

## The Mobile Learning Challenge

Your professionals are on the road or in the field and need access to: Training, Product Support/Knowledge, Field Manuals, or to Conduct Assessments/Evaluations. You need to keep travel costs down, and not have to bring your professionals in to your location, or to an offsite training facility to have access to these things. Today's mobile devices are excellent vehicles to deliver your needs rapidly and cost effectively.

American Research Institute (ARI) is a custom training company that specializes in developing and delivering blended learning in any mode to any device.

## The ARI Advantage

- Keep travel costs down, learn where you are
- Access to training from anywhere
- Access to product knowledge and manuals
- Conduct assessments and evaluations
- Tests, surveys, job aids
- Podcasting and VODcasting
- Communicate updates to product or process information
- Learning at the time of need (Just in Time)
- Enhance or reinforce training with reference and refresher material

## ARI Mobile Learning Services

- Needs Analysis to ensure your requirements are clearly defined and met
- New content development
- Re-purposing existing content
- Authoring and publishing, delivery and tracking
- We support industry standard authoring and deployment technologies
- Hosting, custom web portal development, and e-commerce
- Registration capabilities to allow access to authorized users only
- Statistical reports and content management
- High definition recording and editing
- Full audio/video production services available upon request



## Mobile Learning Perspective

*'In 6–10 years' time all learning will be mobile – the classroom will be the exception... We see the importance of m-learning for employers who have not traditionally been involved in learning.'*

Ray Anderson, CEO, Bango

*'Mobile learning is the biggest thing to hit education in a long while.'*

Andy Black, Technology Research Manager, BECTA

*'We see mobile learning as the way forward – it is very important.'*

Rob Cox, Partner Director, Orange Co. UK

*'Three hundred years ago we were all mobile learners – we learned in the spaces where the skills needed to be practiced... With mobile devices we will go back to blended learning... In three years' time, everyone will be a mobile learner. By 2013 every person on the planet will have a mobile phone. These are not just phones, these are computers in your pocket... They are more inclusive than any other electronic product. If education is not on your handset, you are missing out.'*

Dr Mike Short, vice president for group research and development, Telefonica O2 Europe