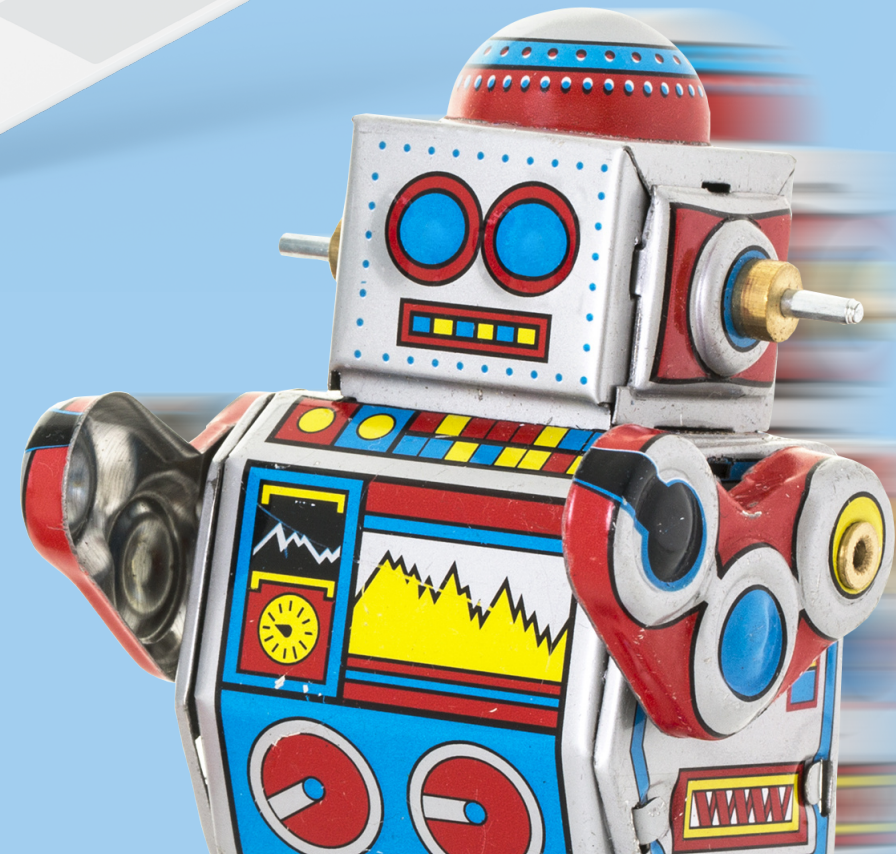


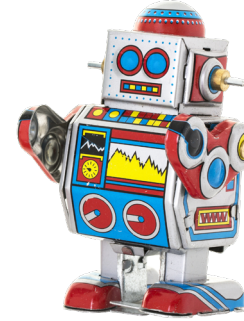


Which is the best solution for you?

imc Express vs. imc Content Studio



Which is the best solution for you?



Many roads lead to e-learning content: Content individually designed by external professionals is often a step ahead of content created in-house, but it can take several weeks from the time you place your order to the time the content goes live. Standard content, on the other hand, is a quick, cost-effective alternative, but leaves no room for customisation.

Content Authoring combines the advantages of both: It is the perfect solution for quickly and cost-effectively creating digital training courses that are perfectly tailored to the needs of your own trainees. imc offers two authoring tools that could hardly be more different: The Content Studio and imc Express. In case you are not yet sure which tool is right for your situation, we have summarised the main differences.

	imc Express User-Generated Content Authoring for Everyone	imc Content Studio Classical Authoring for Specialists
For whom?	<ul style="list-style-type: none"> - for everyone - including people who know nothing about design - people who have no teaching experience - people who have never used an authoring tool or created websites 	<ul style="list-style-type: none"> - for training experts and enthusiasts - for everyone who knows exactly how they want their content to look - The tool for the teaching and training experts in your company
Functional highlights	<ul style="list-style-type: none"> - Templates to assist designphobes - Help for users with no teaching experience - Artificial intelligence to assist authors - Automatic translation and dubbing in all languages - Group work on a project (collaboration) - Integrated media database - One input, but many different outputs - Playback on all devices 	<ul style="list-style-type: none"> - Maximum design flexibility - Powerful tool for professionals - The stage for training expertise - Create audio-synchronous - e-learning sequences from pictures, videos, audios and texts - Final exam generator with 10 different types of question - Synthetic voice output - Glossary
How to use the tool?	<ul style="list-style-type: none"> - In any current web browser - For e-learning content, documentation, marketing materials, translations, manuals, presentations, podcasts, e-books, websites, etc. 	<ul style="list-style-type: none"> - On a Windows PC - For creating Web-Based Training

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continued


In a nutshell

If we compare the two programs with image editing software, for example, imc Express is like an Instagram filter that brings out the best in a photo without requiring a lot of expertise from the users. Imc Content Studio is more like Photoshop: The possibilities are almost unlimited for people who know how to use the software. imc Express is **the** content authoring tool for user-generated content. If you want to offer a large number of employees the opportunity to digitalise and share knowledge independently, imc Express is the tool for you, while the unlimited flexibility of imc Content Studio will impress experts who know exactly how they want their e-learning to look.



	imc Express User-Generated Content Authoring for Everyone	imc Content Studio Classical Authoring for Specialists
Ease of use	<ul style="list-style-type: none"> - Ready for immediate use - No installation (cloud application) - Calling via browser 	<ul style="list-style-type: none"> - Installation on Windows PC - Can be used offline
Application scenario	If you want to enable your entire workforce to independently digitalise and share knowledge	If you want to give your teaching and training experts the opportunity to create high-quality, highly individualised content
Licensing model	<ul style="list-style-type: none"> - Named user - "Floating" license (everyone in the company can access and work with imc Express) 	<ul style="list-style-type: none"> - Named user
Output Formats	<ul style="list-style-type: none"> - Web Based Training (SCORM 1.2 and 1.3) - E-book - Word document - Podcast - Barrier-free content (W3C) 	<ul style="list-style-type: none"> - Web Based Training (SCORM 1.2 and 1.3)

Rewrite the way we learn



With more than 20 years experience, 12 international locations and 300 employees and more than 1.200 customers worldwide: imc is the leading full-service provider for digital training.

We make learning better – by redefining (rewriting) the way we learn.

Experts in the fields of technology, e-learning content and strategy work hand in hand to provide holistic and customized e-learning solutions – worldwide.

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