



Documedia's Company Profile

History

Documedia was founded in 2000 in Montréal, Québec, Canada by partners Daniel Guay and Dominic Lachance. The firm was created to provide complete and cost-effective solutions for print publishing, video, multimedia and Web development. In 2003, Documedia began working on eLearning projects and in 2005 an eLearning division was officially launched.

Since its inception, Documedia has benefited from rapid growth and has gained numerous clients among large public and private sector organizations, small and medium-sized businesses, and self-employed professionals. Amongst these are Pratt & Whitney Canada, the International Civil Aviation Organization (ICAO), the Canadian Ministry of Transportation, Concordia University and BainUltra.

Documedia is a bilingual firm (French and English) with offices in Montréal and Ottawa. Documedia is an accredited training organization by Emploi-Québec. Currently, Documedia employs 15 people.

Our Mission

Documedia is committed to developing solutions that are tailored to the needs of each client, big and small. Solutions may include training services, consulting assistance, development work or whatever it takes to help our clients attain their goals.

Our Approach

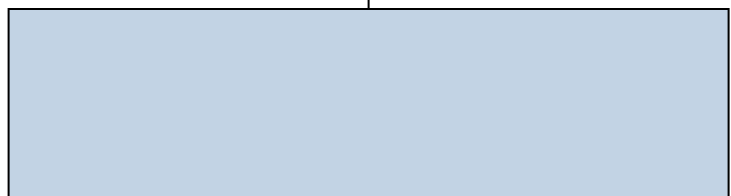
We have a pragmatic approach with a strong emphasis on providing value to our customers with solutions that solve real business challenges. We develop enduring relationships with our clients and act as their resource in navigating the rapid pace of technological change.

Our Services

Documedia provides complete and cost-effective solutions and consulting services for print publishing, video, multimedia, Web development and eLearning. We strive to reach the best possible understanding of our clients' needs and develop a tailor-made solution involving our various services. We do not believe that our clients should have to shop around among different firms in order to assemble a solution that meets their needs. Let us do that for you.

Our consultants are seasoned professionals with cutting-edge technology backgrounds and multidisciplinary expertise such as:

- Web Design and Development
- eLearning and Educational Technology Services
- Flash Design and Development
- Online Advertising Services
- Print and Publishing Services
- Digital Video and Audio Services
- Web Application Development
- Graphic Design Services
- Search Engine Optimization (SEO) Services



eLearning and Educational Technology Services

Documedia provides its eLearning expertise to large and small organizations that are planning to implement or upgrade online education and training. We offer training, research and development, as well as consulting services to help implement systematic and integrative learning system solutions.

The following is a list of our primary eLearning and Educational Technology Services. Whether you require on-site or remote work, custom development or a turn key solution, we offer you consulting services that meet your specific needs.

eLearning

Maximize the impact of your training programs. Let us help you:

- Identify which technologies and strategies will best support your eLearning project
- Identify the right Learning Management System (LMS) for your organization and it's objectives
- Convert your in-class training to an online platform
- Design and develop eLearning material using storyboards and templates
- Design and develop online case studies, problem-based learning and experience-based learning modules
- Design learning assessment strategies that measure the real impact of your eLearning projects

Communities of Practice and Web 2.0

Become a learning organization and promote information and knowledge sharing. Let us help you design and implement:

- Blogs
- Wikis
- Discussion forums
- Other social computing and knowledge management applications



Needs Assessment and Analysis

Start off your projects on the right foot. Let us help you identify:

- Your performance improvement needs
- Your learning objectives as well as desired outcomes
- Your potential future needs and planning requirements for growth

Management and Coaching for eLearning

Make sure your projects run smoothly with minimal issues. Let us assist and coach you through:

- eLearning projects planning and project management
- Pilot testing approaches and producing a prototype for decision making purposes
- Maintaining and updating your eLearning product knowledge transfer
- Strategic and systematic project implementation
- Conducting a final project review, recommending future practices and further training
- Impact assessment and return on investment calculations (ROI)

