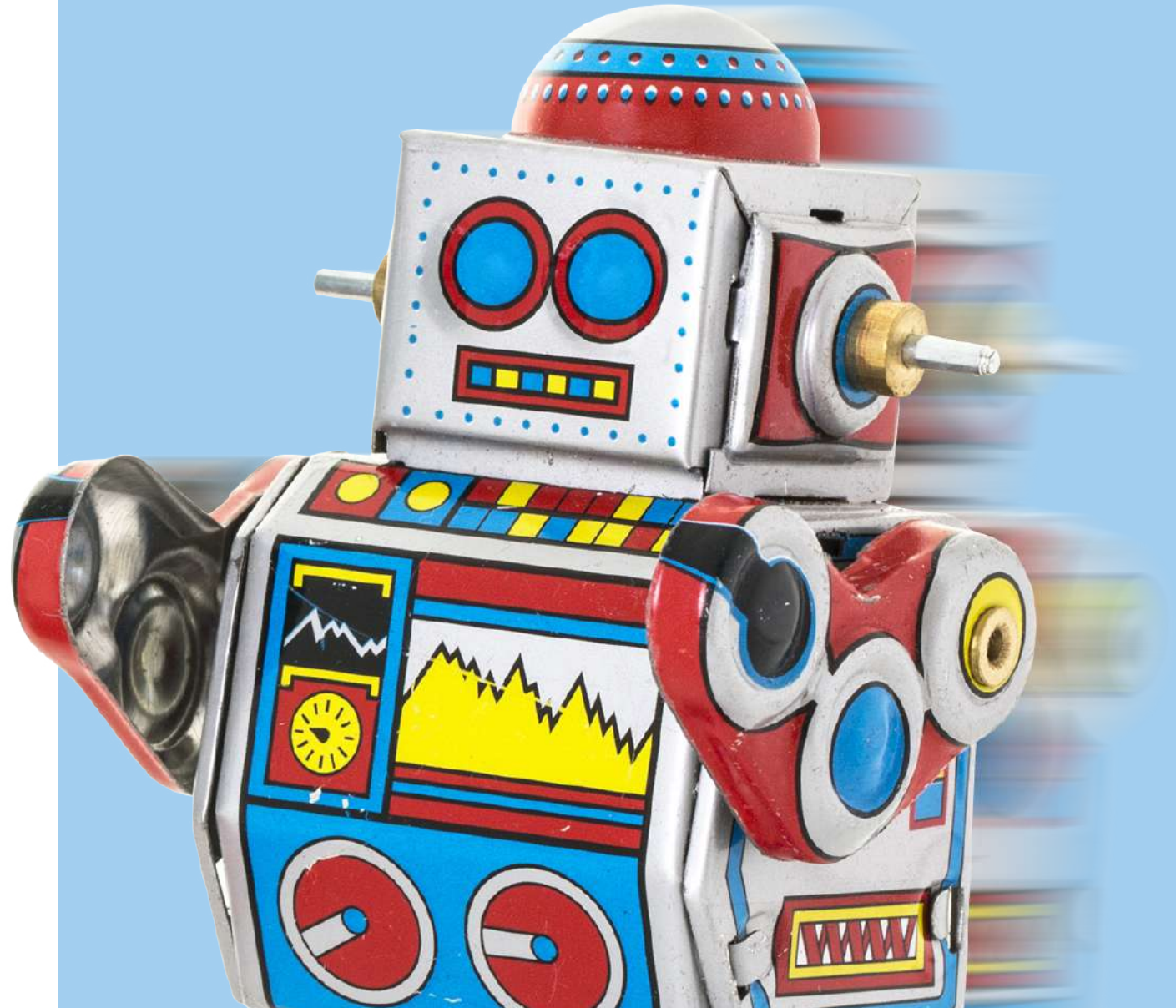


Express Content Creation

imc Express



Express Content Creation

Internal knowledge transfer is a real challenge for many companies, even if there's no shortage in expertise at all: Countless specialists across departments add up to a powerful source of competence. Yet, some challenges must be overcome to pass these skills on. Since most employees are out of their depth when it comes to design or didactics, the documentation they prepare will often lack visual appeal and memorability. Moreover, content authoring software is often needed to create good digital training courses – and training is necessary to even use that software. Finally, knowledge documentation takes time, which has always been a scarce resource. So, what is the way forward?

imc Express The new online authoring software is turning the world of user-generated e-learning upside down. With its extensive range of templates and AI support, imc Express enables even inexperienced users to quickly create well-designed content of great didactic value. In other words: Your employees can document and digitise their knowledge on the side with minimal effort.

Curious? We summarised the key functions of imc Express for you. →



Benefits

Intuitive to use

Instantly available online

Supports worldwide collaboration

Support for design grouchies

If design is the last thing on your mind, imc Express will come to the rescue – with perfectly matched templates. The designs can be set up in line with the specific corporate design, guaranteeing 100% satisfaction. Each design comprises all suitable colours, backgrounds, text types and text sizes. Users are unable to change the configured designs. This ensures that the created content is always appealing and matches the corporate design.



