



Apple's introduction of the iPad in the Spring of 2010 ushered in a new era of excitement for enterprise mobile learning and set into motion a wave of possibilities that have changed the way the market approaches mobile learning, business communications and performance support. iPad envy and the widespread acceptance of the many new affordances gained from tablet computing accelerated the efforts of device manufacturers to introduce their own tablet offerings based on competing operating systems like Google Android, RIM BlackBerry, Microsoft Windows and others.

A Tablet for Every Use Case

Tablets differ greatly from smartphones—from their basic capabilities to how they can be used—and there are many ways to leverage their core features and functionality for mobile learning. Larger displays allow designers to create and present static and rich media content that's generally easier to understand yet remains portable for anytime, anywhere delivery. Popular enterprise mobile learning use cases include:

- ▶ **Road Warrior Training.** Training is packaged for delivery to mobile professionals for on-the-go learning using their issued (or personal) tablet; content can also be shared with a customer during one-on-one meetings or site visits.
- ▶ **Retail Training.** Tablets are shared by multiple workers in a store environment but can still be secured to individual accounts for training, testing and targeted business communications.
- ▶ **Field Tech Support.** Technicians can access training materials and performance support checklists in digital formats including how-to videos, eBooks and instructional manuals.



CellCast Tablet Features

- 15 different content types
- Assessments & surveys
- App/content encryption
- Customizable UI & UX
- Single sign-on/ authentication
- Deliver rich media (videos, podcasts, animations)
- Integrated social networking experience
- Gamification options & features
- Full integration back to corporate LMS/CRM
- Support for multiple learners per tablet

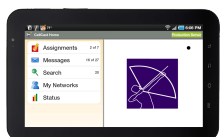
Supported Tablet Devices and eBook Readers (Winter 2012)



Apple iPad®



BlackBerry® PlayBook™



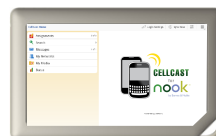
Android™ v2.x (Gingerbread)



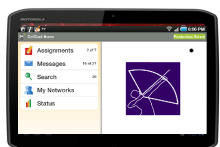
Amazon Kindle Fire™



Android™ v3.x (Honeycomb)



Barnes & Noble NOOK Tablet™



Android™ v4.x (Ice Cream Sandwich)



Cisco Systems® Cius Tablet™