

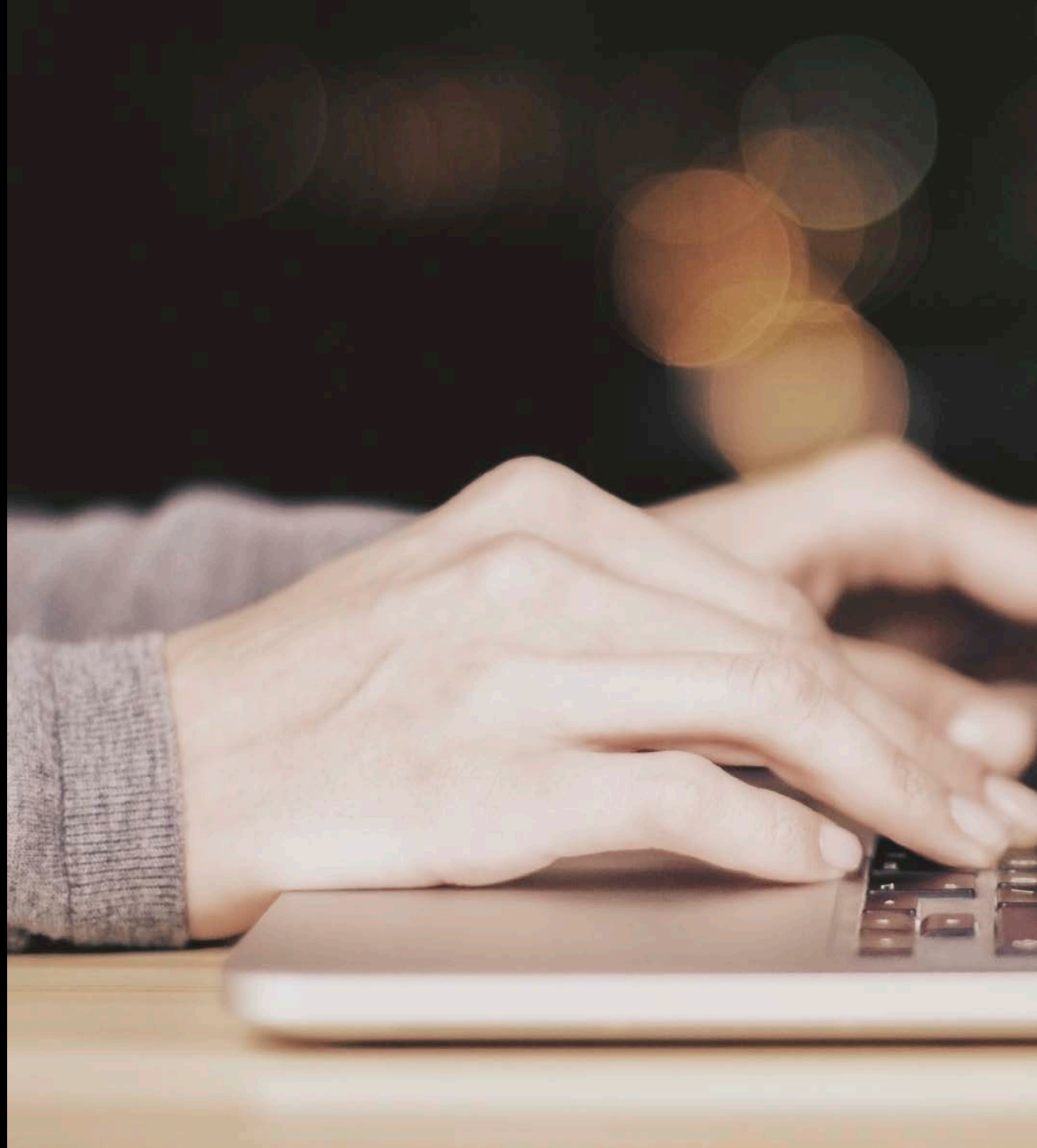


## Authoring Tool & eContent Development Platform













# **m**Author

*eContent Development Platform*

mAuthor is a combination of a powerful Authoring Tool and a cloud-based ePublishing Development Platform dedicated to build highly interactive Digital Content and to coordinate the workflow of the Project Teams involved in its creation.



The eContent developed with mAuthor is built along the eLearning industry standards and supports all desktop and mobile devices, making it perfect for modern technology-supported education.

### **E-LEARNING STANDARDS**

Resulting eContent is HTML5, SCORM 1.2, SCORM 2004 and xAPI (Tin Can) compliant, making it compatible with the majority of LMS platforms.

### **ONLINE & OFFLINE**

Created eContent can be accessed online via an Internet browser or exported to run off-line on desktop or mobile devices.

### **OPEN ARCHITECTURE**

Thanks to open XML data formats, the open source code HTML5 player, dedicated API and java-based scripts, it is possible to expand the functionality of existing modules or to create the new ones.

### **POWERFUL ACTIVITIES**

Over 140+ ready-made, highly parametrized functional modules & activity types supporting a wide spectrum of modern education needs.

### **ACCESSIBILITY WCAG 2.0**

mAuthor is the first authoring tool capable to create highly interactive, yet truly accessible eContent – supporting the WCAG 2.0 recommendations.

### **ADAPTIVE LEARNING**

A vast selection of reporting and feed-backing capabilities enables the creation of highly adaptive content that adjusts to the learner's actual abilities.

### **WYSIWYG DESIGNING**

Visual content development and editing mode – What You See Is What You Get – makes the designing work quick and accurate.

### **OS AGNOSTIC**

Created digital Content runs smoothly on Windows, Mac OS and Linux operating systems as well as in iOS or Android driven environments.

### **E-PUBLISHING ENVIRONMENT**

Organizes the workflow and smooth cooperation of Project Team members bearing different roles in the Content development process.

### **MASS CONTENT DEVELOPMENT**

Create your own library of visual and functional templates to support massive production of electronic Content while keeping it reliable and consistent.

### **MOBILE READY**

The resulting eContent is driven by mAuthor's HTML5 based Player making it perfectly accessible from modern mobile devices with various screen resolutions.

### **RAPID CONTENT DEVELOPMENT**

Large number of flexible templates, ready-made modules and pre-defined activities make it a perfect solution to create large scale projects with tight timeframes.



### **UNDER CONTROL**

Secures full support for digital publishing processes, including Version Control, Bug-track or Kanban methodology.

### **TECH SUPPORT**

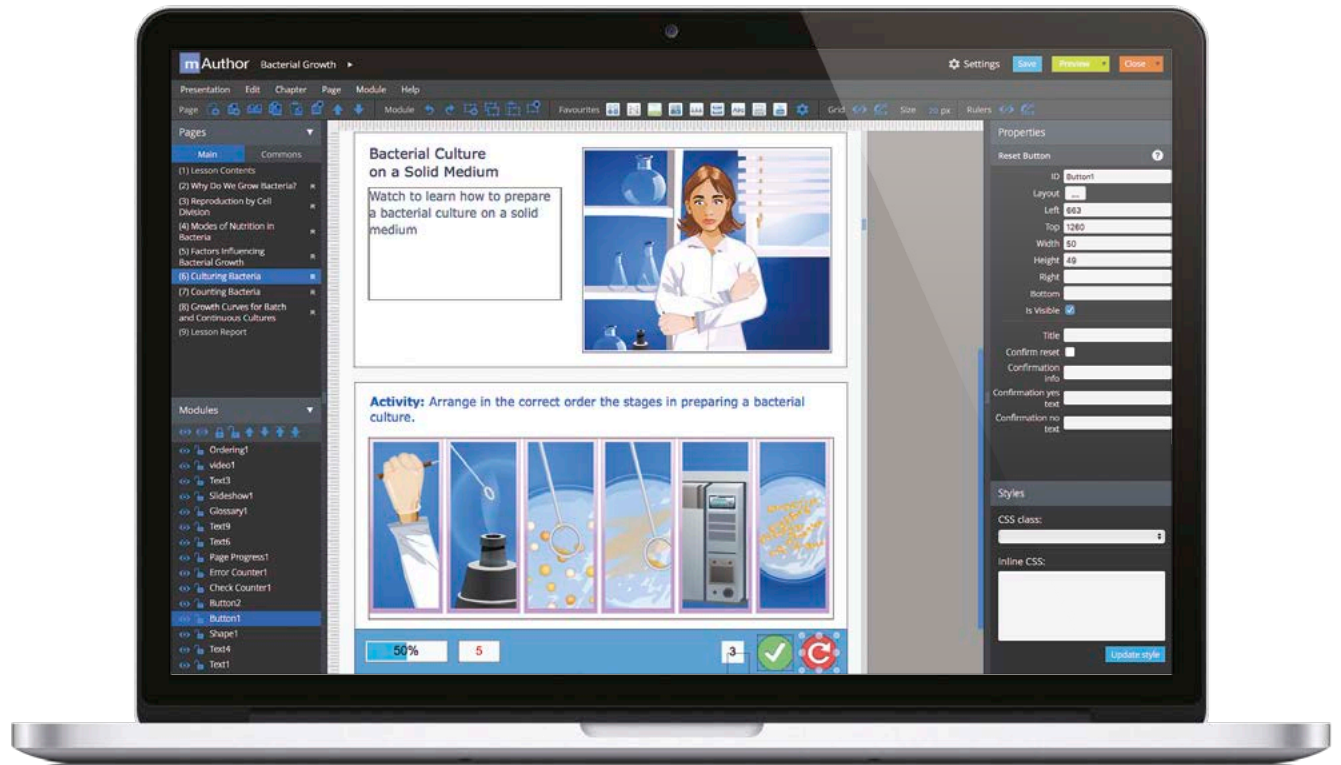
Our experienced Support Staff is always ready to help you achieve your goals and solve any problems you may encounter.

### **CONTINUOUS DEVELOPMENT**

mAuthor is regularly updated with extra features, new modules & activities making it always at the edge of arising technologies and devices.



Professionals  
need  
Professional  
Solutions





The most  
powerful  
**Authoring**  
**Tool**  
ever.






**Author Science**

Pages: Main Commons

- (1) Science
- (2) Life Processes in Plants
- (3) Sensitivity
- (4) The Sense Organs and Nervous System
- (5) Shared Features of Cells
- (6) Proteins
- (7) Solvents
- (8) The Need for Food
- (9) Replacing Soil Minerals
- (10) Human Variation
- (11) Types of Sustainable Development
- (12) Population
- (13) Predator-Prey Relationships

Activity: Choose a stimulus and match it with the appropriate response.

Flash Light	Hot Surface	
Gas Leak	Tasting Salt	
Ringtone		

hot surface	<input type="radio"/>	<input type="radio"/>	Picks up the phone.
gas leak	<input type="radio"/>	<input type="radio"/>	Moves his hand away quickly.
ringing phone	<input type="radio"/>	<input type="radio"/>	Opens the window.
flashlight	<input type="radio"/>	<input type="radio"/>	Blinks and covers face with hands.
tasting salt	<input type="radio"/>	<input type="radio"/>	Withdraws tongue and has a drink.

50% 5

Settings: Save, Renew, Close

**Author Chemistry**

Pages: Main Commons

- (1) First page
- (2) Sulfur Dioxide
- (3) Ionic Bond in Sodium Chloride
- (4) Simple Iodine
- (5) Chemical Bonding in the Chlorides of Period 3
- (6) Ionic and Atomic Radii
- (7) Reactivity of Halogens
- (8) Predicting the Nature of a Bond
- (9) Glass
- (10) Cracking products
- (11) Enzymes Are Specific and Selective
- (12) Interfering Processes







Chemistry < 1/5 >

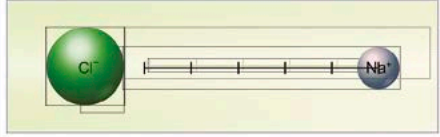
### Ionic Bond in Sodium Chloride

**Ionic bond**  
A type of chemical bond involving electrostatic attraction between

**Ionic Bond in Sodium Chloride**  
Electrically charged ions interact among themselves by means of electrostatic forces.

