



BUSINESS COMMUNICATIONS

Knowledge is
the most precious resource
of any enterprise

knowing



educating



the freedom of movement
and distance is a great advantage

enabling

... Inform and train

via your company network

... Being a competent long-term partner
MdA can support you in ...

- ... creating intranet training materials and systems, and the realization of corporate intranet e-universities
- ... concepting e-learning content, structure, didactics, authoring, interactive design, layouting, charts and messages
- ... finding a powerful language, clear visuals, familiar symbolism, understandable metaphors and effective methods



E-Learning from Concept to Implementation

Assessing needs & developing concepts

Replacing classroom training with e-learning might sometimes not be a good solution. Often enough, the key is to identify the most valuable parts of face-to-face training, optimize them and simultaneously transfer other parts of the training to an e-learning environment. Mda helps you to find just the right mix for this blended learning approach.

A picture says a thousand words

Mda handles the didactic and design aspects of your training content. It's known that more than 65 percent of all people are visually oriented. Our e-learning designers give illustration and life to your training program. Design, illustration, scientific diagrams, everything is brought together in just the right way to optimize the effect of the learning experience.

From your seminar handbook to an e-training course

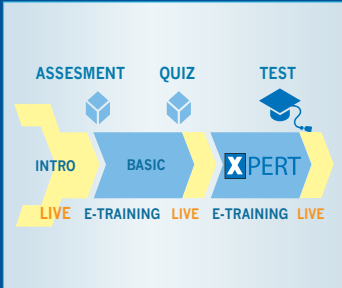
We'll turn a seminar syllabus into your intranet presentation

Corporate networks are a powerful communications tool that can be turned into an effective learning platform. Mda can take your printed manuals and handbooks and transform them into multimedia form. Depending on the target group we package the content into easy digestible learning units. An adequate visualization and interactivity helps that the content will be perceived well and memorized in a sustainable way.

Content from the scratch

Together with experts on the topic Mda develops e-learning content from the scratch. While doing so we put a lot of effort into creating simple, but powerful and convincing example-scenarios. Situation depictions are carefully formulated to encourage dialogue, making e-learning a fully-effective communications tool. Mda also offers translations into various languages, including content modifications due to cultural differences.

Blended Learning



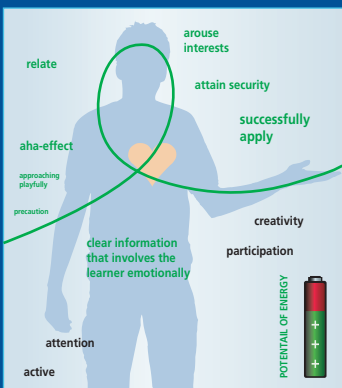
Alternating classroom training and e-learning sessions for best effect in both knowledge transfer and training costs

Didactics & Media



Presenting content in an interactive way is highly memorable

Effective Learning



Knowledge is capital. Therefore HR, Training & Development, as well as Employee Communications must go for excellence also with their partners and tools



