

KnowledgePlanet Leads Market in Collaborative Authoring with Firefly Publisher (Feb 12)

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KnowledgePlanet, a provider of performance-based learning solutions that maximize workforce and talent potential, has announced the advent of an innovative approach to e-learning authoring with the release of the company's newest offering, Firefly Publisher.

With Firefly Publisher, KnowledgePlanet is the first company to introduce a Web-based collaborative authoring environment that enables globally dispersed teams of any skill set — authors, designers, subject-matter experts, business sponsors and reviewers — to simultaneously create engaging, interactive e-learning in real time.

By combining flexible, feature-rich authoring capabilities with a central repository for storing and reusing all course elements and media, Firefly Publisher bridges the efficiency gaps between locally installed, traditional authoring tools and costly, complex learning content management system implementations.

"Firefly Publisher brings to market a truly novel approach to solving the challenges that organizations face in developing learning," said Mike Merriman, KnowledgePlanet vice president of content solutions. "Team environments are the norm today, particularly remote teams, and this tool is the most cost-effective, easy to use model for sharing resources and tasks that reduce content development and management time and effort while dramatically improving the learner experience."

Featuring a simple and intuitive user interface, Firefly Publisher further streamlines the entire development process with embedded task management for facilitating project tasks directly within the authoring platform.

These capabilities, coupled with the shared resource environment, allow users to retain control of course components and processes and also reduce review cycles, making Firefly Publisher particularly well-suited for organizations that outsource content development to third-party providers.

With sophisticated, interactive assessments that can be implemented without programming or scripting and simplified integration of software simulations produced by the company's Firefly Simulation Developer product, Firefly Publisher is the latest example of KnowledgePlanet's commitment to learning technologies that enable ease of use, improved productivity and effective adult learning.

"As a premiere provider of learning and development technologies, we believe that Firefly Publisher is a natural extension of the innovations we've brought to market over the years in custom content development, learning management and simulation technologies," Merriman said. "We are proud to be the first to provide our customers and the industry with such a revolutionary authoring capability."