

# LINE Develops Quality E-learning Content for Ufi

Submitted by: Emmett & Smith Ltd

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LONDON, 30.04.02: Leading e-learning and communications developer, LINE Communications, has been commissioned by Ufi Limited, the organisation behind the learndirect e-learning network, to develop two e-learning programmes targeted at Small & Medium Size Enterprises (SME) businesses. For Ufi it is part of an ongoing commitment to providing high quality, custom developed learning material to the general public, through its learning portal, LearnDirect and the channel.

LINE will develop two custom four-hour e-learning programmes designed to provide information on setting up and growing small businesses. The content solution will be based around the successful BBC videos entitled 'Make or Break', and will include clips from the tapes.

The Internet and CD-ROM hybrid courses will use an intelligent mix of fat and thin media (multi-media, audio and video) to create a compelling and informative learning experience for entrepreneurs. To achieve this LINE has set up a panel of Subject Matter Experts (SME) to offer practical, expert advice on all aspects of business including human resources, finance and legal matters to complement the video case studies.

The information provided by the SMEs will then be integrated into the custom e-learning content along with carefully selected edited highlights from the original video. Throughout the development process, LINE's solutions will consider the differing levels of Internet connectivity available to learners, to provide a universally accessible solution, which maximises rich media.

LINE's acknowledged expertise in developing award-winning learning solutions for some of the world's top businesses, including PwC, the BBC and Volvo, played a significant part in their selection for this project. The company has a track record of developing easy to use, and visually impressive content from complex subject matter and source material, with 'Dragon's Ascent', a history of 5,000 years of Chinese history winning an IVCA award in 2001, and BBC Bitesize.

LINE Communications CEO Piers Lea says, 'We are proud to be developing this innovative e-learning content for Ufi. LINE has experience of working in the TV, multimedia and arts industries, and it is this which means we can identify the most intelligent use of treatments to optimise the learning experience.

'This is an excellent example of how full multimedia e-learning can be used to assist the learning process, and move away from the dry learning experiences often associated with computer-based learning.

By intelligent use of video, we are able to bring to life the trials and tribulations facing budding entrepreneurs, and offer viable solutions rather than dry theoretical case studies.'

Peter Sheffieldbotham from Ufi says, 'This latest project is another part of our ongoing commitment to providing the highest standard learning materials to every audience. The 'Make or Break' programme was a huge success, and by making it available on the Internet we are helping the next generation of entrepreneurs to benefit from expert advice.'

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For more information about LINE Communications, please contact Lyndon Johnson at Emmett & Smith on +44 (0) 20 7831 2999 or via email at: [Lyndon.Johnson@esl.org.uk](mailto:Lyndon.Johnson@esl.org.uk) .

Notes to editor.

About Line.

The Line Communications Group has been developing award winning training and learning content for delivery across a range of media since 1989. The company specialises in e-learning custom content design and development, and offers consultancy, implementation, and project management, helping businesses make sense of e-learning technology at every level.

Line works with many of the Europe's top blue-chip companies, including PricewaterhouseCoopers (PwC), British Telecom (BT), and the BBC to develop e-learning content and strategies. The company believes that in the knowledge economy an enterprise's most valuable asset is its intellectual capital, and through building an effective e-learning strategy, together with content and technology, learning organisations can benefit from business efficiencies and competitive advantage.

For more information visit: <http://www.line.co.uk/>