MdA Presenter Pro™ - a Software to get the Best out of E-Learning

A flexible system

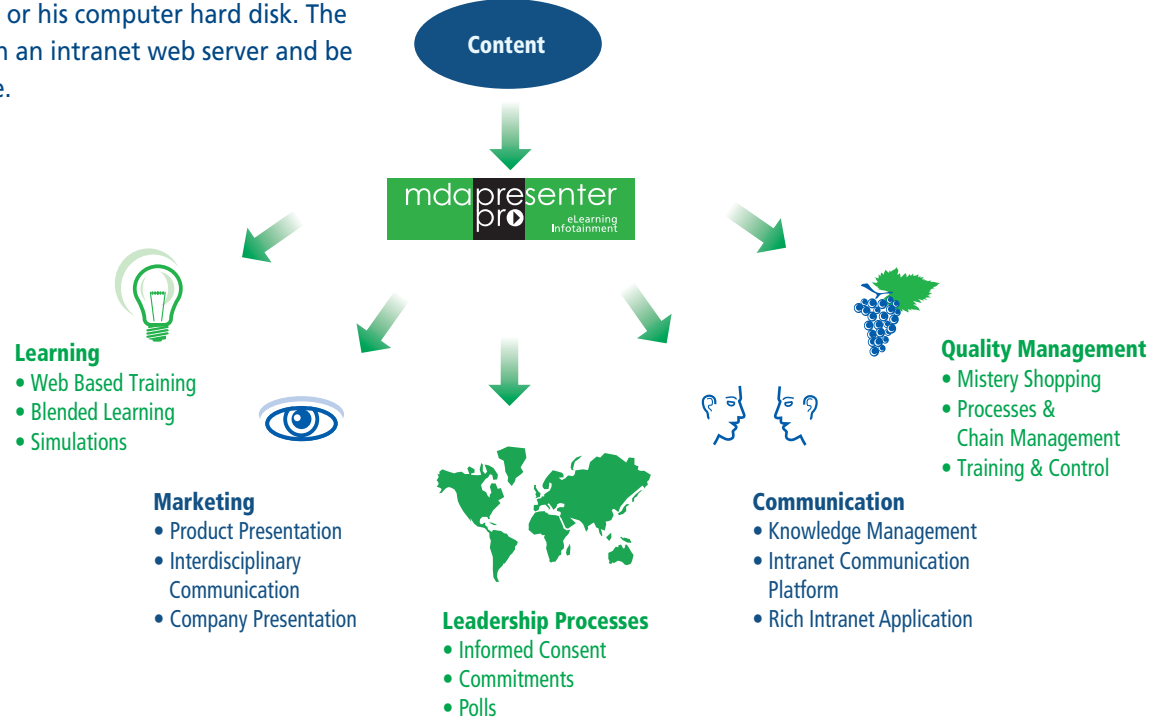
The MdA Presenter Pro is meant to present any kind of content. Due to its modular concept the software is used to build simple questionnaires as well as complex multi-level e-learning systems with assessment and certification.

Easy to handle - for learner and administrator

MdA Presenter Pro is an easy to handle software that works via different media and across operating systems. Thus, all the learner needs is a web browser with a flash plugin to launch the application from inter-/intranet, CD-ROM or his computer hard disk. The e-learning can be run on an intranet web server and be edited via web interface.

To get the best out of e-learning we adopt the learners' perspective

A good e-learning system begins with clear and user-friendly navigation. The various navigation elements must be placed where the user would intuitively suspect them and their function must be understood easily - this is what we call intuitive navigation.



Not e-learning is the essential factor but the results. E-learning is a buzzword, but the integration of e-learning systems might not pay off or its effect is not measurable if not done adequately. Assessing needs carefully, having the right concepts and presenting a vivid e-learning course is essential. Doing so Mda escalated the gained expertise into the development of the Mda Presenter Pro.



Using the module "quiz generator" you can set up a test within five minutes

Features

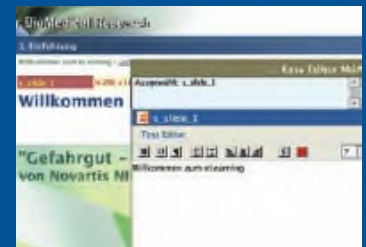
- **Intuitive navigation** Page wise or hierarchical via navigation tree (chapters)
- **Branding** The application can be branded according to the CVI or the customer's desires
- **Integration** of all prevalent graphic user interface elements and multimedia elements like buttons, lists, tables, teaser boxes, forms, images, animations, movies, sounds, video, etc.
- **Integrated services** Glossary, keyword search, notepad, etc.
- **Dynamic content** Application reads content from databases or XML files. Authoring tools allow editing of content, tests, forms, galleries, movies, etc.
- **Tracking and reporting** The administrator can access and export data on student participation, score, commitment, etc.
- **Sequencing** Configuration of uni- or bi directional or tree navigation with page flow control
- **LMS integration** Courses are SCROM 1.2 and SCROM 2004 compliant and can thus be integrated into most Learning Management Systems (LMS)

Highlights

- **No installation** Usually, when a product is delivered in CD-ROM format an installation is required. This is not the case with Mda Presenter Pro.
- **Platform independent** The user only needs a browser with Adobe Flash Player. This plug-in is available for Microsoft Win 2000 - Win XP, Apple Macintosh OS9 and X, Linux und Solaris and covers 98% of all internet user systems.
- **Cross media** Applications developed with Mda Presenter Pro perform well in inter-/intranet, on CD-ROM, hard disk or a touch screen.
- **Always up to date** Authoring tools allow easy update of data and contents.
- **Scalable** Due to its module structure the Mda Presenter Pro is easy and quickly scalable: from an easy presentation to a complex e-learning solution - you just have to add modules.



