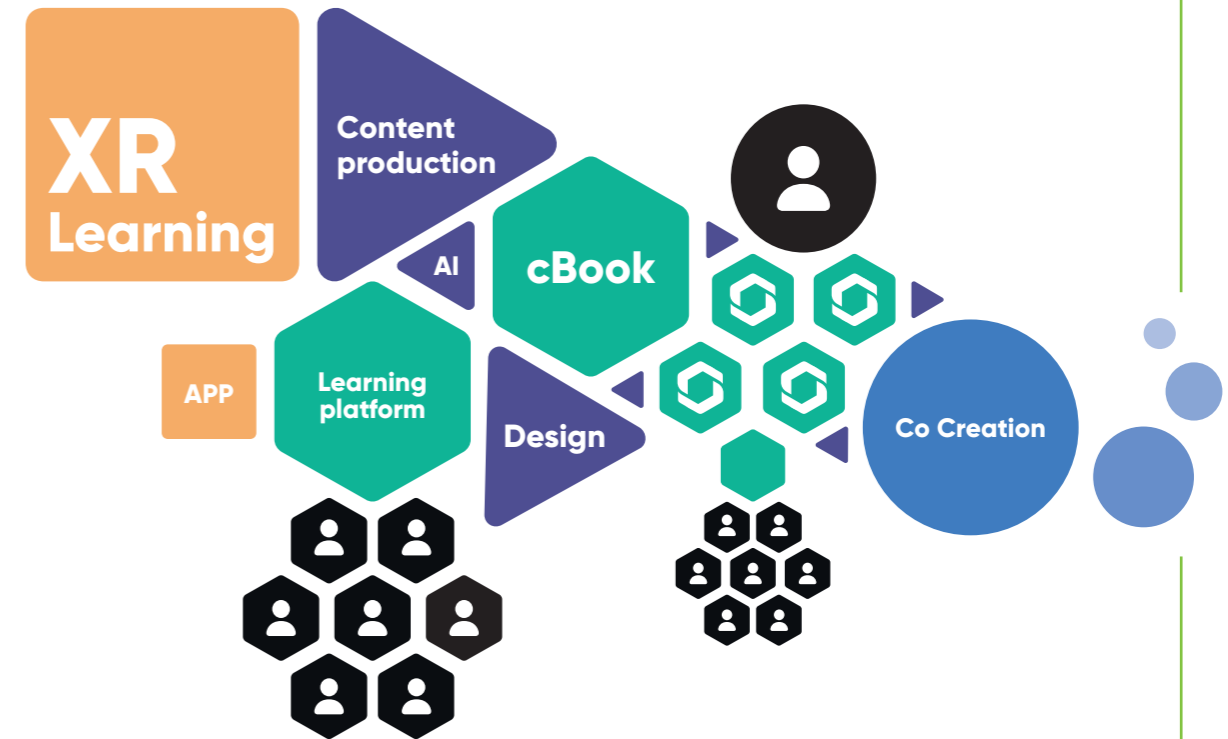create

WIR
LEBEN
LERNEN

WELCOME TO THE WORLD OF
CREATE

THIS IS CREATE!

As a full-service provider, we have been delivering consulting, creation and technical production from a single source for over 20 years. Our mission is to drive development, to move people and to shape the future together.
We offer customized learning solutions for companies, academies and trainers. From WBTs, consulting workshops, content production, augmented reality, virtual reality to individual learning systems we are the perfect sparring & implementation partner in the eLearning world.

THIS SPEAKS IN OUR
FAVOR

XR Learning

Content production

AI

cBook

APP

Learning platform

Design

Co Creation

IT'S WORTH IT!

Wir leben Lernen. (engl.: movement through learning). According to our motto, we create unique and unforgettable learning experiences with enthusiasm, passion and team spirit. Small and large companies from various industries as well as trainer and consulting companies are satisfied and valued customers and cooperation partners. We see our customers as sparring partners and walk the path to the goal hand in hand.

LIVING CONTENT

Motivating, engaging & immersive.
Because learning can be lived, we help you
from the idea to the final implementation.
Whether you want to create a unique
storyboard, highly interactive videos or an
incredible 3D world, our teams around
graphic design and audio & video production
combine knowledge into a framework that
tells your story.