**Ionic  $\text{Cl}^-$  in Sodium Chloride**  
Choose two ions and change the distance between them to see how they interact with each other and how the electrostatic force changes with their distance apart.

					
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Settings: Save, Renew, Close





*“We discovered mAuthor as a truly powerful solution for interactive educational content development. No other solution offers such a wide spectrum of modules and activity types.”*

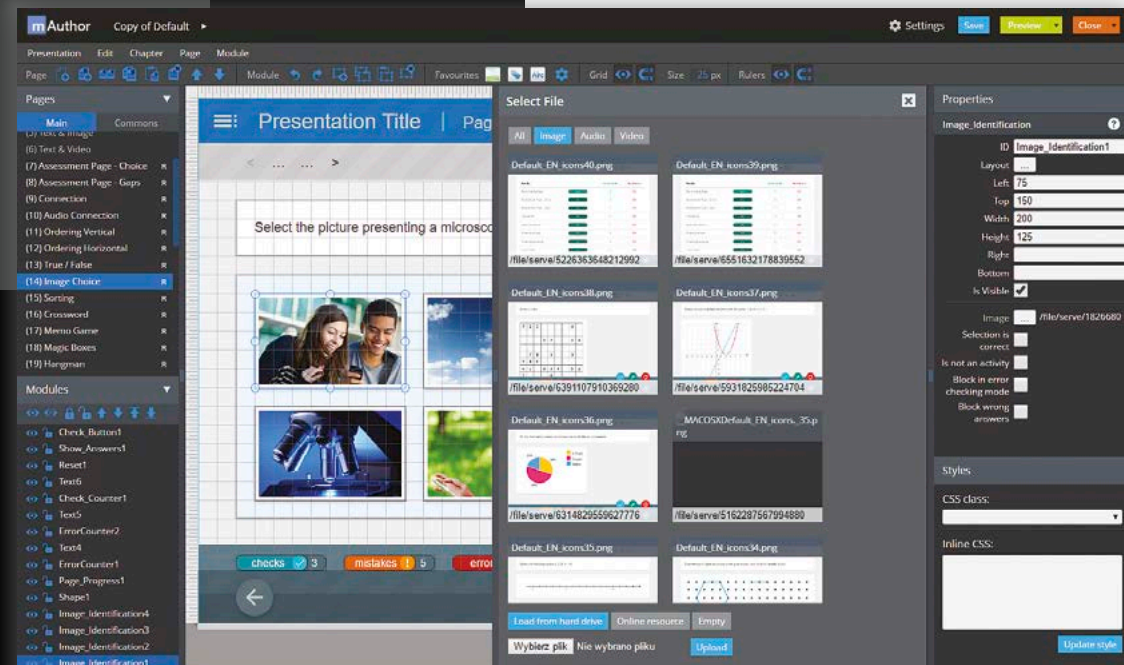
**Michael Chan**  
Senior Manager at NetDragon Websoft  
/China/



# WYSIWYG Designing

In order to make it easier for new users to operate, mAuthor's WYSIWYG XML editor has been constructed along the widely accepted UX trends implemented in the majority of professional design applications.

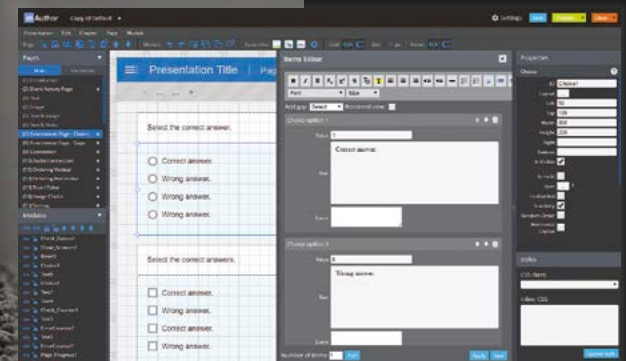
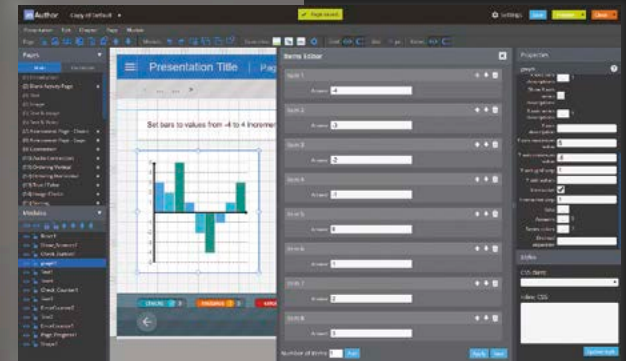
Such approach makes it quick and easy to start creating your own electronic content as the mAuthor's user interface concept is well known to most graphic artists and designers.





# 140+ Functional Modules

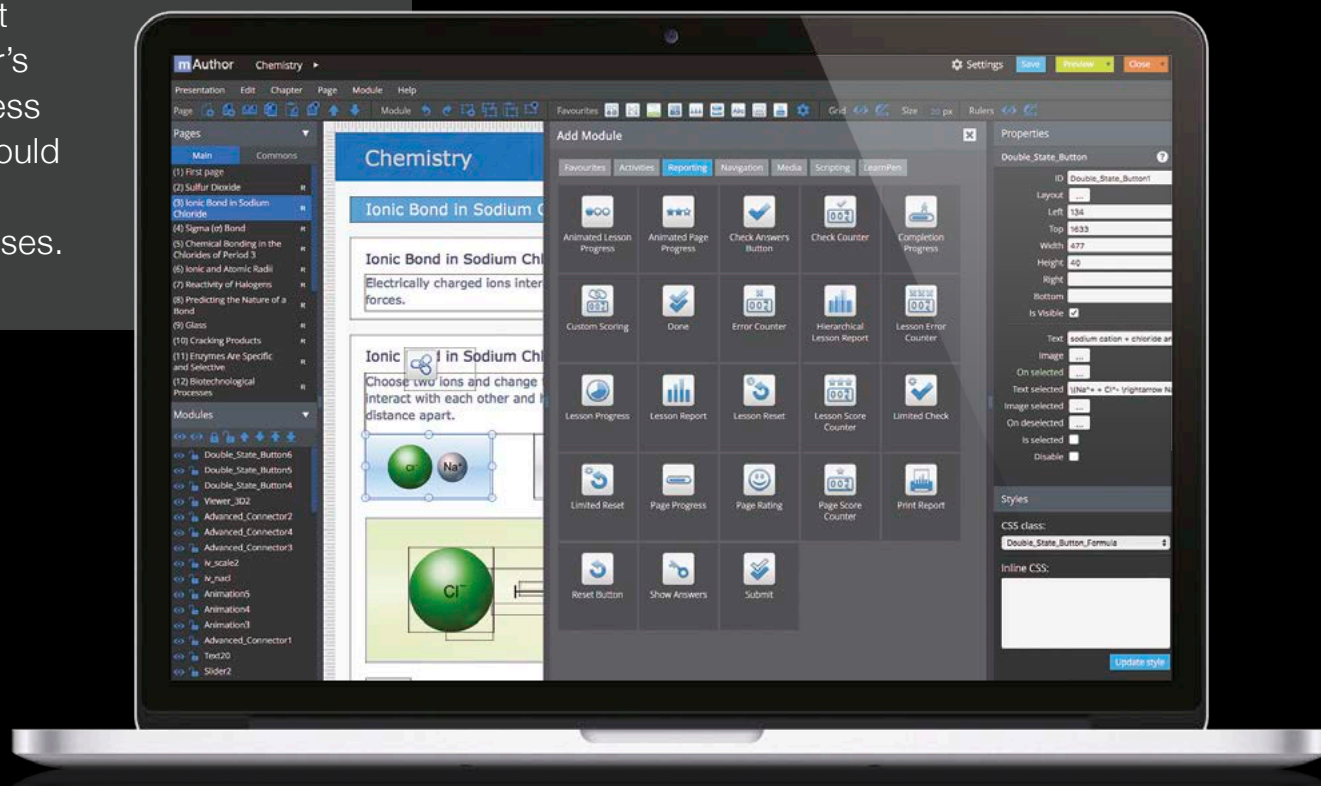
to address your  
most demanding  
eProjects.



# Modular architecture

Thanks to mAuthor's modular architecture, highly interactive content can be built from a broad variety of functional blocks.

Each functional Module can be precisely customised by adjusting a number of its **Properties**, and thus making it truly responsive to various user's behaviour. A large number of less obvious functional Modules should help you realize even the most sophisticated interactive exercises.





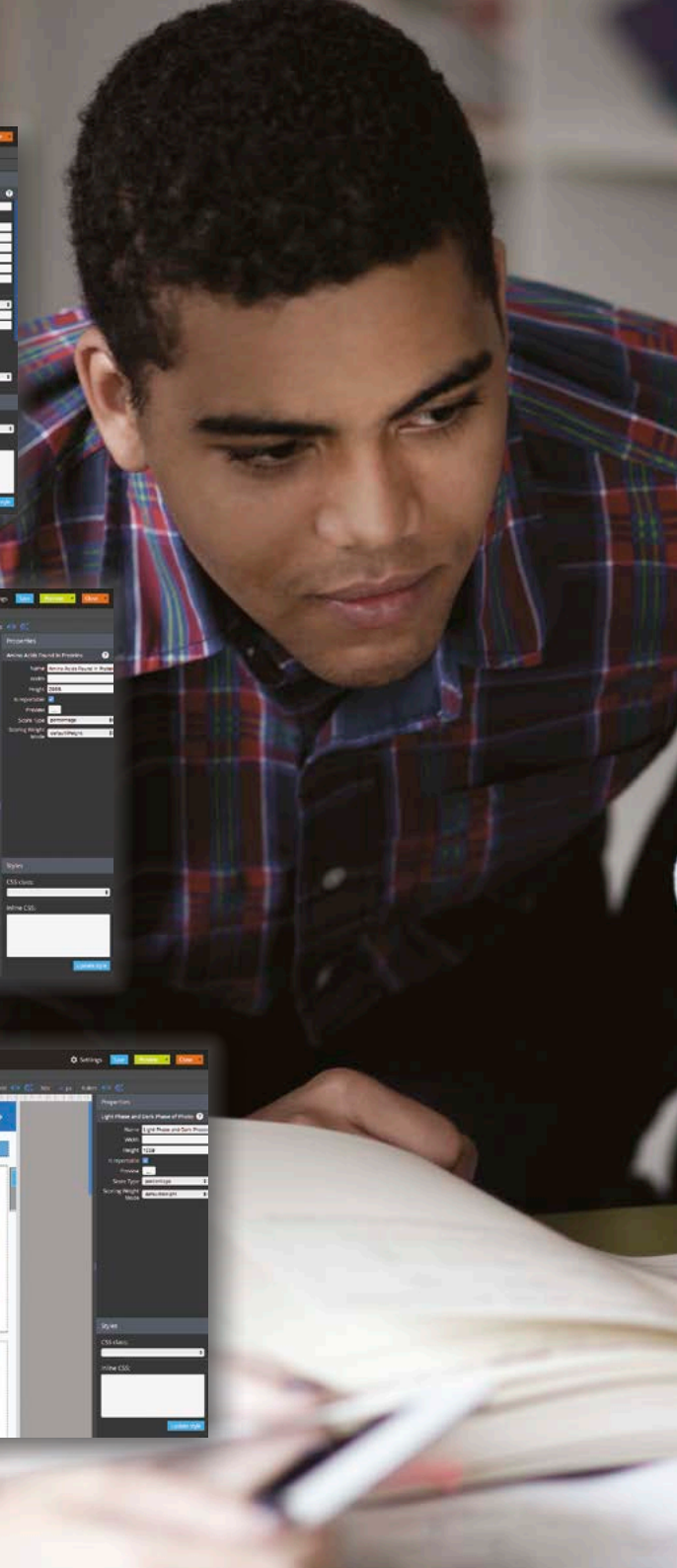
## Presentation Modules

- Text
- Image
- Video
- Paragraph
- Animation
- Table
- 3D Viewer
- Slideshow
- Glossary
- Swifty
- Multi Audio
- Text Audio
- Image Viewer
- Layered Image
- Image Zooming

The screenshot shows the Author software interface with a presentation module titled "Photosynthesis". The main content area displays "Chloroplasts and Chlorophyll in the Process of Photosynthesis". It includes a text block "Functions of Chloroplasts" with an image of a chloroplast showing light entering and primary electron acceptors. Below this is a diagram titled "The Structure of Chloroplast" with labels for "Outer Membrane" and "Inner Membrane". The right sidebar shows various settings for the presentation, including "Active Acid" and "Style".