Didactic support

Even for professionals, sound didactic conceptual design accounts for 40% to 60% of the total content creation effort. With imc Express, that doesn't take a didactics expert: imc Express provides suitable templates for popular topics and offers valuable tips to users throughout the content creation process. This is how imc Express helps users create didactically meaningful content.



Effortless collaboration

imc Express makes collaborating on content a breeze. Users can invite others to contribute to translations and content creation by sending an email straight from the document. Collaborators can get started right away. Collaboration is further enhanced by options to add comments and define approval processes.



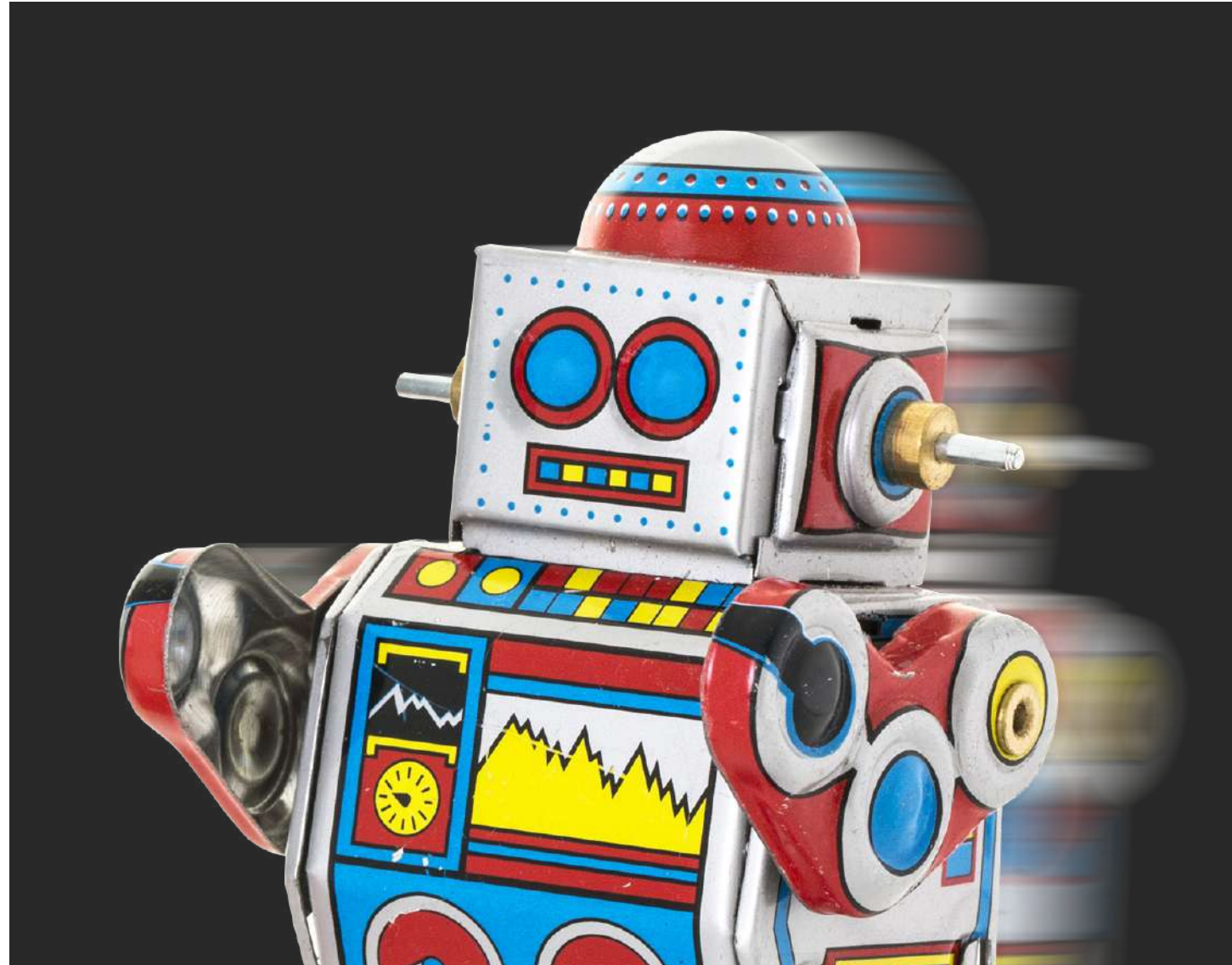
Overcoming language barriers

Automated translation into all languages of this world? imc Express can do it. imc Express automatically translates any entered text into the selected languages, leveraging standard translation technologies, as well as novel machine translation powered by artificial intelligence. With imc Express handling the bulk of the work, all that's left to do is for a native speaker to add the finishing touch to the translation.



Artificial intelligence (AI)

imc Express uses AI to achieve maximum productivity. A few selected examples: Images used by you are automatically recognised and tagged with search terms to help you find them again later on. An AI algorithm capable of near-perfect translations into many world languages helps you translate your content. The imc Express AI identifies the most suitable layout for your content output.



