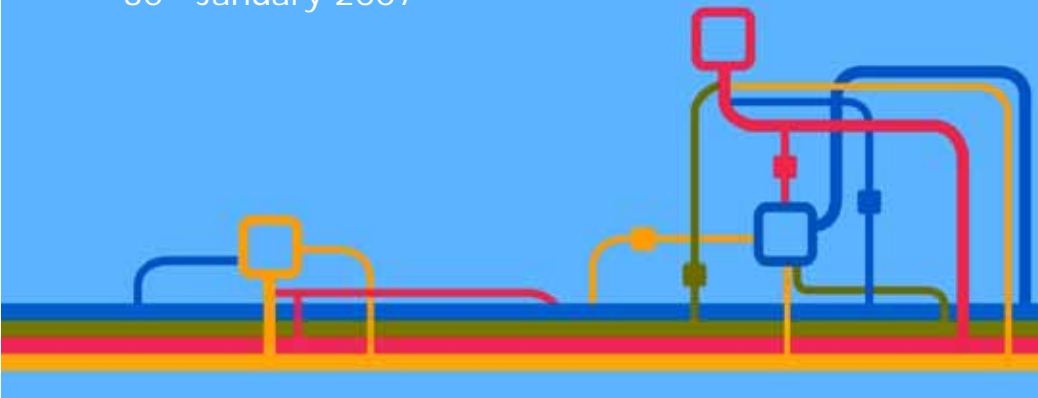




Fingertip Learning goes Mobile

Phil Horton

30th January 2007



About Epic

UK's largest bespoke e-learning company

- 170 staff
- Financially strong – part of Huveaux Group

Unique aspects of our proposition

- Blended learning consulting team
- Epicentre testing suite
- Thought leadership

Experience

- **Private:** KPMG, PwC, Goldman Sachs, Barclays, Lloyds TSB, Deloitte, B&Q, Tesco, RBS, BA
- **Public:** The Pensions Regulator, Inland Revenue, DWP, MoD, Cabinet Office, NHS, BBC



Defining Fingertip Learning

- Just in time
- Just right amount
- Just for me
- Electronic support
- Workflow related
- Interval learning
- Google learning



Defining Mobile Learning

M-learning is a term to cover an array of converging technologies

Martini

Enriches not replaces

One definition...device driven

Another, broader definition



The Pros of Mobile

- Enormous amount of info possible
- Location free
- Portable
- On demand
- Engage younger learners
- Accessible to all



The Cons of Mobile

- Small screens / limited keyboard / stylus
- Limited storage capacities – certain forms
- Batteries have limited life
- Less robust
- Capability for moving graphics implies...
- It's a fast-changing market
- Bandwidth / costs



What's missing?

- A single, consistent device or platform
- Defined by a single standard
- Consistent in its media
- A learning strategy!



Some global examples of mobile use – commercial

Handango

- Languages = No1
- Medicine = No2
 - Emergency crew JIT – drugs, symptoms
 - Surgery techniques latest
- Others!...
 - Karate
 - Air signs for pilots
 - Ear training – music intervals
 - Flashcards – make your own training

Brain training – Nintendo DS

Ecotourism



Some global examples of mobile use – academic



Bluefish
Java
Biology field trip
Tour guides – London, Museums

Some Euro examples of mobile use 1 – literacy

Supporting literacy and numeracy
What do many have in common?

A mobile phone !

Inexpensive, portable - and accessible to the majority of EU citizens.

Mobile technologies and learning



A technology update and m-learning project summary
Jill Attwell
Technology Enhanced Learning Research Centre



Some Epic examples of mobile use – MoD



Some Epic examples of mobile use – Rentokil sales

A screenshot of the Rentokil Initial Sales Management Online interface. It shows a 'Recruitment' section with a list of tasks and a 'Learning' section with a video player. The interface is designed for mobile use.

A screenshot of the Rentokil Initial Sales Management Online interface showing a 'Learning' section. It includes a video player and a list of tasks. The interface is designed for mobile use.

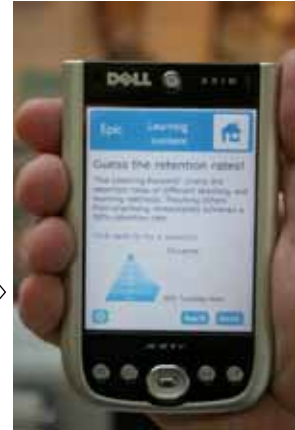
Design issues

Nuggets, interactions, games
 Use bright colour, blocks, contrast
 Stylus input – but fingers...
 Use pop-up menus not frames
 Orientation
 Screen real estate issues



Technical issues

Operating systems
 MMS handling
 Flash
 Sound
 Fonts
 Images
 Audio
 Video
 Navigation



Some opportunities for mobile

RFID
 Google
 Interval reinforcement
 VoIP
 Podcasting



Issues that need to be resolved for wider uptake

Convergence
 Bandwidth
 Platforms
 New writing style – think SMS,
 short to the point
 Balance between throw away and
 cost/functionality



Summary

Mobile learning - platform NOT strategy

Lots to offer

'Coffee-break' activity

Fingertip



partners in learning

*"Working with you to build
and sustain excellent
performance"*

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