Quality Assurance

Expect that we will meet, hopefully surpass, your expectations. Let us show you how we ensure:

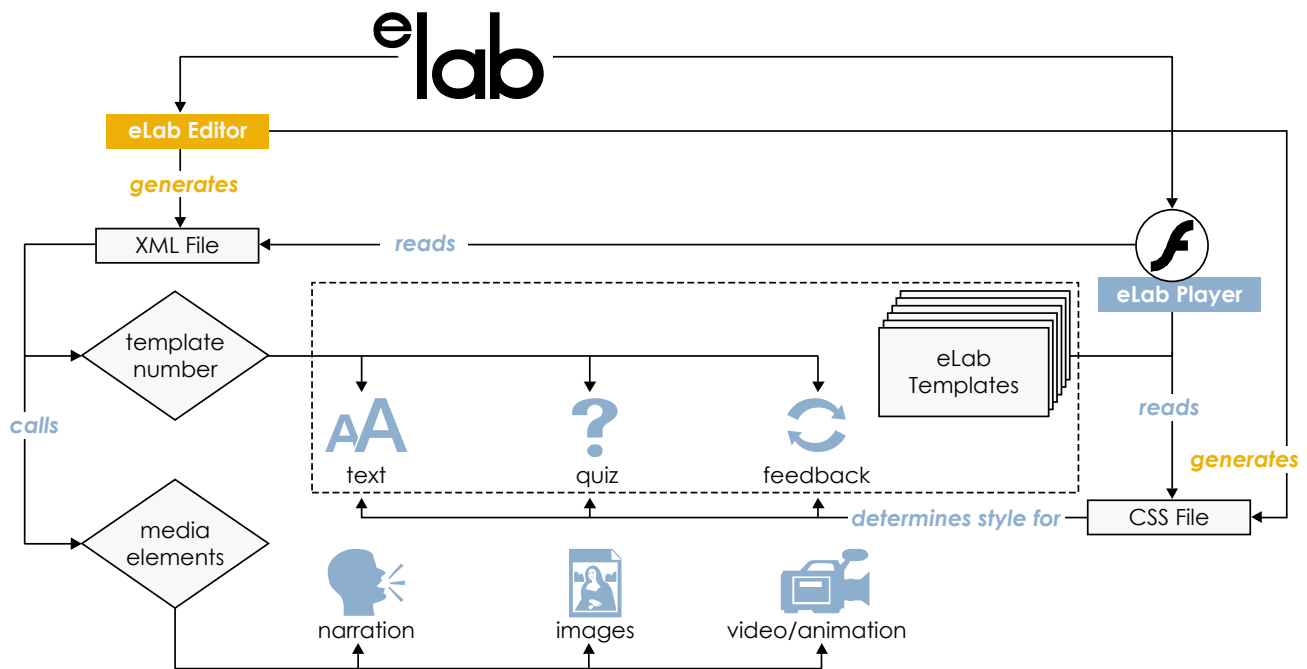
- Change management and quality assurance
- Adherence to eLearning standards such as ADL, AICC, IMS, SCORM, XML and W3C
- Rigorous testing and review of all our work, performing functionality and usability testing

eLab – Documedia's eLearning Application Builder

Documedia's eLab, an eLearning application builder, enables the rapid development, integration, updating and deployment of eLearning courseware and content.

The **eLab Player** is a light-weight (100K) and unique Flash SWF^{*} movie that is composed of a series of intelligent, interchangeable and reusable templated pages that manages the output presentation. This Flash movie can be modified, re-ordered at will and populated by content structured in the XML file it calls. In addition, Cascading Style Sheets (CSS) technology is leveraged to format the data, so that every aspect of the final output can be controlled from the outside. With this approach, the instructional designer need only update the XML document to change any aspect of the content displayed in the Flash SWF movie.