The screenshot shows the Author software interface with a presentation module titled "Amino Acids Found in Proteins". The main content area features a 3D ball-and-stick model of a protein. Text explains that proteins are very important biological molecules. Below the model, it lists "20 Common Amino Acids" and shows the chemical structures for Tyrosine (Tyr) and Histidine (His). The right sidebar shows settings for the presentation, including "Active Acid" and "Style".

The screenshot shows the Author software interface with a presentation module titled "Photosynthesis". The main content area displays "Light Phase and Dark Phase of Photosynthesis". It includes a text block "Light Phase and Dark Phase of Photosynthesis" with an image of a chloroplast. Below this is a diagram titled "Discovery: photolysis" showing a chloroplast. The right sidebar shows settings for the presentation, including "Active Acid" and "Style".



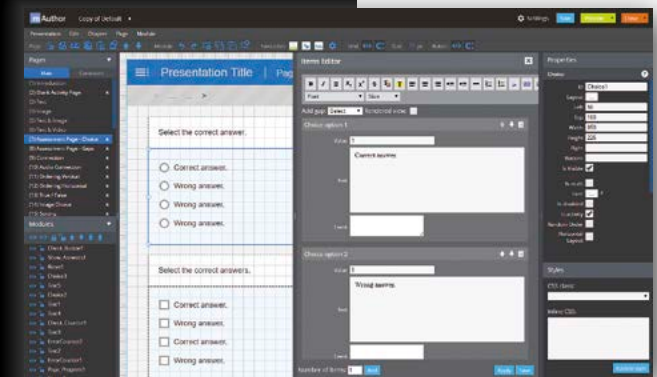
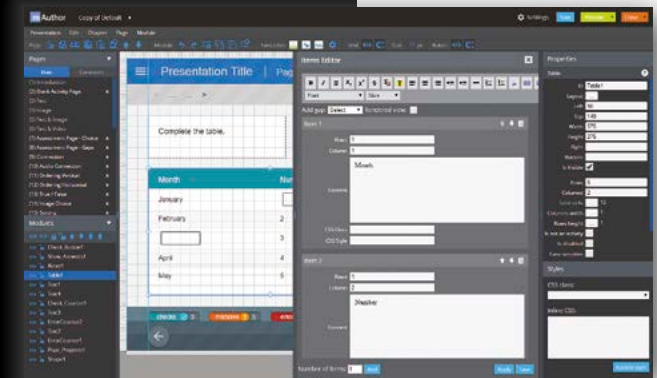
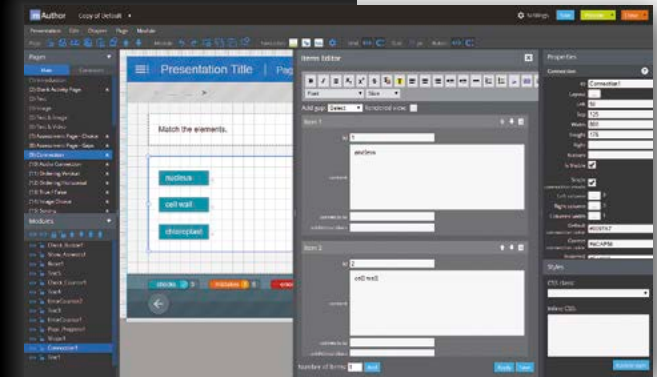


## Activity Modules

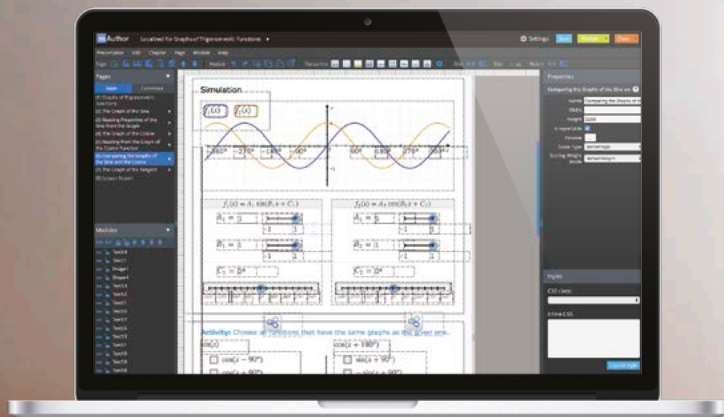
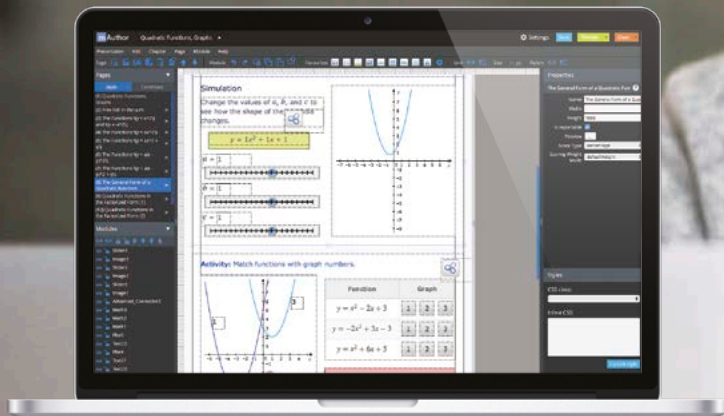
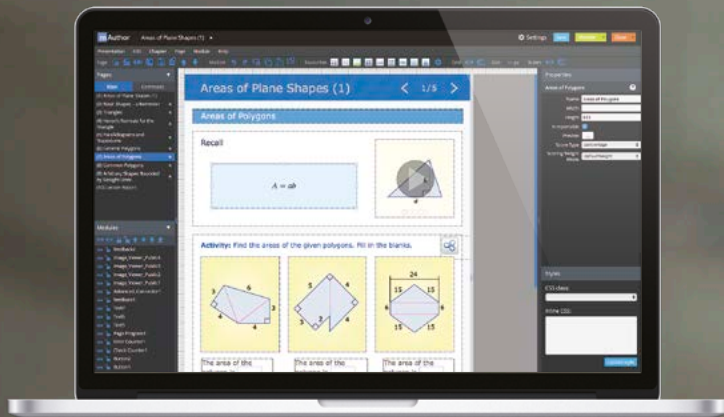
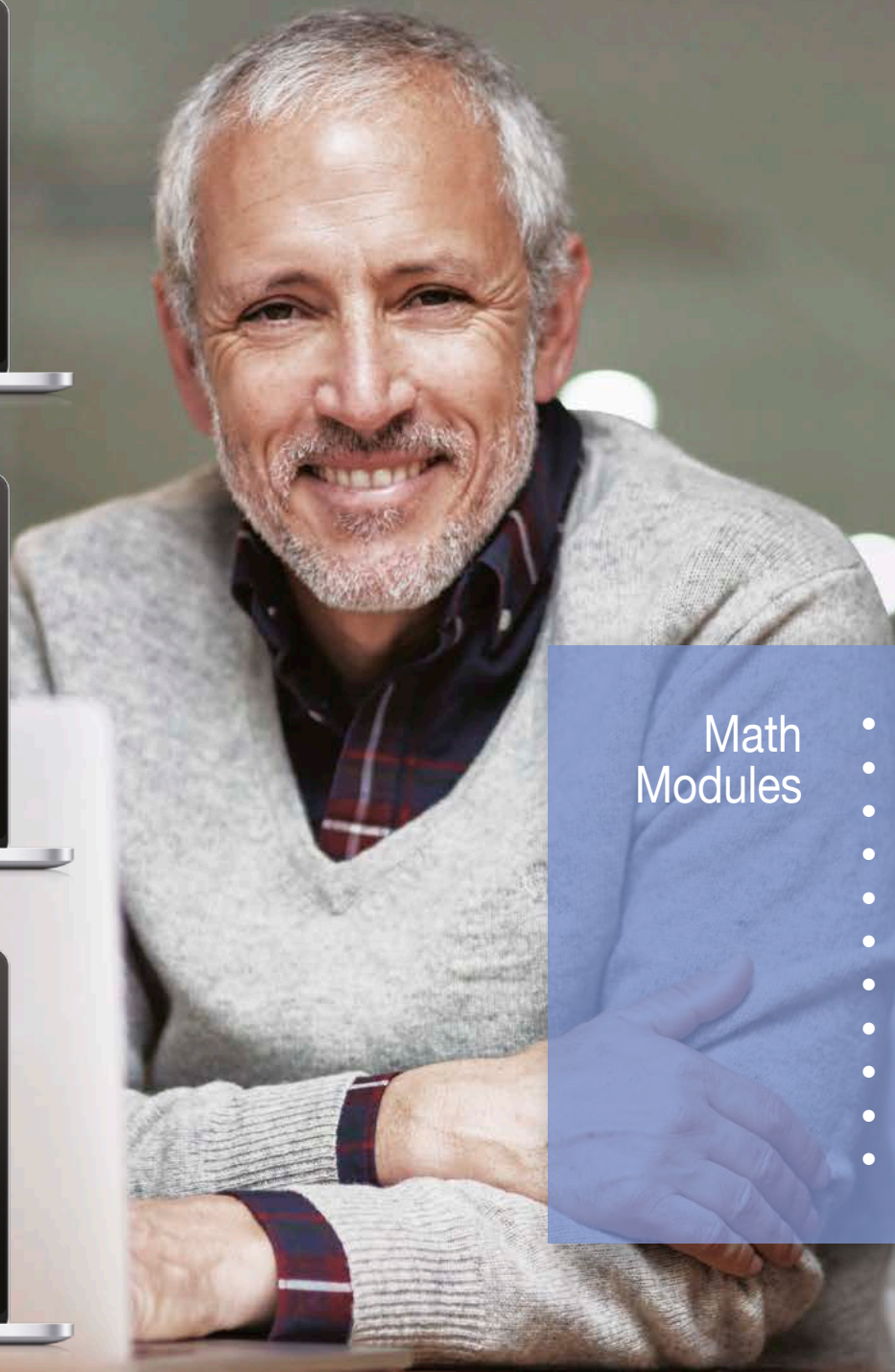
- True/False
- Choice
- Ordering
- Connection
- Multiple Gap
- Image Gap
- Text Selection
- Text Identification
- Image Identification

## Advanced Modules

- Line Selection
- Shape Tracing
- Layered Image
- IWB Toolbar
- Pie Chart
- Shapes