WE OFFER OUR SERVICES IN

▶ Concept development & storyboarding

▶ Didactic detailing & planning

▶ In-house multimedia production:
Audio | Video | Animation

▶ Technical finishing &
quality management

Individual content production:
Motivating, engaging & multimedia. Learning can be lived and that's exactly
where we help you to stage your content **dramaturgically** and **didactically** from
the first idea to the final implementation. Whether it's a unique **storyboard**,
highly interactive film sequences or **breathtaking 3D worlds** with **gamification
character** – our experts in conception, design and audio & video production will
implement your content in such a way that it tells a **well-rounded** and **intrinsically
motivating story**. By making use of the help of **AI** (Artificial Intelligence), we also
plan and create your individual eLearning content - because with responsible use
of this technology, **equally immersive learning** environments can be created.

cMotions

cMotions are short, high-quality videos that emotionally engage the viewer with
"moving" images and sound (narrator & music) within a few minutes.
We invite the target group with this short film to discover their focus and personal
benefit within the respective learning content. Excitement & curiosity for further content
is built up - learners see, hear, and feel the content! **The CREATE expert team creates an
individual storyboard & develops high-quality (learning) videos from it**. No matter if
animation, illustration, or real images. We create innovative cinematic learning experiences!

Highly interactive videos
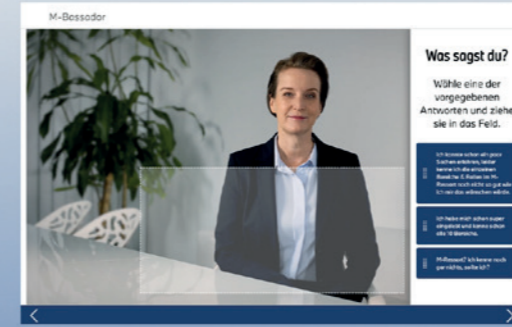**Imagine you are the writer of your own screenplay.**
In sequential conversational situations, learners choose which path to take via **multiple-choice
interactions**. The virtual counterpart reacts directly to the learners' action. Thus, viewers become
involved in the action of the web-based training: This practice is called **adaptive learning paths**.
The immersive video format with **gameplay character** (also known as Fish interaction)
helps to better understand & interpret the reason-why behind the training. Role-playing was
yesterday - true-to-life, interactive simulations achieve maximum impact even as an
online-only format.

FISH INTERACTION
BY CREATE

True to life, exciting & real

Experience the revolution of the **highly interactive video world** with **CREATE Fish interactions**! Welcome to the era of **interactive media**, where your decisions shape the story. Discover our **3 groundbreaking options of highly interactive videos** that not only tell a story but also invite you to **become a part of it** and guarantee **an immersive learning experience**.
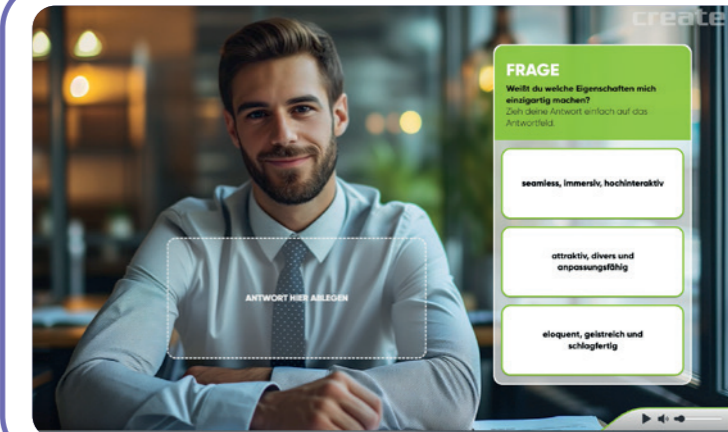

FISH INTERACTION

Answers via drag & drop

With the classic Fish interaction, your counterpart speaks to you and leaves the answer options to you via drag-and-drop option. Here, learners receive predefined answer suggestions.
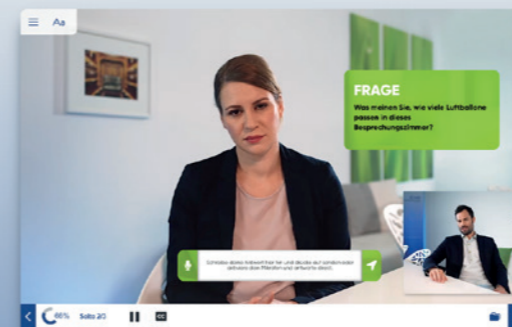
AI FISH INTERACTION

Answers via voice input

Looking for a challenge? With our AI Fish interaction, you'll be faced with an open question. Let your learners decide on their answers via voice input and brace yourself for the responses.