The **eLab Editor** is a standalone desktop authoring application that enables the rapid integration of course content into pre-defined learning activities or Learning Objects. The **eLab Editor** permits the designer to determine the course structure, integrate the content, determine which media elements will appear, set quiz and interactivity parameters. Once the course is built, the **eLab Editor** generates an XML file and a CSS file that interacts with the **eLab Player**.



How the eLearning Application Builder works

eLab Player Integration

You can choose to deploy the SWF and its linked XML, CSS and media files by:

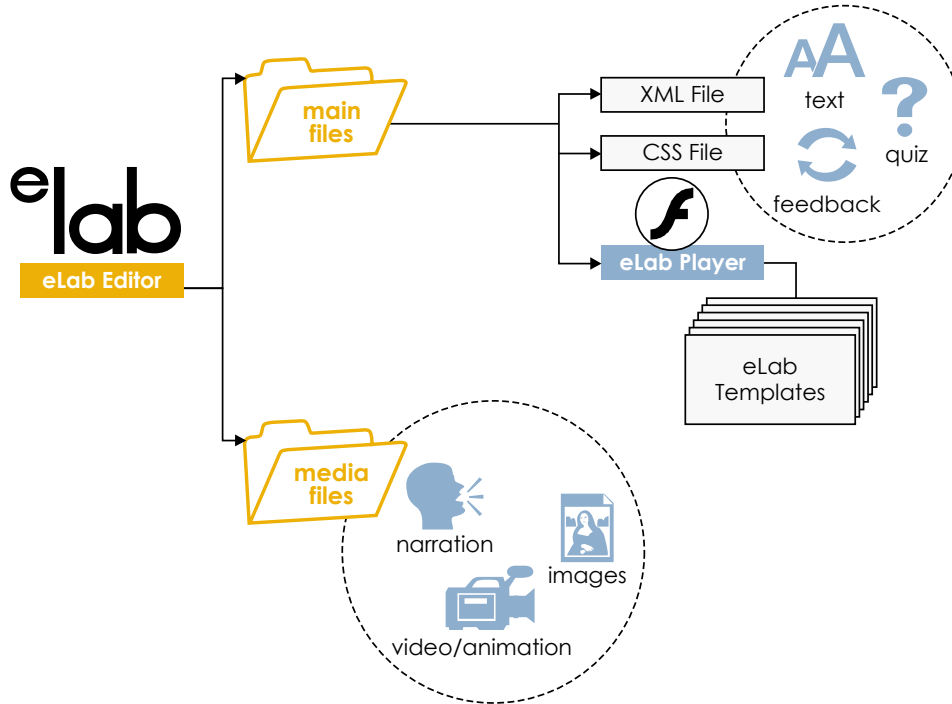
- Uploading it into a Learning Management System or Learning Management System (LMS/LCMS)
- Launching it from a Standalone Web page
- Packaging it to launch from a CD-ROM

[Click here to an eLab Demo Course \(log in as guest\)](#)

^{*} As of December 2006, the penetration rate of Flash Player v.8 in Mature Markets (US, Canada, UK, Germany, France, Japan) was at 94.2% and 86.4% in Emerging Markets (China, S. Korea, Russia, India and Taiwan). Source: Millward Brown - Worldwide Survey, (2006). *Adobe Flash Player Version Penetration*. Retrieved March 10, 2007, from Adobe Web site: http://www.adobe.com/products/player_census/flashplayer/version_penetration.html

Content modification and updates

The very nature of Documedia's **eLab Editor** is to facilitate rapid integration, manage product content, make modifications and update without the intervention of a Flash developer. Because the content is separate from the player in a universal and flexible format such as XML, translation of the course text is simplified and rapid. The **eLab Editor** authoring application can be purchased on a per-use basis.