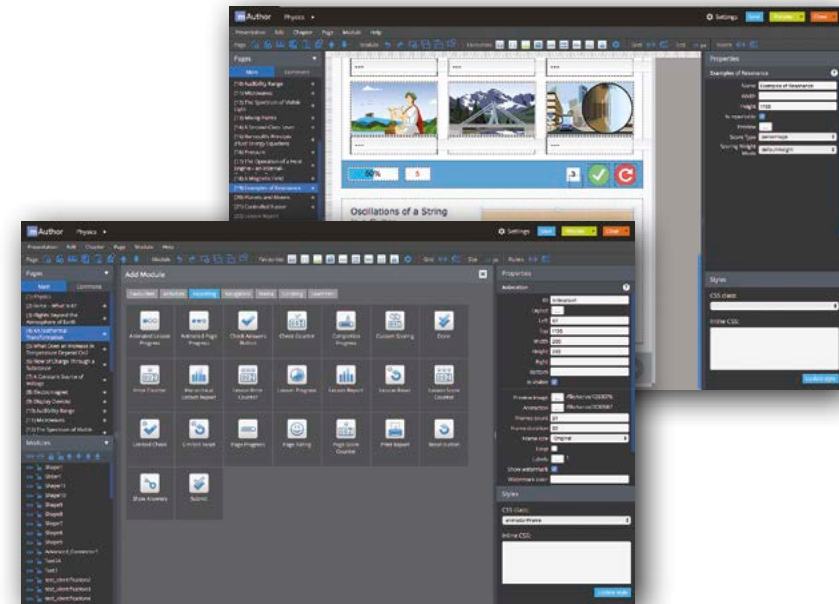
## Math Modules

- Math
- Graph
- Plot
- Math Graphs
- Count & Graph
- Points & Lines
- Figure Drawing
- Fractions
- Writing Calculations
- Shape Tracing
- Clock

# Reporting

The majority of mAuthor's modules aggregate very **detailed information on the learners' activity**. Such information is used locally for giving **instant, valuable feedback** directly to a student, but is also collected to produce **the reports on achieved results** and indications of strong or weak abilities of a particular learner.

Besides the number of errors or a percentage result, a teacher or a trainer also knows the learner's exact answers, how many times he or she was trying to solve the activity, or whether a student asked for help.



## Reporting Modules

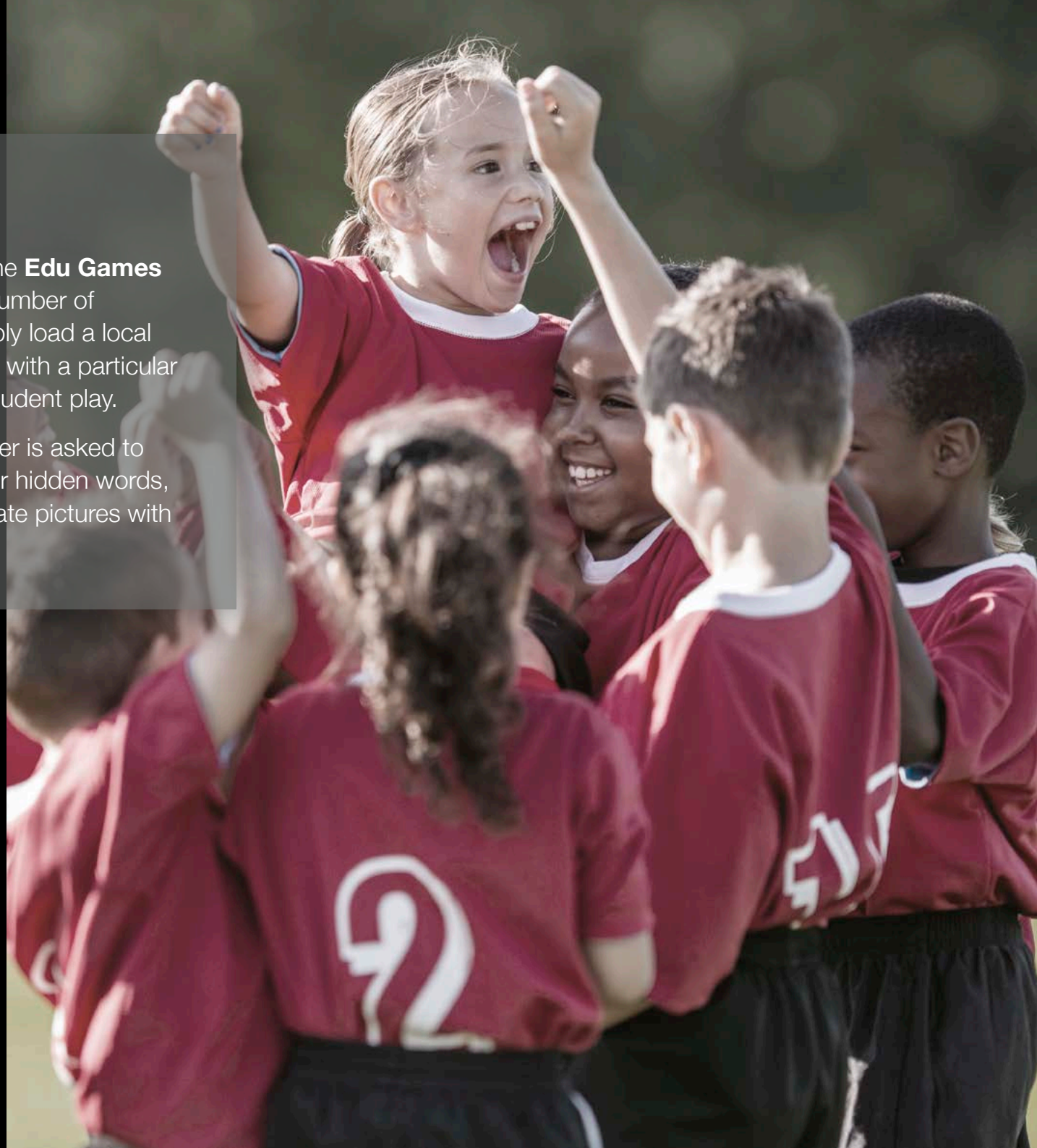
- Error Counter
- Animated Lesson Progress
- Animated Page Progress
- Completion Progress
- Custom Scoring
- Hierarchical Lesson Report
- Lesson Progress



## Gamification

Using functional engines of the **Edu Games** Modules, you can design a number of attractive exercises. You simply load a local database of a selected game with a particular discipline content and let a student play.

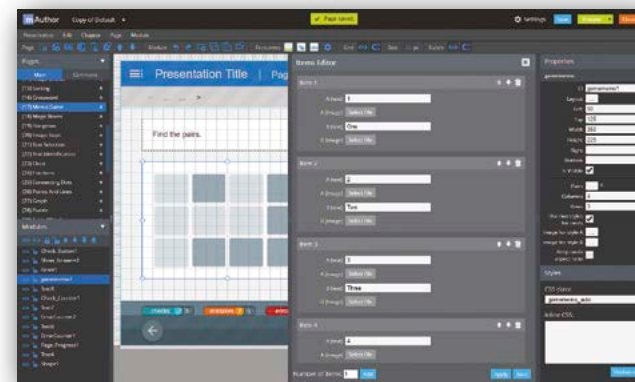
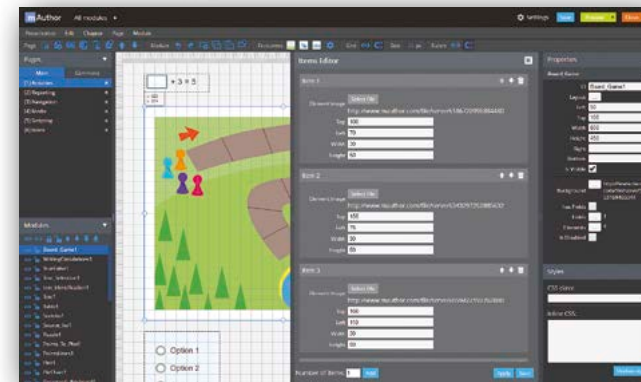
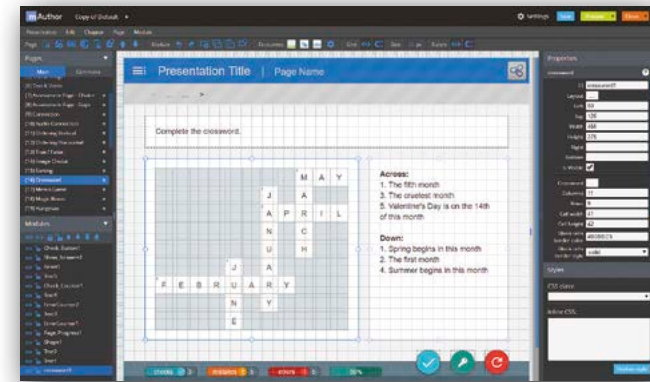
While solving the task a learner is asked to input some answers, discover hidden words, remember phrases or associate pictures with their descriptions.





## Edu Games Modules

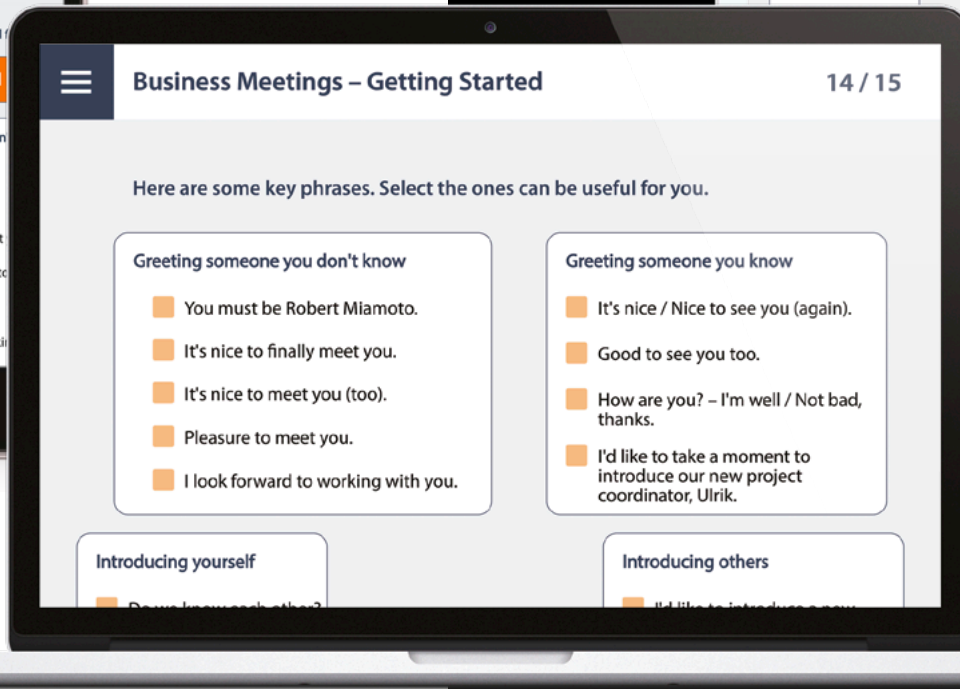
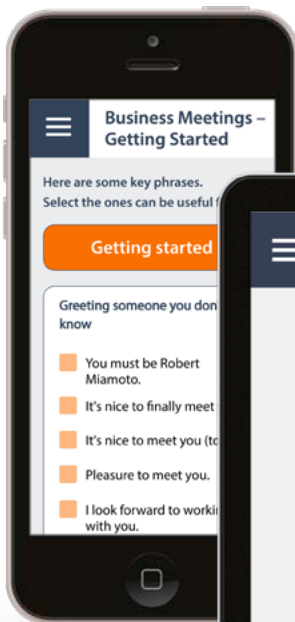
- Crossword
- Hangman
- Magic Boxes
- Memo Game
- Puzzle
- Sudoku
- Board Game
- Coloring
- Drawing
- The Millionaires Quiz
- Catching Object
- Labyrinth
- Pinpoint



# Responsive Design Capabilities

Full control  
over the layout

mAuthor feature allows creating lessons that display perfectly on various devices and screen sizes. It is based on an advanced set of functionalities that provide the ability to optimize the page layouts for display on computers, tablets, smartphones and much more. Furthermore, this feature allows control over displaying the lesson in a vertical or horizontal screen orientation.