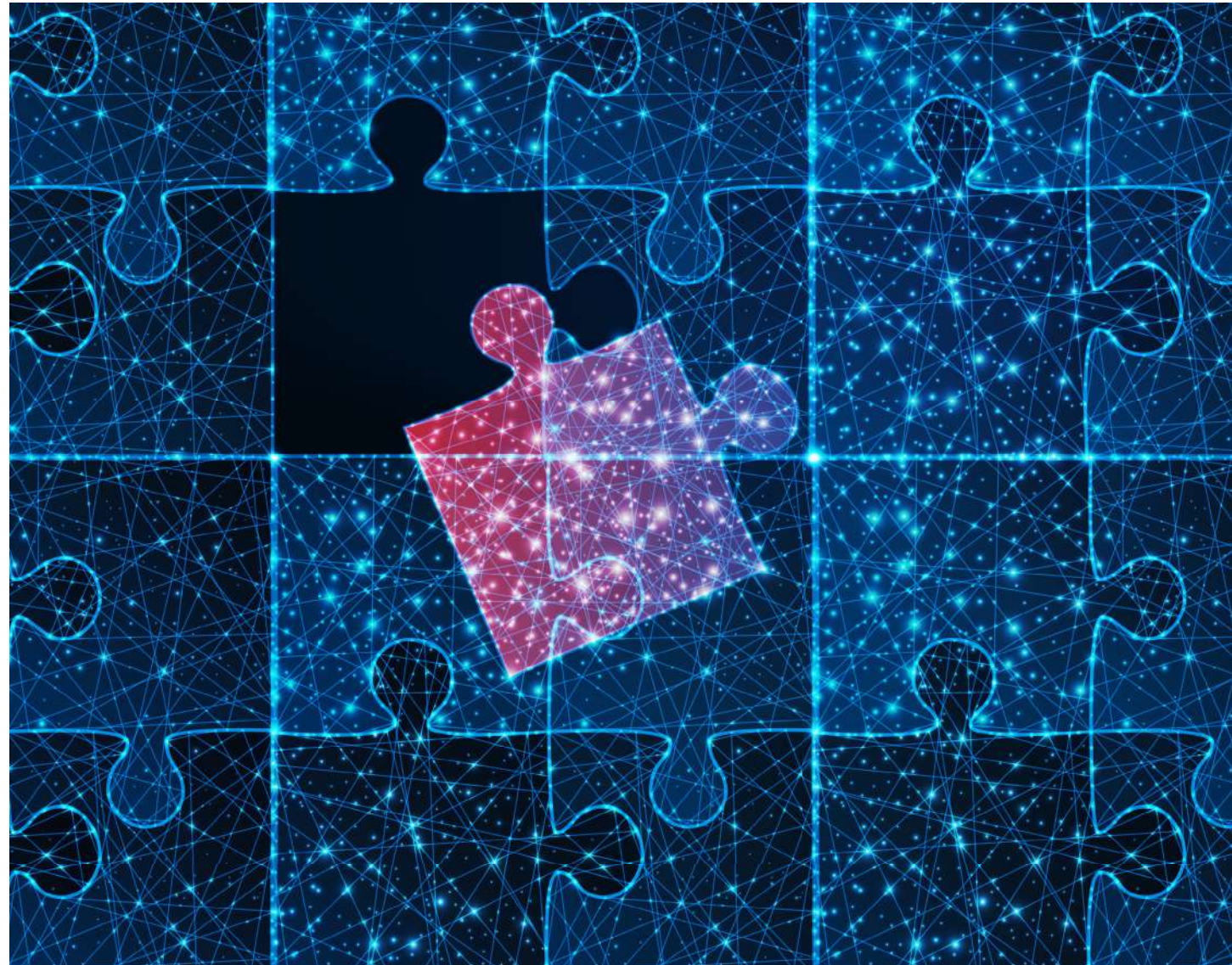
One input, many outputs

imc Express can deliver the created content in many different formats. For instance, a single content piece could be turned into a SCORM web-based training course, a podcast, a Microsoft Word file and an eBook. Any output is tailored to desktop, table and smartphone, and of course, available in all languages. imc Express has it sorted – at the click of a mouse. You will never need to worry about the final result while working on the content again.



Perfectly matched learning platform

imc Express can create content for virtually any device, and work together with all learning platforms. We went a step further. With the exceedingly seamless integration of imc Express in the imc Learning Suite, you can launch imc Express directly from your learning environment and upload the finished content directly to the Learning Suite without additional processing.




Quick and easy launch

imc Express operates in the cloud, making installation unnecessary. Instant use only requires a browser – whether on the desktop or mobile devices.



Rewrite the way we learn



imc is the leading full-service provider for learning technologies and e-learning content. We make learning better – by redefining the way we learn. Experts in technology and e-learning content and strategy work hand in hand to offer holistic and tailored e-learning solutions – worldwide. Risen from a German university spin-off at Saarland University, imc has provided holistic support to more than 2,000 companies, public and educational institutions from all sectors and of all sizes in the planning and implementation of digital training strategies.

[Contact us now](#)

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