

## Comprehensive mLearning for the Enterprise

### ► CellCast Solution Overview

As mobile learning continues to broaden in scope and adoption, companies are launching mobile initiatives across a variety of disciplines including training, performance support and business communications. OnPoint's **CellCast Solution** is a full end-to-end offering designed to enable organizations to create, deliver and track content deployed to mobile workers' smartphones and tablet devices via an enterprise-grade, customizable, and highly secure platform.

OnPoint's innovative and award-winning CellCast Solution leverages a complete content management system for uploading, transcoding, and organizing content, assigning and distributing content to users, and providing detailed tracking and reporting of results. The solution includes device-specific apps downloaded to the mobile device that manage the learning experience. Users access individual assignments (either pushed or pulled) as well as prescribed learning paths, search, messaging, blogs/forums, and full test/status views.



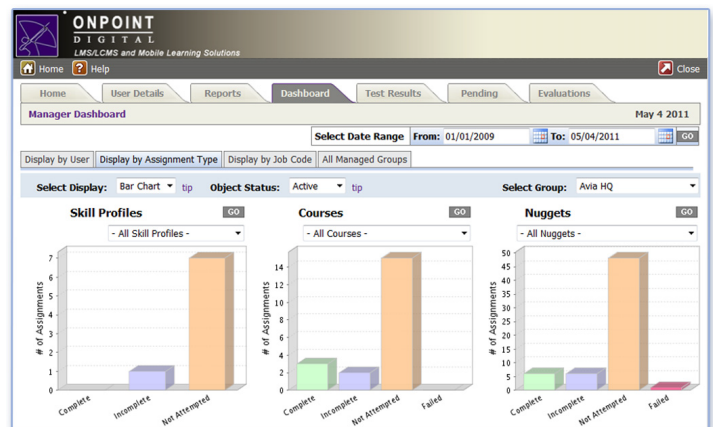
### ► Mobile Learning Authoring & Management

The CellCast Solution provides authors and administrators a powerful, flexible web-based platform for the creation, upload and conversion of content for delivery to mobile users. Automated wizards facilitate the transcoding process so that source materials are automatically converted from native formats into device-specific deliverables, ensuring prepared content is optimized for the ideal on-device experience for every mobile learner in the targeted audience. Content templates assist with the creation of courses, interactive slide presentations, and online tests and surveys. In most cases, Authors need not concern themselves with questions like "What works on what device?" or "Will this content be viewable across all my devices?"

Beyond content management, the platform provides in-depth user/group management, skills tracking/certification, messaging, assessment creation, social networking, and activity tracking. Numerous optional features are available such as e-commerce, single sign-on, and localization. The solution can be integrated with existing LMS systems, directory services like LDAP and Microsoft Active Directory, and with other line-of-business applications such as HRIS, ERP or CRM systems. Finally, the user interface and full user experience are now customizable on most popular handsets and tablets.

### ► Performance Manager Portal

Managers can take advantage of a web-based portal interface to view and report on groups of users who directly report to them or fall under them in the organizational hierarchy. Detailed progress tracking and test results are available in easy to access dashboard- type visuals with drill-through functionality. The system houses over 130 standard reports, and data can also be easily exported for further manipulation.



# OnPoint CellCast® Solution

## Supported Content Types

- ▶ On-Device Video (MP4, 3GP, WMV, M4V)
- ▶ Audio Podcasts (MP3, WAV, WMA, M4A)
- ▶ Animated/Narrated PowerPoint Slides
- ▶ Messaging/Notifications (SMS, email)
- ▶ Mobile Assessments (Tests, Quizzes, Surveys)
- ▶ Mobile Web Videos (HTML5, FLV\*)
- ▶ Mobile Web Pages/Courses (HTML, TXT)
- ▶ Images (JPG, GIF, PNG)
- ▶ Documents (PDF, ePUB)
- ▶ Voice-Based CellCasts (WAV, GSM)  
additional hosting and per minute rates apply

\*Select Devices

## Supported Devices and Tablets

- ▶ Apple iPhone® 3G-5G
- ▶ Apple iPod® Touch
- ▶ Apple iPad™
- ▶ Windows® Phone 7-7.5
- ▶ Windows® Mobile 5-6.5
- ▶ RIM BlackBerry® 8100-9900
- ▶ RIM BlackBerry® Playbook™ Tablets
- ▶ Google Android™ Smartphones 2.0-3.x
- ▶ Google Android™ Tablets 2.3-4.x
- ▶ Windows® & Android™ Netbooks
- ▶ Amazon Kindle Fire™
- ▶ Barnes & Noble NOOK Tablet™
- ▶ Cisco Cius™

## CellCast App Main Menu Interface Examples