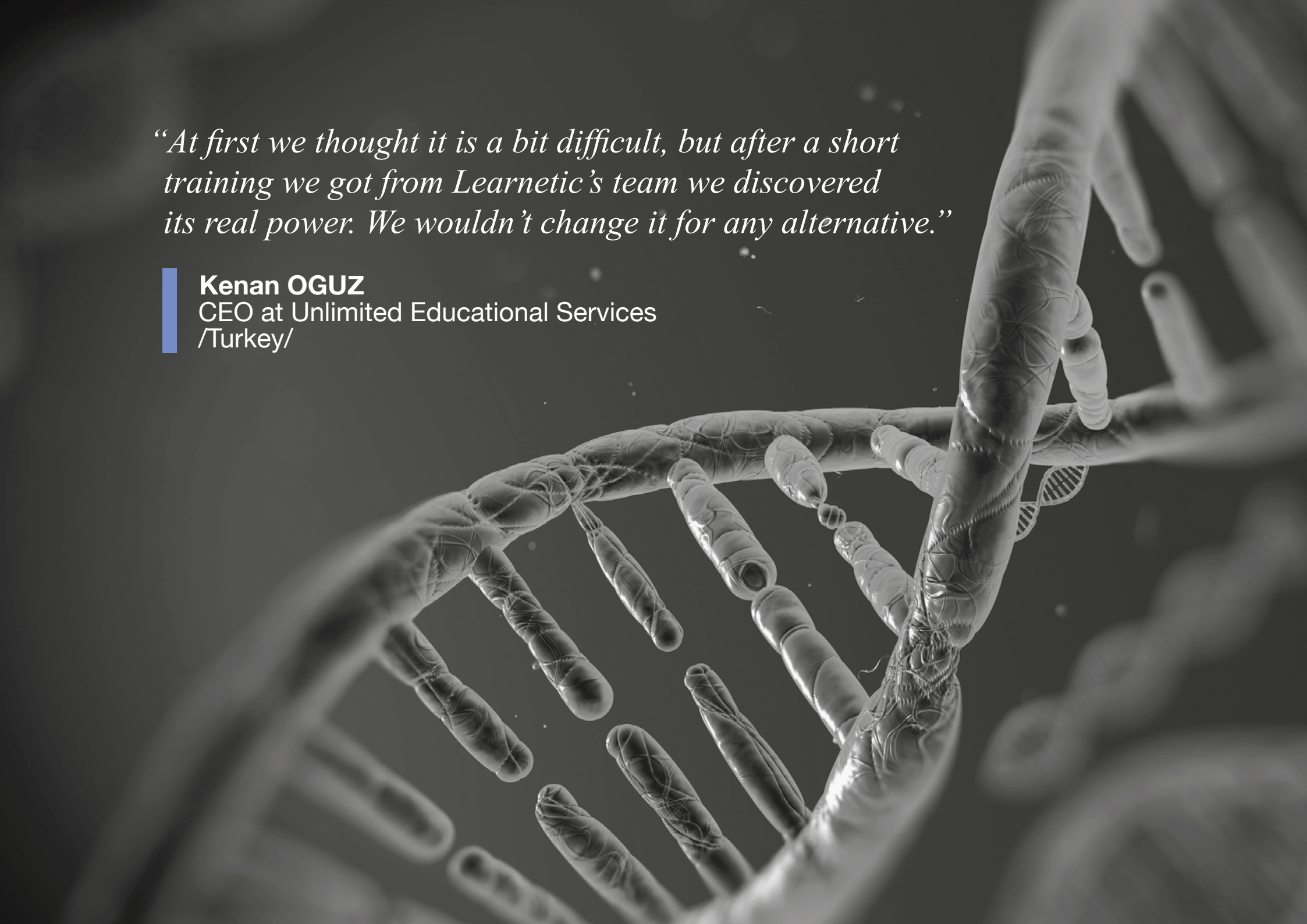


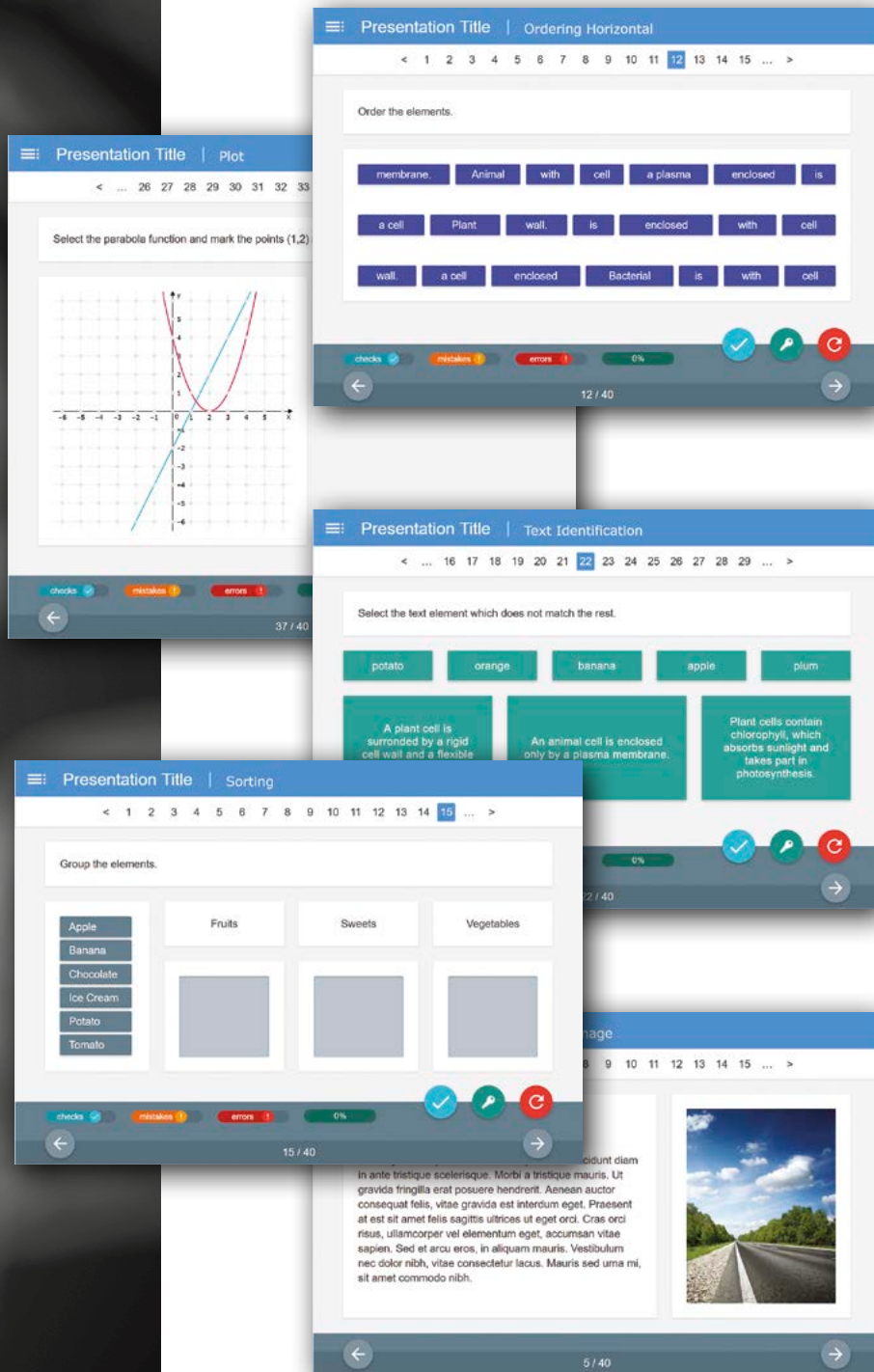


*“At first we thought it is a bit difficult, but after a short training we got from Learnetic’s team we discovered its real power. We wouldn’t change it for any alternative.”*

**Kenan OGUZ**

CEO at Unlimited Educational Services  
/Turkey/





## Ready to Use Functional Templates

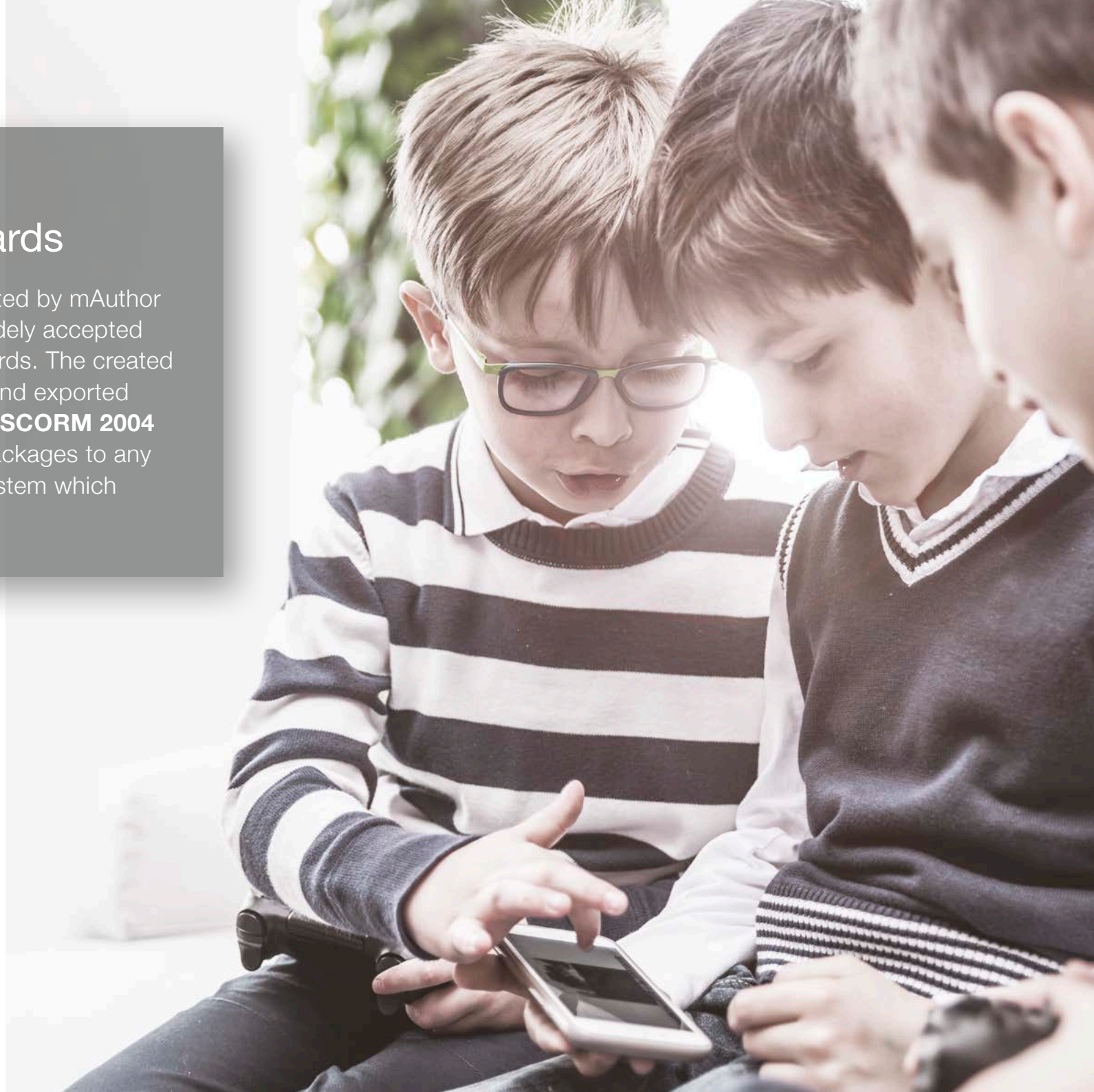
mAuthor offers several sets of ready-made Templates carrying different visual designs, navigation styles and functionality.

