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## **DIGITEC INTERACTIVE UNVEILS NEW *KNOWLEDGE DIRECT* LEARNING MANAGEMENT PLATFORM AT ASAE 2015**

### **Associations Can Now Engage and Increase Membership Through Rich, Accessible and Social Learning Experiences**

**ASAE Annual Meeting & Exposition, Detroit, MI, August 10, 2015** — Digitec Interactive, award-winning provider of learning management solutions for the associations market, today unveiled its new *Knowledge Direct* learning management platform, a major upgrade of the company's flagship learning management system (LMS). In addition to new social learning features, *Knowledge Direct* features a mobile-first responsive design and is fully compliant with the Americans with Disabilities Act and Section 508 of the Rehabilitation Act. *Knowledge Direct* goes beyond traditional LMS functionality to provide advanced customization and configuration flexibility, allowing associations to create, maintain, administer, market and sell high-quality online education that addresses their members' specific needs.

Premium educational offerings can help associations in their efforts to maintain and grow membership rolls. *Knowledge Direct's* combination of advanced technology, ease-of-use, mobile-first design, social tools, accessibility features, and customization/configuration flexibility enables associations to ensure superior e-learning experiences that engage users, attract new members and increase revenue.

"As one of the LMS pioneers in the association space, we are very excited to share the new *Knowledge Direct* platform and our larger vision for the future of learning," said Jack McGrath, President and Creative Director of Digitec Interactive. "This transcends technology by also including a community feature, so that our association customers can interact with Digitec's award-winning content design team to help create courses that engage users while meeting all objectives and requirements."

*Knowledge Direct* is built on five key pillars:

1. Fully ADA/508 Compliant and Standards-based – WCAG 2.0, SCORM, Tin Can API, ensuring that all learning can be tracked and is accessible to all.
2. Mobile-First User Interface – Provides a seamless user experience across mobile, tablet and desktop, with a smart responsive layout that automatically adapts to screen size.
3. Advanced Technology Made Easy – Enables intuitive and powerful course creation, with live push notifications on every page, a competency engine, and an easy-to-use asset management library.
4. Flexible Feature Configuration and Customization – Includes simple on/off feature activation.
5. Social Learning Community – Includes live chat, community forums and learning event streaming to social media sites.

The rave reviews are already coming in from *Knowledge Direct 7's* beta clients. "Digitec and the *Knowledge Direct* LMS have helped our association provide a wonderful learning experience to our members," said Veronica Hunt, Online Education Coordinator, American Association for Marriage and Family Therapy. "With *KD7's* new discussion boards, ease of access and uploading, and greater mobile

connectivity, we believe our members and associates will have an even greater learning experience than before. The added convenience and simplicity allow our association to go the extra mile for our members seeking continuing education.”

Digitec is showcasing the *Knowledge Direct* version 7 beta today in Expo Hall booth 508 at the 2015 ASAE Annual Meeting & Exposition.

#### **ABOUT DIGITEC INTERACTIVE**

Digitec Interactive is an eLearning and learning management system provider, developing educational products for corporate, association, academic, medical and non-profit clients. It is best known for its signature learning management system, Knowledge Direct. Digitec has delivered courses for more than 600,000 annual users. Additionally, Digitec has created custom learning experiences for many Fortune 500 countries including Disney, P&G, Symantec, Cisco Systems, Yum Brands, Genentech and Hilton Worldwide.

Learn more at [knowledgedirectweb.com](http://knowledgedirectweb.com) and [digitecinteractive.com](http://digitecinteractive.com)