and trainees. This will help them develop new skills and

competencies rapidly at the pace needed by our evolving societies.

“It is only by opening up their archives and unleashing the unmatched value of their heritage that today’s knowledge societies can survive increasing global competition – but they need to act first in order to survive,” he continued.

“I look forward to sharing such ideas at the Chicago event, where I will discuss how the American economy aims to preserve its huge standing, expressed in contemporary industrial society terms, but also how it can face the relevant challenges coming from today’s global economic recession. In this, Europe has much to share and learn and, possibly, to contribute for the benefit of all,” he added.

At the accompanying EdNET exhibition, Giunti Labs is launching new releases of its globally acclaimed online and mobile learning content management Suite, eSkills and ePortfolio management system and Digital Repository solution: learn eXact LCMS, eXact Portfolio and Harvestroad Hive DR.

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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) 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.

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