You may use them to immediately start the creation of your digital content packages. You may also design your own templates to speed up the development team's work and keep consistency across the title.



## eLearning Industry Standards

Electronic content generated by mAuthor is being built along the widely accepted eLearning industry standards. The created eCourses may be saved and exported as **HTML5, SCORM 1.2, SCORM 2004 or xAPI (Tin Cap API)** packages to any Learning Management System which supports these standards.



## Semi-automatic PDF Conversion

mAuthor enables a semi-automatic conversion of print-ready PDF or InDesign XML materials into the mAuthor's native digital format. After the import, most texts and pictures get initial layout and need to be finetuned to match the electronic formats and extended with a relevant functionality.



## Systems & Devices Agnostic

All data structures created by mAuthor are built and stored in **open XML format files**. At this stage the data is independent from the systems, platforms or devices it will be displayed on. Next, all such XML-based data is **dynamically interpreted by the interactive content player** that generates the HTML5 code responsible for its functionality and working on different operating systems or devices.



# Interactive eContent Samples for K-12 Education

Test and experience a vast collection of eContent samples with highly interactive activities, games, multimedia resources, educational films, animations & simulations, which have been developed with mAuthor. You may find them on our web page.



### Science

Particle Theory and Changes in State

Particle Theory and Changes in State

The changes in state of substances can be explained by particle theory.

The Effects of Temperature on Water State

Change the time along the axis and observe what happens in the beaker.

Temperature Effects on State of Water

The melting point remains constant at 0°C while the

### Galaxies

The Milky Way

The Structure of the Galaxy

The Earth is a part of the Solar System, which has the Sun at its center. The Sun, together with a vast number of other stars, form a galaxy. The stars in our galaxy are not distributed evenly so, when we look at the night sky, we may see a band of stars called the Milky Way. Our galaxy is named for this band of stars and is called the Milky Way Galaxy.

Activities: Label the parts of the Milky Way Galaxy.

location of the Sun, nucleus, spiral arms, global clusters, halo, disc

### Science

The Rock Cycle

The Rock Cycle

Rocks are constantly being broken down by weathering and constantly being formed.

The Rock Cycle

Listen to the recordings and learn the stages of the rock cycle.

Activities: Label the stages of the rock cycle.

sedimentation, erosion, deposition, melting, cooling, compression & burial, weathering

### Chemical Reactions

Conservation of Reactants Using Chemical Equations

Changes the ways in which atoms are linked to one another and change the number or type of the atoms.

Activities: By heating 21.7 grams of mercury oxide, 20.1 grams of mercury were obtained. Calculate how much oxygen was produced by the decomposition of this oxide.

$$2HgO(s) \rightarrow 2Hg(l) + O_2(g)$$

Knowing that the total mass of the reactants equals the total mass of the products, modify the given equation to obtain the mathematical equation for the mass of oxygen obtained.

### Doppler Effect

Why Does Frequency Change?

Stationary and Moving Wave Source

Stationary wave source:  
 $\lambda_1 = \lambda_2, f_1 = f_2$

Where:  
 $\lambda_1, \lambda_2$  are wavelength,  
 $f_1, f_2$  are frequency.

Stationary Wave Source    Moving Wave Source

0:00 / 2:14

### Momentum

Collision of Carts

Carts

The quantities that determine the direction in which two carts will move after they have collided are: the speed of the carts at the moment of the collision and their masses.

$m_1 > m_2, m_1 < m_2, m_1 = m_2$

0:00 / 2:14



# Interactive eContent Samples for Corporate Training

Also check out our samples of interactive courses for adults, including: foreign language learning, economy, business negotiations, product training and others.

English Language Skills Grammar  
Level TWO (B1-B2) Lesson 10: Expressions used to, would  
5 Choose the correct option.  
Uncle Archie used to work / used to worked for the Swiss National Bank.

English Language Skills Grammar  
Level THREE (C1-C2) Lesson 40: Clauses of reason and contrast  
2 Choose the correct option.  
I'm determined to buy a sports car, matter / however much it costs!

English Language Skills Grammar  
Level TWO (B1-B2) Lesson 10: Expressions used to, would  
3 Complete the sentences.  
There used to be a chemist's in this building but now it's a newsagent's.  
Did it rain this much here when you were a little boy?  
When we lived abroad nobody used to us or write to us.

Greetings  
1  
Read these short dialogues. Which can you use with someone you know and which with someone you don't know?  
someone you know  
someone you don't know  
It's a pleasure to meet you.

Greetings / Introduction 13 / 16  
Here are some key phrases from the unit. Select the ones that are useful for you.  
Getting started  
Greeting someone you don't know  
You must be Ms. Kowalski.  
It's a pleasure to (finally) meet you.  
It's nice to meet you (too).  
Pleased to meet you.

Greetings / Introduction 8 / 16  
7 Complete the dialogue with the phrases below.  
How are things? It's a pleasure to meet you. It's nice to see you both again.  
Would anyone like some coffee? So, let's get started. This is Kate's film.  
Answer: Good afternoon, Angela. Afternoon, Thomas.  
Angela: You too, Anton.  
Anton: Good, thanks. Before we get started, I'd like to introduce a new colleague.  
Name/ta: \_\_\_\_\_  
Thomas/ta: My name is \_\_\_\_\_.  
Angela: Yes, I've heard them here.  
Anton: Great. Oh, and before I forget \_\_\_\_\_.


Greetings / Introduction 14 / 16  
12 Think of the meetings you attend with people you don't know you. Write down how you would do the following.  
Greet someone you know  
Greet someone you don't know and introduce yourself.  
Introduce someone.  
Now practice the dialogue using the clues below. Record yourself.  
A: Greet someone you don't know and introduce yourself. B: Reply. C: Introduce B to C.  
A: Reply and introduce yourself. B: Ask B about his / her trip. C: Reply and make small talk.  
A: Reply and start the meeting. B: Ask B and C to sit down and offer drinks. C: Ask B and C to sit down and offer drinks.

Greetings / Introduction 9 / 16  
8 Match the sentences and phrases which mean the same thing.  
Let's get started. How are you?  
I'd like to introduce... Please call me...  
It's nice to see you again. Great to see you.  
How are things? It's nice to meet you.  
And I'm... This is...  
It's a pleasure to meet you. Shall we start?

Powerful  
Development  
Platform  
supporting

ePublishing  
Processes.





mAuthor is not just an authoring tool. It is a complete **Development Platform** to support and manage the ePublishing processes. It allows assigning different tasks to different roles, including: authors, instructional designers, editors, graphic designers, reviewers or testers. You can also create your own roles to customise the development environment to your specific needs.

mAuthor helps you to **control the development process** by observing the progress of different team members who can also communicate with each other and give feedbacks on the created materials.





## Workflow Management

Thanks to mAuthor's control capabilities, the eContent development project can be organised according to **Kanban methodology**, a very popular workflow management system used mainly to support collective software development.

mAuthor's Kanban Board supports agile and lean development processes and may comprise of many custom created columns in order to fit the workload of particular projects.

# Version Control

eContent development projects usually involve participation of different team members contributing to a final digital product. It is of crucial importance to provide a **secure control system** to prevent loss of their valuable work. mAuthor is equipped with an advanced Version Control system, which takes care of your projects' integrity and consistence. No more mess with lost files or obsolete data.

The screenshot displays the mAuthor software interface. At the top, there is a navigation bar with the mAuthor logo and user roles: Company admin, Project admin, Jobe, and Logout. Below the navigation bar are four main action buttons: 'Create New Lesson', 'Edit Last Lesson', 'Video Tutorials', and 'Take a Tour'. The main content area is divided into three sections: 'Recently edited lessons', 'My project', and 'News'. The 'Recently edited lessons' section contains a table with columns for Lesson, Last edited, Project, Edit, and View. The 'My project' section contains a table with columns for Project, Number of Publications, and Publishers. The 'News' section contains a list of recent updates and announcements.

Lesson	Last edited	Project	Edit	View
Wokół pół roku - Template	6 July 2017, 9:34 AM	Scabikry		
Opisy z zeszyt 1 - Wokół jesieni wszystkie strony	22 June 2017, 11:41 AM	WOKÓŁ PÓR ROKU		
0 dop.zewna: Dzienniczka - Template	22 June 2017, 10:17 AM	Scabikry		
0 dop.zewna: Chłopcy - Template	22 June 2017, 7:38 AM	Scabikry		
Zeszyt 1 - Wokół jesieni	22 June 2017, 7:28 AM	WOKÓŁ PÓR ROKU		
Zeszyt 18 - Wokół jesieni	9 June 2017, 9:34 AM	WOKÓŁ PÓR ROKU		
Zeszyt 1 - Wokół jesieni	9 June 2017, 4:04 AM	WOKÓŁ PÓR ROKU		
0 dop.zewna: Chłopcy - Template	9 June 2017, 9:34 AM	Scabikry		

Project	Number of Publications	Publishers
0 DOJAZDOWNIU	2	
Kontpass	3	
Scabikry	1	
Pewny Start	2	
0 DOCHODŹC	2	
WOKÓŁ PÓR ROKU	3	
Pewny Start	1	
Pewny Start	3	

**News**


- Color Picker in mAuthor Editor**  
The editor offers now a long awaited and ...  
24 April 2017
- Improved Usability of the Course Management Editor**  
23 December 2015
- mAuthor Video Tutorials**  
We are pleased to let you know that we hav...  
9 December 2015
- Multiple Answers in Filled Gap**  
Now it is possible to define more than one ...  
4 December 2015
- Programming Addons**  
mAuthor offers three new Addons specialy...  
19 November 2015





# Cloud-based Software as a Service Model





The mAuthor platform is offered in **Software as a Service** model (SaaS). Its highly reliable operation is secured by the deployment of cloud services from the world's top providers. It allows delivering not only an uninterrupted service but also provides necessary flexibility to scale-up the mAuthor service along with the growing needs of your Development Teams, hence gives instant access to any error patches or new functionalities.



## Advanced Scripting

mAuthor is built as an open architecture application with an **external plugin interface**. In case you have very special needs, not supported by the mAuthor's existing Modules, it is always possible to create a specific functionality using the **javascript-based** Advanced Connector module.