You can integrate interactive 3D movies to illustrate otherwise hard to explain facts



A highly configurable CMS keeps your content always up-to-date



With the tracking module you can access information on student participation, score, commitment, etc.



Learning – step by step,
when there is time, right from
the workplace, on the way
or from home



Learning - up-to-date content,
visually crystal clear



Learning - applying the
theoretical to the practical



Learning - simulations prepare
for effective use

Utilize Benefits of an effective E-Learning Integration

Reducing overall costs ...

... is associated with saving in instructor's salaries and meeting room rentals also costs of student travel, lodging, and meals are directly quantifiable. The reduction of time (and thus costs) spent away from the job by employees may be the most positive benefit.

Gaining flexibility ...

... for employees who can learn whenever and wherever they want. Asynchronous, self-paced e-learning enables the student to speed through or bypass instruction that is redundant while novices slow their own progress through the content, eliminating frustration with themselves, their fellow learners, and the course.

**Individual learning right from the
workplace - a powerful tool for your
employees and your company!**

Measuring success ...

... with essential elements of training initiatives and certifications being automated. Analysis tools reveal overall and individual participation, commitments and scores.

Increasing knowledge retention ...

... and application to the job averages an increase of 25 percent over traditional methods. Expert knowledge is communicated, but more importantly captured, with good e-learning and knowledge management systems.



Learn, inform and interact,
right from the workplace...
a powerful tool for your
employees and associates



Is an e-learning system the right
thing for you? Find out by filling
in the questionnaire on the MdA
website



Learning - clearly structured,
and in state-of-the-art quality



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E-learning corporate wide

E-learning modularly, step by step

From conception to planning, from development to implementation, MdA will work with you guiding through all phases of any E-learning project. We have amassed a wealth of practical knowledge with many E-learning projects of various sizes and in various industries. We aim to build real-world situations into the virtual world as often as possible to enrich the learning experience for the student.

Build your corporate e-university

Operating e-learning courses requires a highly functional course administration. Learning Management Systems (LMS) will support the workflow on course administration, such as registration, access control, certification. If desired the LMS can be integrated in the single-sign-on policy of your company.

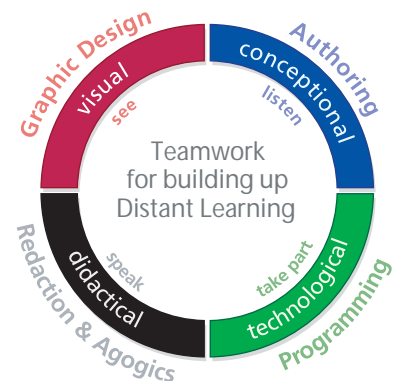
MdA provides the competence to be the general contractor for implementing your entire corporate university. Our interdisciplinary teams guarantee the highest program quality.

Summary

This is what MdA offers:

From inception to consulting to the finished job

- **E-learning concepts**
Need assessment, didactic and visual concepts, planning
- **E-training content**
Packaging and media transfer of existing content, content development, language versions
- **Corporate e-university**
Corporate sites, distance learning development, marketing & promotion
- **Edutainment / infotainment**
Simulation and learning through entertainment



In favor: A. Raymond Group, Bell, Credit Suisse, Edeka, Guido Saner AG, Helvetic, Landi, Nationale Alarmzentrale (NAZ), Novabiochem, Novartis, RailAway, Regionales Heilmittelinspektorat Nordwestschweiz, Roche, Turbo AG, Vifor ...