



Hand Multimedia in Global e-Learning Spotlight

Kiwi learning innovation floors the big guns at international learning awards ceremony in San Francisco

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Hand Multimedia has won a major international award for Excellence in Learning from Brandon Hall Research, one of the world's leading research firms in training and development, for their e-learning development product Roleplay™.

The awards celebrate the best in e-learning and are highly regarded by many of the world's largest corporations, including Microsoft, Time Warner, IBM and Pepsi. Roleplay's potential to save clients months of time and thousands of dollars in developing online "people skills" training resulted in their Best Innovation in Learning Technology category win – an accolade coveted by top global software development teams.

"The award recognises the vision and years of hard work that have gone into developing this truly innovative product," said Peter Coldicott, CEO of Hand Multimedia. "There is nothing else like this on the market today – anywhere in the world. It speaks volumes of the exceptional talent that we have here in Christchurch."

Roleplay is an easy to use e-learning development tool which builds high quality online people skills training courses quickly. Some of New Zealand's largest companies have joined the Roleplay pilot programme to supercharge their in-house training capabilities, including Air New Zealand, The Warehouse, Bank of New Zealand, St. John, Christchurch Casino, AML Insurance and their subsidiary CLICK car insurance.

The innovative software enables non technical corporate trainers and training designers to create and deliver exceptional learning content. It also provides detailed reporting to help measure the success of the learning, calculates a business's return on investment and facilitates continuous improvement through immediate trainee feedback.

The pilot customers are using Roleplay to develop engaging and interactive training and decision making resources ranging from call centre communications to emergency services. Roleplay can be deployed to a range of platforms including the web, corporate Learning Management Systems, and in the future, mobile devices. Hand Multimedia expects to launch Roleplay commercially as software as a service in early 2011.

"The Innovation in Learning Technology award is sought after by the largest players in the software industry, so it's a bit of a coup for a little kiwi company to scoop it up on the first entry of our beta product," said Glenn Bull, Managing Director of Hand Multimedia. "Between the recent hire of our new CEO Peter Coldicott, our introductory Roleplay pilot programme, and now this distinguished award, we are building tremendous momentum toward our launch in the new year.

Coldicott continued, "Our leadership in the e-learning space has been a well-kept secret, but winning this esteemed award will change that and put Roleplay, Hand Multimedia and New Zealand on the world stage of e-learning. 2011 will be a year of big growth for Hand Multimedia."

About Hand Multimedia (www.hand-multimedia.co.nz)

Hand Multimedia was established in New Zealand in 1997. Hand prides itself on delivering high quality e-learning products that are easy to use, and also make it easy to measure results. In 2004 they started finding corporate clients were repeatedly requesting the same types of bespoke training solutions. Recognising the huge market opportunity and leveraging their deep understanding of the unique needs and methods of the training community, they started designing Roleplay as the first step toward an exciting range of new innovative products.

About Roleplay (www.roleplaytraining.com)

Roleplay is a breakthrough online e-learning solution that enables corporate trainers and training designers to create and deliver top quality people skills training content without the need for technology skills. It also provides detailed reporting to help measure the success of the learning, calculates a business's return on investment and facilitates continuous improvement through immediate trainee feedback.

About Brandon Hall Research

Brandon Hall, Ph.D. is the CEO of Brandon Hall Research and author of the ground-breaking "Web-Based Training Cookbook." Since 1992, Brandon Hall Research (www.brandon-hall.com) has been providing independent research reports and expert advice on using technology in learning. Brandon Hall Research conducts the Excellence in Learning awards program each year to recognise the best in innovative content, technology and initiatives in workplace learning. This year, several hundred entries were received across 12 categories, with the Innovation in Learning Technology category at the pioneering end of the spectrum. The awards were presented at an international learning conference in San Francisco on 4 November.

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