Such an approach gives you practically **unlimited freedom** to create projects that your subject matter experts or instructional designers consider as necessary to achieve their intended goals.





```
... mod = modifier_ob.modifiers.new("mirror_x")
... mirror object to mirror_ob
... mirror_mod.mirror_object = mirror_ob

... operation == "MIRROR_X":
...   mirror_mod.use_x = True
...   mirror_mod.use_y = False
...   mirror_mod.use_z = False
... operation == "MIRROR_Y":
...   mirror_mod.use_x = False
...   mirror_mod.use_y = True
...   mirror_mod.use_z = False
... operation == "MIRROR_Z":
...   mirror_mod.use_x = False
...   mirror_mod.use_y = False
...   mirror_mod.use_z = True

... selection at the end -add back the deselected
... mirror_ob.select= 1
... mirror_ob.select=1
... context.scene.objects.active = modifier_ob
... print "selected" + str(modifier_ob) # modifier ob
... mirror_ob.select = 0
... obj = try.context.selected_objects[0]
... obj.data.objects[one.name].select = 1

... print("please select exactly two objects, we")

... OPERATOR CLASSES -----

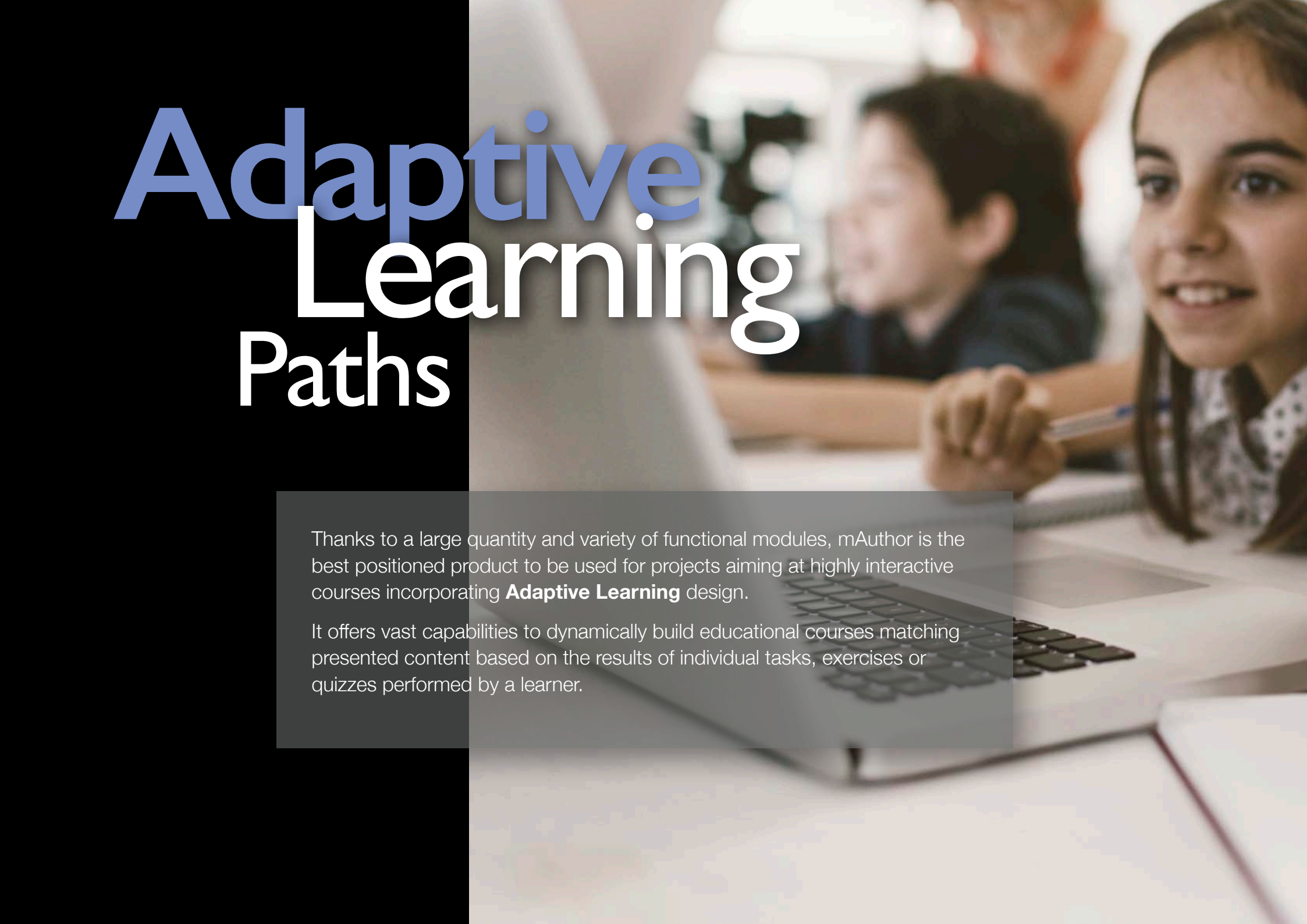
... class Operator:
...     def __init__(self, ob, mirror):
...         self.mirror_mirror_x =
...         mirror_x"

... def __call__(self, context):
...     context.active_object is not None
```

## Open Source Player

The mAuthor's interactive content Player which is responsible for playing back the eContent and running it on different platforms and devices, is being designed as an **Open Source Code project**.

As an mAuthor user, you will find all necessary source code files and extensive documentation enabling you the integration of created eContent packages with your specific, proprietary platforms.




# Adaptive Learning Paths

Thanks to a large quantity and variety of functional modules, mAuthor is the best positioned product to be used for projects aiming at highly interactive courses incorporating **Adaptive Learning** design.

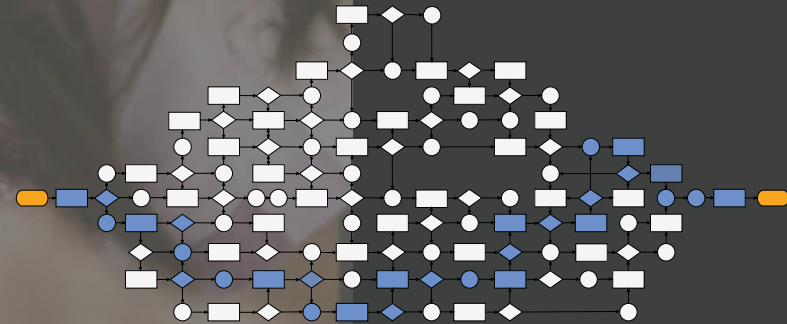
It offers vast capabilities to dynamically build educational courses matching presented content based on the results of individual tasks, exercises or quizzes performed by a learner.





When a student starts working with an eContent package, the mAuthor's "adaptive engine" selects an appropriate path, offering exercises and presentations **tailored to the learner's current level of knowledge.**

In this way, users with a smaller fund of knowledge get tasks and presentations a bit easier to assimilate. On the other hand, students with a higher level of sophistication in a given issue are getting more difficult tasks that require more effort to solve them.





*“We have made with mAuthor many successful solutions especially in Mathematics, Science, History and Social Sciences for primary and upper secondary levels.”*

**Juha-Pekka Heinonen**

CEO Lasten Keskus ja Kirjapaja Oy  
Edukustannus /Finland/



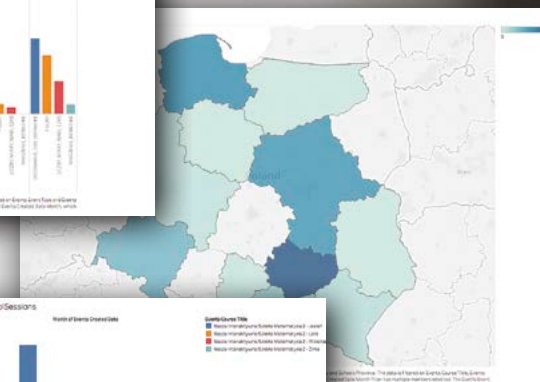
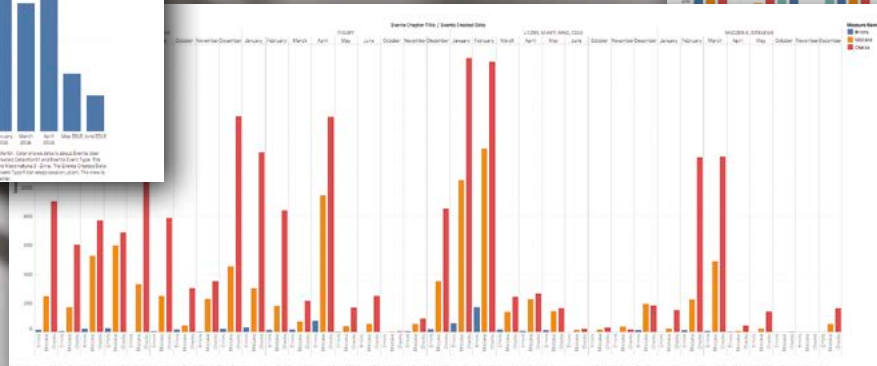
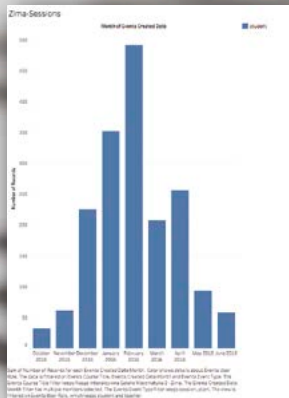


# Big Data. Analytics

The eContent created with mAuthor is capable to generate a vast number of information concerning particular **learner's behavior** and especially his or her results obtained while solving interactive activities.

All such information is used to give instant feedback to the learner. However, it can also be collected in a general database which stores information of **all learners' results**.

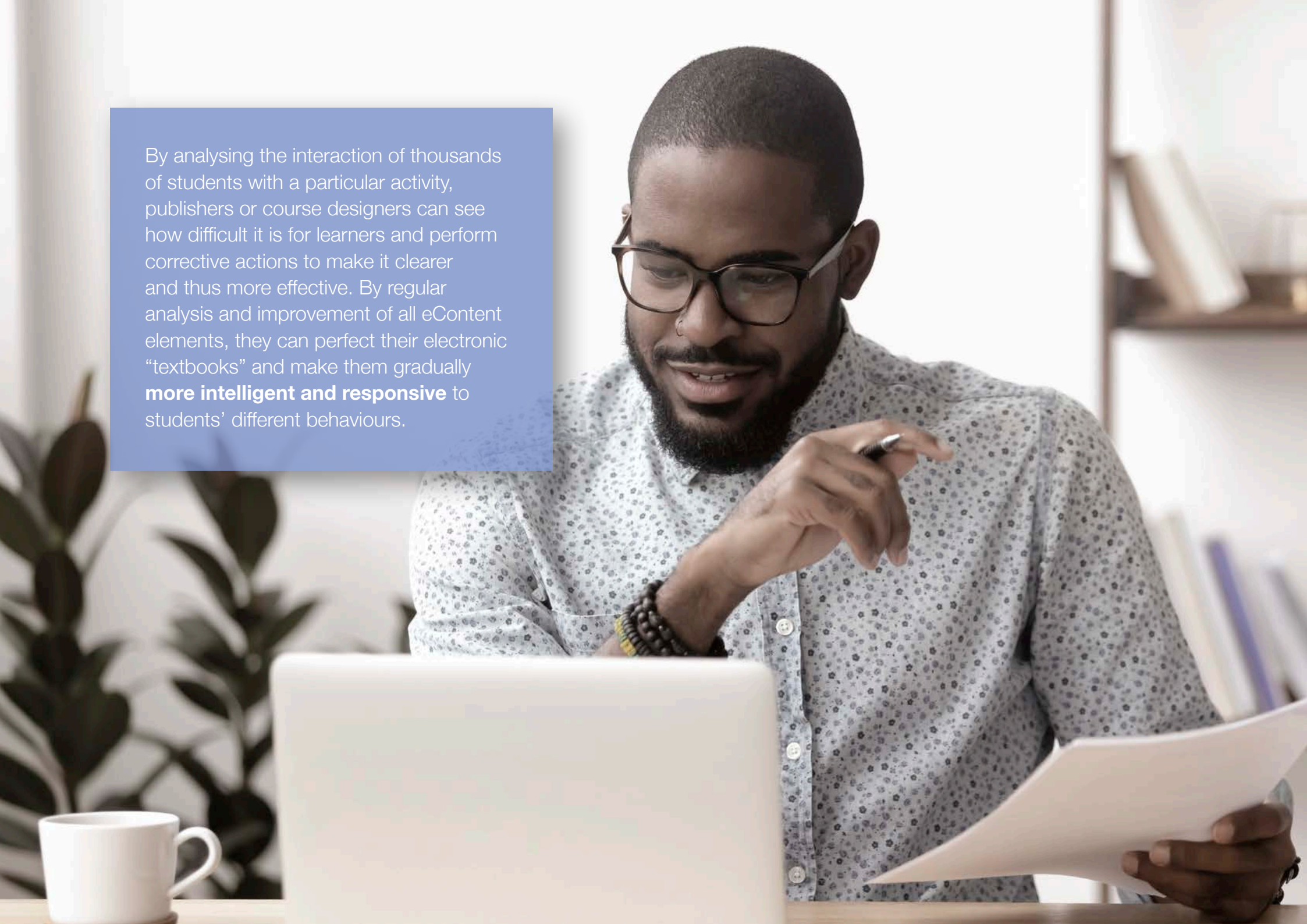




All data generated by the mAuthor's eContent (deployed within the Learnetic's mCoursur LMS) is stored in **Google BigQuery** database making it fully accessible by the variety of third party tools (like: Tableau, QlikView, DataHero, etc.) that enable publishers or trainers to perform thorough-full analysis and attractive visualisations of educationally relevant data.