COMBINATION OF AI & FISH INTERACTION

Answers via text input

Want the combination of both worlds? Here, your learners can also provide their individual answers via text input and await the counterpart's reaction.
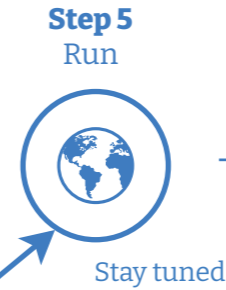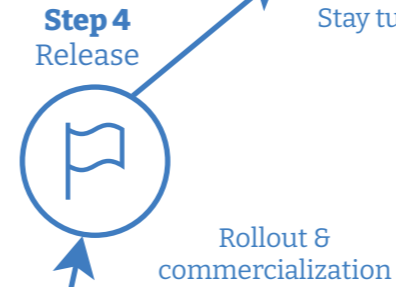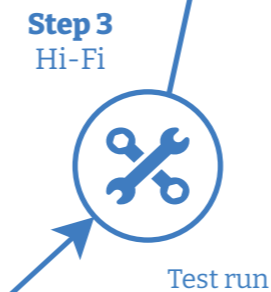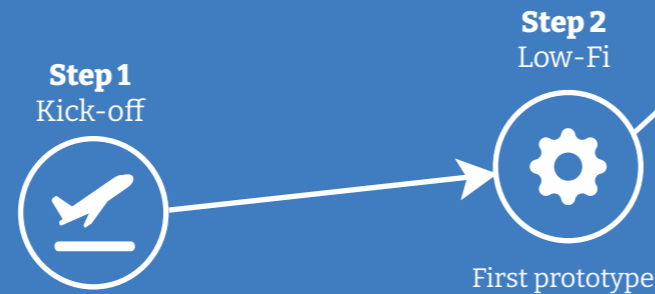
CONSULTING

Digital learning has so much potential to keep your learning groups to stick with you. It sounds simple: The key to good planning is asking yourself the right questions. Over 20 years of experience in implementation and planning of successful eLearning projects is what makes us a good and reliable partner for consulting within the eLearning world.
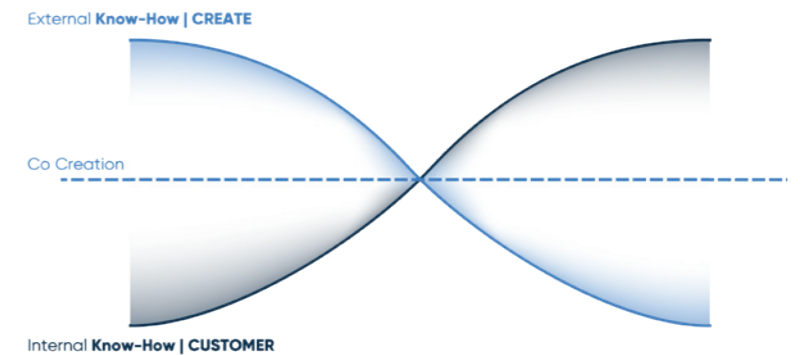
WE OFFER OUR SERVICES IN

- Strategy & Business Model development
- Didactic consulting
- Co Creation & Design Thinking

HOW WE WORK TOGETHER

Are you a L&D unit, an eLearning specialist, academy or even a provider of unique training and learning opportunities looking for the best possible eLearning solution? Together, in initial Co Creation and design thinking workshops we will find the right ways and strategies to evaluate your learning formats, your infrastructure as well as the technology and find the best solution for your company. Design, dramaturgy, didactics - this is how we named our unique selling position in our early days. Today, it is our overview, expertise, and experience to start a movement with every learning project. In doing so, we always keep the big picture in mind.

Step 5
Run

Stay tuned

Step 4
Release

Rollout & commercialization

Step 3
Hi-Fi

Test run

Step 2
Low-Fi

First prototype

Step 1
Kick-off

Know-How Transfer (Co Creation)

External **Know-How | CREATE**

Co Creation

Internal **Know-How | CUSTOMER**

Tools and methods for the right Co Creation ensure continuous Know-How transfer starting at the very first lighthouse project.