How the eLearning Editor works

The **eLab Player**, which contains the interface, doesn't require any modification unless of course it is to reflect cultural needs, i.e.: text flowing from right-to-left rather than left-to-right. Documedia can develop a custom player and additional custom templates to meet client's needs.

Minimum Operating Specifications

We confirm that both Documedia's **eLab** will operate on:

- Windows 98 up to and including Windows Vista, Mac OS 8.6 and higher
- an Internet connection as slow as 56K
- Internet Explorer (v. 5 and later), Firefox (v. 1.5 and later), and Safari (v. 1.3 and later) browsers

In addition, the end user or learner will also need the following:

- 128 MB RAM (256 MB RAM recommended)
- 40 MB free hard disk space
- 1024 x 768 resolution VGA monitor and 32-bit high definition
- 16-bit sound card
- Speakers or head-set
- Microphone
- Flash Player v.8 minimum (free to download)

Documedia's eLearning Team

Documedia's staff has a solid training background with years of in-class and online training experience. We understand how learning occurs and we specialize in developing training suited to a variety of learners. In combination with our multimedia development expertise, we develop eLearning solutions that provide a rich learning experience for training participants. Our key team members are:

Dominic Lachance, Vice-president Development and Project Manager



Dominic Lachance is the Co-Founder and Vice-President of Documedia a company specialized in the integration of technology and business process as well as the training relative to the use of these new technologies. Prior to co-founding Documedia, Dominic was Manager/Technical Instructor for a digital media training firm in Montréal. Dominic was also IT Manager for Tamwood International College and Senior Designer for

Marketingtips.com in Vancouver.

Dominic is a graduate of the Columbia Academy of Visual Arts and also from Productivity Point International. Dominic has also the Microsoft Certified Professional certification and is well versed with operating systems, database design and administration as well as internet protocols. He has taken part in the development of numerous projects for different corporations and government ministries. He has also trained hundreds of people in the use of new technologies for the web, print and digital video industry.

Kristina Schneider, Director of eLearning and Senior Educational Technologist



Kristina started out consulting for Documedia and as of November 2005 officially joined the team as Director of eLearning. Prior to this, she worked as an Educational Technologist with the Centre for Instructional Technology at Concordia University's John Molson School of Business. In collaboration with faculty, she designed higher education distance learning programs. She was also formerly the Director of Instructional and

Interactive Design for ilasalle, where she spearheaded the development of over 1,800 hours of eLearning courses.

Her career path has enabled her to work in the training and multimedia industries. She has developed considerable work experience in systemic needs analysis, instructional systems design, knowledge management and project management. With an undergraduate degree in Communication Studies and a Master's degree in Educational Technology near completion, she continues to keep herself up-to-date with the latest theories and practices in training and technology. She is currently serving on the administrative council of l'Alliance eLearning, Quebec's eLearning Association.

Stéphane Richer, Creative Director and Senior Flash Developer



President of a print & web design firm with a client list including names such as Toyota International, Bell Canada Enterprises, Cossette Interactive, Film Tonic and FCB.com. He has offered (in addition to print, web and multimedia products) consulting help and seminars for various web products (shockwave Flash, shockwave Director, creative design, etc) for years.

Three years ago, he was asked by the oldest and most prestigious learning institute on the internet, the HTML Writers' Guild, to write and provide classes on various Macromedia products. He now supervises classes on Flash, Fireworks and Director. In the studios of NKN, Stéphane creates sounds and soundtracks, not only for films but also for multimedia Web sites and projects which use Flash and Director. He composed, among others, the music for the film "Le Marais", nominated for six Jutras in 2003.

Sample Projects and References

The following are examples of eLearning projects developed by Documedia. Included are the names and contact information for each project contact.

eLearning Templates Pratt & Whitney Canada

A first contract was awarded to Documedia to create a series of eLearning templates with Flash and XML technologies to be used by Pratt & Whitney instructional designers as a rapid and effective eLearning development tool. Instructional designers need only basic knowledge of XML editing to populate the eLearning templates and build new courses or edit existing ones whenever required.

