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Digitec Interactive

Press Release

Rapid Content Authoring Tool Takes to the Cloud

Digitec Interactive Launches New Release of *Direct-to-WEB* – a Cloud-Based Rapid Content Authoring Tool for Web and Mobile Learning

Orlando, FL, January 26, 2011: Digitec Interactive today announced the release of version 5.0 of *Direct-to-WEB – a* Microsoft® PowerPoint®-based rapid content authoring tool (RCAT) for the development of interactive eLearning. The latest version of the tool is now integrated into the Digitec Interactive Knowledge Direct® eLearning platform —an award-winning learning management system (LMS) for creating, delivering, tracking, and marketing continuing education courses online. The web-based application enables multiple administrators to log on to the platform to collaborate and create new courses in Knowledge Direct, without requiring multiple user license fees. Content authors can simply log in and upload their Microsoft PowerPoint presentation to the Knowledge Direct platform.

"When Digitec invented *Direct-to-WEB* back in 2004, we wanted a simple way for non-technical users to create engaging eLearning modules, using new or existing PowerPoint presentations. Since then, it has been a great solution for our clients, but like many content authoring tools, it required that users install and license the *Direct-to-WEB* app, which ran as an add-in to Microsoft PowerPoint," said Jack McGrath, president and creative director at Digitec Interactive. "Now, Knowledge Direct clients take their content "direct to web", uploading the ppt file, inserting activities and questions, online."

"With the new release of *Direct-to-WEB* version 5.0, the application and files are simpler to manage for the administrator, as well." added Jonathan Fore, product manager for the Knowledge Direct suite of software at Digitec Interactive. "This takes our Software as a Service (SaaS) model to the next level, by managing files and the application through Knowledge Direct."

For Release 7 a.m. EDT, January 26, 2011

New and Innovative Features

In addition to being completely web-based, the latest version of *Direct-to-WEB* offers more than a dozen new features. Compatible with the latest versions of Microsoft Windows® and Office® products, *Direct-to-WEB* supports all PowerPoint XP/2003/2007/2010 slide transitions and animations, embedded synched audio files, slide annotations, embedded hyperlinks, inter-module search as well as the ability to embed Flash movies and YouTube videos. *Direct-to-WEB* continues to allow users to easily create and insert a variety of interactive Flash activities to the module content, to create a more engaging educational experience for the learner.

"Online education is crucial to our members," said Ariel Sanchirico, associate director of education for the Construction Financial Management Association (CFMA). "We're thrilled with our latest eLearning course, produced in *Direct-to-WEB*. It's intuitive, engaging, and represents the quality educational experience our members expect from CFMA."

Mobile Delivery

Direct-to-WEB version 5.0 continues to support mobile learning, by automatically generating a mobile version of the learning for the iPad, iPhone, Android and versions of Blackberry that support HTML 5 technology. Additionally, an audio podcast version of the module is also automatically created and available to the learner directly from their training menu.

Cosmetic Enhancements

Digitec's *Direct-to-WEB* version 5.0 now features seven sleek new interface themes to choose from, with a dozen more scheduled for release later this year. The new interface also gives learners unprecedented control over the entire experience, allowing them to zoom in and out of the module, highlight text on screen and jump out to reference pages from within the module.

SCORM 2004

Direct-*to-WEB* 5.0 is SCORM 1.2 and 2004 certified and is available now as a component of the latest version of Knowledge Direct. Representatives for the Knowledge Direct suite of software and the *Direct*-to-*WEB* rapid content authoring tool will be demonstrating the latest versions of the software at the following upcoming conferences:

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- ACME 36th Annual Conference & Expo, San Francisco, California, January 27-29, 2011.

- ASTD Techknowledge Conference & Expo, San Jose, California, February 2-4, 2011.

- Training Magazine Conference & Expo, San Diego, California, February 7-9, 2011.

About Digitec

Established in 1988, Digitec Interactive is an award-winning eLearning production company and learning management system provider, developing educational products for corporate, association, academic, medical and non-profit clients. Digitec Interactive is best known for the popular learning management system, Knowledge Direct® and has grown to be a leading provider of easy-to-use learning portals and engaging e-Learning programs and courseware.

To learn more, visit http://www.knowledgedirectweb.com, or contact our offices at 1.800.942.4537, info@digitecinteractive.com.

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