By analysing the interaction of thousands of students with a particular activity, publishers or course designers can see how difficult it is for learners and perform corrective actions to make it clearer and thus more effective. By regular analysis and improvement of all eContent elements, they can perfect their electronic “textbooks” and make them gradually **more intelligent and responsive** to students’ different behaviours.





## Multilanguage Support

One of the challenges in making your eContent truly international or ready for localisation is to make sure it can handle non-Latin alphabets and writing styles. From the very beginning, mAuthor has been designed to support double-byte character sets (DBCS) which allows you to create Content in practically any language.

Beside the possibility of exporting/importing XLIFF files, mAuthor also offers a dedicated Translation Support Editor which allows you to convert texts while observing the introduced changes directly in the Activities that you are currently editing.





## Arabic alphabet

As it comes to Arabic language, supporting DBCS standard is not enough. It was also necessary to implement a special functionality which allows writing in right-to-left mode. Thanks to this possibility, you may localise Latin-based materials or simply create new Content without any problems.

## Chinese alphabet

Supporting Chinese language is also a challenge. Thanks to the DBCS standard, it is possible to handle a huge number of specific characters but it is also important to take care of specific layout of Chinese texts. Fortunately, with mAuthor's WYSIWYG editing mode the process of fine-tuning the a complex layout is convenient and straightforward.

## Thai alphabet

Thanks to the capabilities mentioned above, handling other alphabets like: Thai, Hindi, Korean, Japanese or Hebrew makes no bigger problems. You always need to pay special attention to writing styles and traditions of particular language, but with mAuthor you can adjust its eContent to any such requirements.

## Cyrillic alphabet

Handling Cyrillic alphabet brings less technical challenges. With mAuthor you can export the texts embedded in the created eContent to the industry standard XLIFF file format and use the professional translating software. After the translations are done, you can import the files back and just take care of a proper layout of the translated texts.







## eContent Development Process

Thanks to the fact that mAuthor is a Cloud-based solution, it is possible to create **Project Teams** working together in different geographical locations.

Such a solution allows you to run the projects across different divisions of your company or even between companies from distant towns or countries.

**Our in-house eContent Development Team** is ready and happy to collaborate with Publishers, Subject Matter Experts or Editors from your Publishing Departments.

Your Project Teams may observe the **work progress of work in real time** and give immediate feedback to our developers.

Moreover, by controlling all development processes, your Project Managers, Publishers or Reviewers can instantly introduce necessary changes or remove errors also by themselves, without any unnecessary delay.



## **START WITH A CONCEPT**

You have an idea for your next digital Course? Great.

Before you start designing, prepare a detailed script and storyboards to turn your ideas into more specific concepts.



## **EDIT AND REFINE**

Check & improve, check & improve, check & ... Sometimes you may also get lost in this process. Fortunately, mAuthor takes care for Versions Control helping you to keep everything in order.



## **DEFINE A STRUCTURE**

Having a good plan is crucial to your success. Prepare a structure of your next Course. Use the mAuthor's hierarchy-tree builder to set the "Table of Contents" of your project.



## **BUILD INTERACTIVE PAGES**

Start filling the structure with quality digital content. Coordinate the work of a project manager, graphic designers, subject matter experts, editors and publishers.



## **PREVIEW**

Nice design and smart functionality need time and work. With the mAuthor WYSIWYG editor, your work is faster, more efficient and you can instantly preview the results.



## **PROOF-CHECK AND REVIEW**

Now it is time to check what others think about your work and let them give their input. Your rigorous correctors, proof checkers and testers will dig-deep to make sure that everything is working smoothly and errorless.



## **PUBLISH**

And finally, "The Day" has come. Your digital Course is ready to be published. Congratulations, with mAuthor your interactive eContent will astonish even the most demanding users – your Students.



*“At Porto Editora, we use mAuthor for creating premium rich interactive educational courses and aggregate digital resources. We have chosen this tool because it has a very good cost/benefit relation and its potential is huge. Our staff has quickly learned how to develop their work with mAuthor and the support from Learnetic is really very good”*

**Rui Pacheco**

Multimedia Department Director – Porto Editora  
/Portugal/





## Top Polish Developer 2019

Learnetic was recognized as a Top Polish Developer 2019 by Clutch, a B2B research platform.



## Top Training Companies

Thanks to its extensive capabilities, mAuthor was distinguished by "Training Industry", one of the most influential online magazines concerning eLearning technologies. According to the magazine experts, Learnetic is among Top 20 Companies in the Authoring Tools category for the third consecutive year.



# Accessibility & WCAG 2.0 Compliance

Highly interactive,  
yet truly accessible  
eContent

Thanks to its integrated native assistive technologies, mAuthor is practically the first and only authoring tool enabling the creation of WCAG 2.0 compliant courseware.

## Audio Descriptions & Subtitles

mAuthor allows adding audio descriptions to videos, supporting the visually impaired and blind users, without the need of editing the ready video files. Subtitles can also be easily added to videos and slideshows to make the content accessible to students with hearing disabilities. All graphic elements can be provided with their text alternatives.





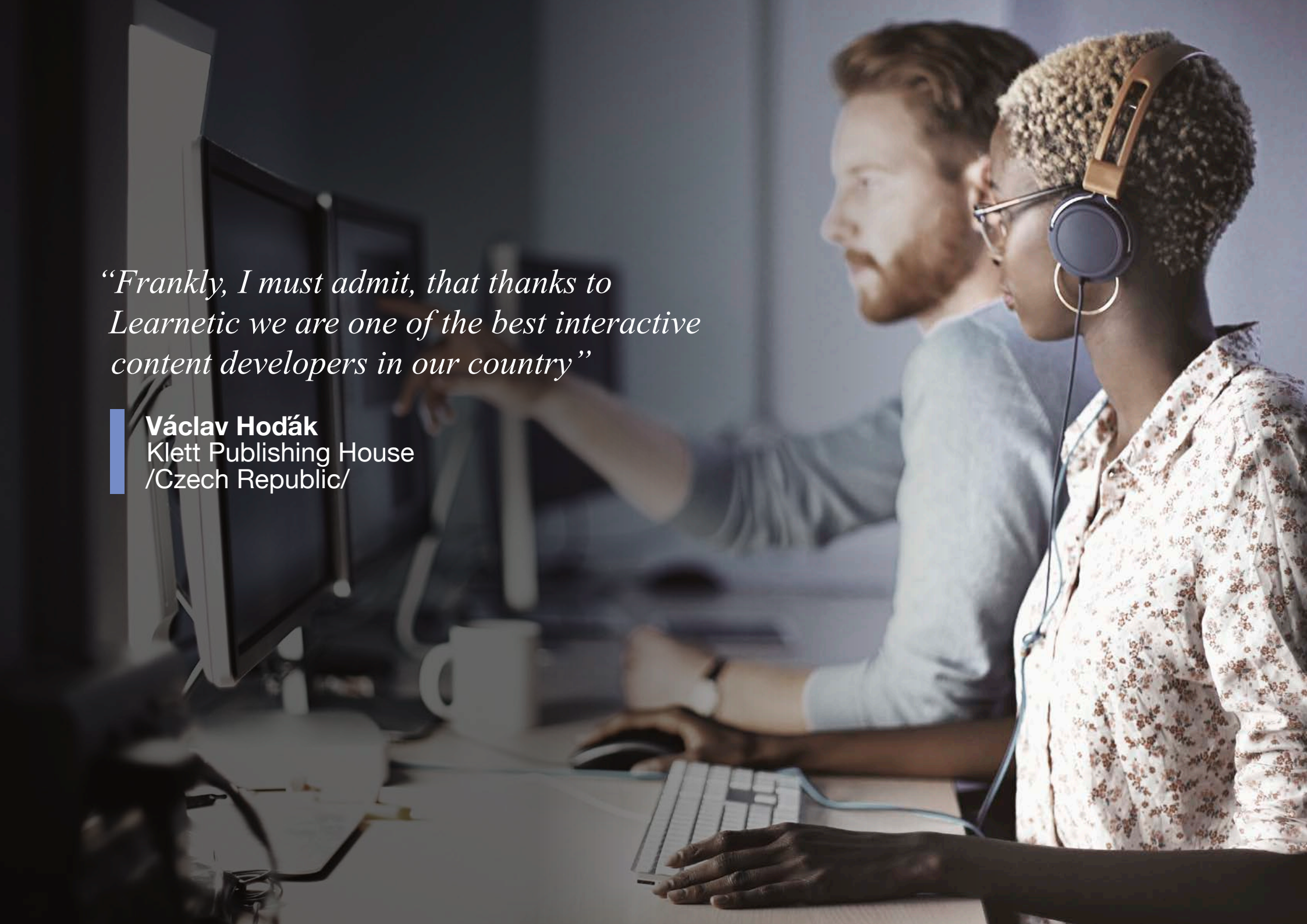
## Screen Reading Technology

Besides the new options addressing the generic screen readers, mAuthor offers its own screen reading assistive technology integrated with the created content. This approach provides far better user experience and comfort in comparison with the generic screen readers. The solution offers a voice synthesis of alternative texts applied to the visual elements as well as multi-language and mathematical formula support.

## Keyboard Navigation

mAuthor offers users to easily work with the content solely with the use of the keyboard. All the commonly used mAuthor modules support the keyboard accessibility. This allows students to navigate through the course, solve even the complex activities and check the results without using a mouse or touchscreen gestures.



A photograph of two people, a man and a woman, sitting at a desk in a dimly lit office. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a white floral shirt and large headphones. They are both looking at a computer monitor. The scene is lit with soft, warm light, creating a professional and focused atmosphere.

*“Frankly, I must admit, that thanks to Learnetic we are one of the best interactive content developers in our country”*

**Václav Hoďák**  
Klett Publishing House  
/Czech Republic/



# CERTIFICATE

Of Achievement

THIS CERTIFICATE IS PROUDLY PRESENTED TO

*John Smith*



In recognition of the experience gained throughout the intense training programme organised and conducted by our company, which was confirmed by a successful completion of thorough-full tests & examination, this is to certify that the above-mentioned entrant has achieved the title of:

**m** Author Advanced Designer

Place & Date

Chief of Learnetic  
Training Programmes

Learnetic  
Chief Executive Officer

Whether you are a professional Graphic Artist, an Instructional Designer or an experienced Courseware Programmer, we appreciate your effort in learning mAuthor's advanced capabilities and their skillful implementation in your eLearning projects.

In recognition of your mAuthor's proficiency you may be awarded a relevant Certificate of Experience.

*Please check our webpage for details concerning the certification process and required levels of proficiency.*



OUR PARTNERS:



*Check our webpage to learn more about mAuthor exceptional features or discover **mCourser**, our complimentary Adaptive LMS platform.*



[www.learnetic.com](http://www.learnetic.com)







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