MicroBuilder

ELB Studio

The Problem

Complexity Overkill

Most existing eLearning tools are packed with features that not everyone needs, making the interface complex and daunting for newcomers. And cumbersome for rapid development.

Language Barriers

The struggle of having to manually translate content for global audiences, which can be time-consuming and costly.

Shorter attention spans

"In 2004, we measured the average attention on a screen to be *2½ minutes*. Some years later, we found attention spans to be about *75 seconds*. Now we find people can only pay attention to one screen for an average of *47 seconds.*" ~ Dr. Gloria Mark, professor of informatics at the University of California, Irvine

Time is Money

The learning curve and complexity of existing solutions eat into valuable time, delaying the content creation process.

Speed Matters

According to Ray Jimenez, PhD, learning developers can **reduce development costs by 50 percent** and **increase the speed of development by 300 percent** by creating microlearning modules instead of longer traditional courses.

Candidates for MicroLearning

- **Skill Reinforcement**: Quick refreshers on specific tasks or procedures.
- **Compliance Training:** Short, focused modules for meeting legal requirements.
- **Onboarding:** Bite-sized info for new hires to absorb company culture and procedures.
- **Software Updates:** Brief tutorials on new features or changes in software.
- **Performance Support:** Just-in-time resources that assist in task completion.
- **Sales Training:** Short scenarios to practice objection-handling or product features.
- **Leadership Training:** Microlessons on soft skills like conflict resolution.
- Safety Procedures: Quick modules on emergency protocols.

The Solution

Introducing MicroBuilder by ELB Learning:

The Ultimate Rapid Authoring Tool

Crafting responsive learning content is a breeze with MicroBuilder. It's a one-stop solution that makes course creation accessible, efficient, and globally inclusive.

- **User-Friendly**: Build microlearning modules with ease, regardless of your tech expertise.

- **Multimedia Rich:** Incorporate images, videos, interactive games, and CenarioVR® scenarios.

- **Asset Library:** Access to hundreds of millions of stock photos to elevate your courses.

- **AI-Powered Translation:** Auto-translate text and videos, including AI-generated voice-over tracks, for global reach.

- **Hosted SCORM:** Use the Hosted SCORM model to publish once and update across any third-party LMS without re-uploading.

Features Overview

AI-powered Translation

- Text: 71 languages
- Transcribe and translate videos.

Asset Library

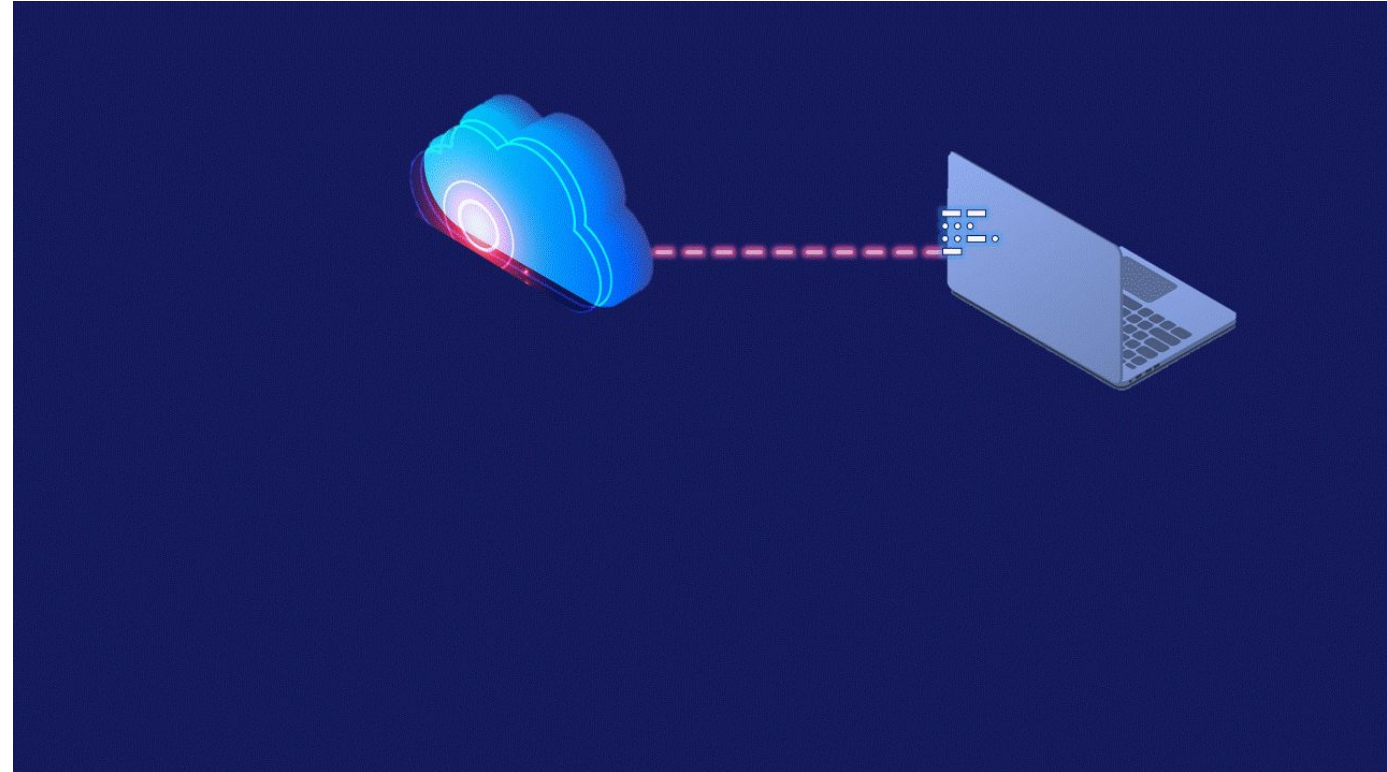160+ million stock images and vectors, graphics.

Closed Captions

- Easily add closed captions to videos for improved accessibility.
- Translate videos captions
- Translated Voice Over in 29 languages

Demo

SCORM Hosting

ELB MicroBuilder's SCORM Hosting service allows you to distribute your SCORM-compliant eLearning courses to multiple Learning Management Systems (LMS) while maintaining control over the course content. With SCORM Hosting, you can manage your course from a central location, and changes or updates are automatically reflected wherever the course has been deployed. This is especially useful for organizations who want to sell or license their courses to third parties. ELB MicroBuilder generates a SCORM package that can be imported into any SCORM-compliant LMS

Want In?

2 ways you can experience MicroBuilder right now:

- Sign up for a free trial of The Creative Learning Studio
- Purchase any of the products within The Creative Learning Studio

Q&A

James Kingsley