TECHNOLOGIES

Innovative, immersive & creative. From strategy to change communication to technical integration. Current technologies that we successfully integrate, roll out and support for our customers:

- LMS
- LXP
- Authoring systems
- cBook
- Coaching platforms
- Pre-/onboarding platforms

WE SUPPORT YOU IN:

- Development
- Technical implementation
- Integration

cBook
BY CREATE

Do you already know the **dynamic world of cBook**? Discover our future-proof product brand cBook, the ultimate solution that seamlessly integrates education and technology. Our holistic approach offers 3 powerful tools that work in perfect harmony to transform learning and teaching, and accompany you along the way.

PLATFORM

Manage the **learning process** efficiently and effectively with our comprehensive **LMS**. Create a learning environment tailored to the needs of each individual with **cBook Platform**, ensuring **unforgettable learning journeys**.

CREATOR

The **ultimate authoring system** can be integrated into any **LMS/LXP** or learning platform. It promises an advanced and versatile **authoring environment**, particularly suitable for experts seeking **a comprehensive and customizable solution**.

COMPETENCE

With the **integration** of the **survey tool**, we personalize learning journeys through skill-based learning recommendations. This guarantees **a top-notch optimization of the learning experience**.

Integration into other systems

Numerous configuration options & plug-ins

Individually customizable

High degree of individualization

Numerous features & JavaScript integration

Accessible

Integration into other systems

Personalized learning recommendations

Skills gap analysis

cBook is more than just a software – it's a promise to make education more accessible, engaging, and effective. Step into the world of cBook, where education and technology merge to create exceptional learning experiences.

XR LEARNING

Immersive, unique, and future-oriented.
Immerse yourself in new learning worlds with augmented and virtual reality or create hybrid and highly interactive learning journeys. With our in-house and self-developed XR Creator you can create learning journeys based on a modular system and without any programming knowledge.

XR LEARNING AT A GLANCE

- Virtual coaching
- XR authoring
- Hybrid learning

XR CREATOR

YOUR IMMERSIVE LEARNING JOURNEY

Experience the future of learning with XR Creator, an augmented and virtual reality authoring tool to create trainings and learning experiences in an instant, without any programming knowledge. Our modular system helps you to tailor content to your specific needs and achieve lasting learning success:

Innovation: Comprehensive solution for all XR applications
Flexibility: Perfectly tailored and continuously expandable to real requirements
Knowledge database: Knowledge available anytime, anywhere

CUSTOMIZED SOLUTIONS

Are you dreaming of a **tailored XR learning environment** for your company? Regardless of your use case, we put our focus on your **specific needs** and **goals** to realize a **custom XR solution**.

CONCEPTUALIZATION & XR KNOWLEDGE

Our experts rely on **comprehensive conceptualization**, based not only on **technical expertise** but also on profound **XR knowledge**.

TAILORED FEATURES

Do you need a feature crucial for your learning success? We handle the **customization** for you within **short development cycles**.

SPECIALIZED CONTENT & TRAINING DEVELOPMENT

Our specialized content and training development **encompass 3D design**, **gamification of XR content**, integration of embedded systems, and the use of **Artificial Intelligence** (AI).

"eLearning is not a Hollywood blockbuster." How one quote can change the mindset of eLearning and motivate to think outside the box is proven by **CREATE**.

Even back then, founder and visionary Christoph Schmidt-Mårtensson thought to himself: "**Why not? Why can't eLearning be exciting and captivating? Appealing and beautiful? Why can't it have a good production behind it?**"

More than 20 years later, we at CREATE look back on many successful and award-winning projects that have done just that: immersion in learning worlds, because they are just like "great cinema".

How did all this succeed? With a unique and professional team, of course.

WANT TO
KNOW MORE?

You want to get to know us and realize your potential?
Then contact us and make an appointment for a **FREE initial consultation!**

📞 **+43 (1) 78 66 318**

✉️ **office@create.at**

FOLLOW US FOR MORE AND STAY UP-TO-DATE!

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create

Wir leben Lernen.

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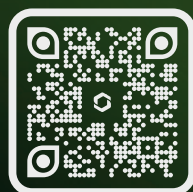
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