A second contract was awarded to Documedia to develop a desktop based tool to facilitate the creation and editing of course content.

First contract awarded June 2006. A second contract has just been awarded.

eLearning Program BainUltra

Documedia conceived an eLearning program for BainUltra which included several eLearning modules from product knowledge to sales techniques. Documedia's work included all aspects of the development work including, edificial development, story boarding, graphic design, translation French/English, and the development and integration of learning objects.

First contract awarded July 2005. Several others have been awarded since.



Contact: Mr. Claude Martel
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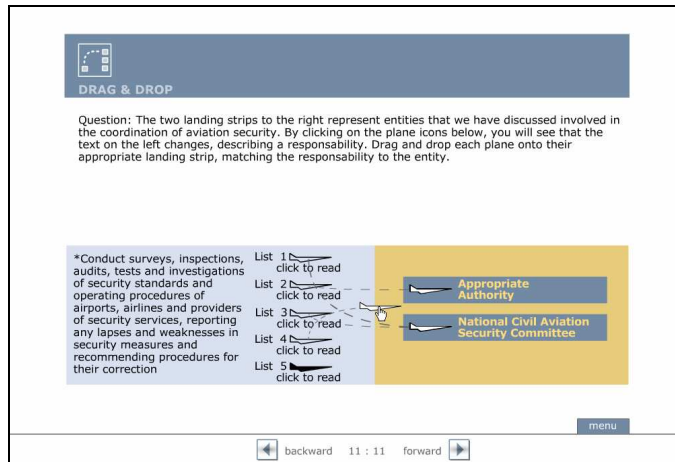
Contact: Ms Genevieve Parent
Director of Training, BainUltra
Tel: 800-463-2187
E-mail: gparent@bainultra.com

Sample Projects and References (continued)

eLearning Program Concordia University and ICAO

This innovative 20 hour eLearning initiative was conceived for the Aviation Security Management Certification Program (AVSEC-MCP), an International Civil Aviation Organization (ICAO) certification targeting air transportation industry managers, or future managers, whose functions involve responsibilities in the area of aviation security. This complex project was developed jointly by ICAO, the John Molson School of Business of Concordia University and Documedia.

First contract awarded December 2003. Several others have been awarded since.

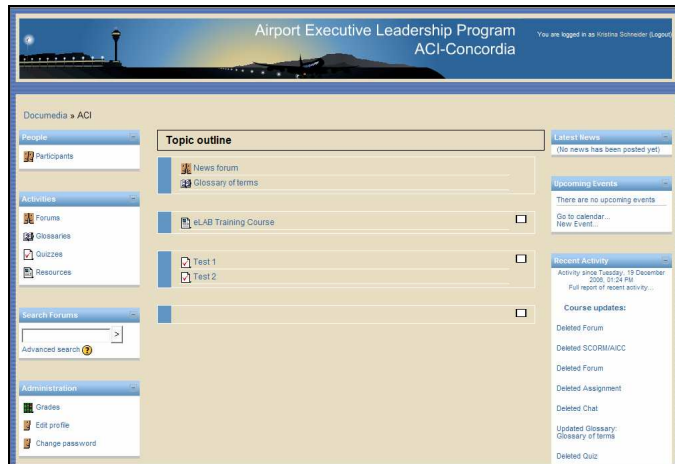


Contact: Ms Mary Genova
Director of the Centre for Instructional Technology (CIT), John Molson School of Business (JMSB),
Concordia University
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E-mail: maryg@jmsb.concordia.ca

Moodle Course Management System Customization Airport Council International

Documedia customized the learning content managing system (Moodle) for the Airport Council International organization's new eLearning initiative. This project involved the close collaboration of The John Molson School of Business at Concordia University and the ACI.

Contract awarded in November 2005.



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