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MasterSolution for e-learning

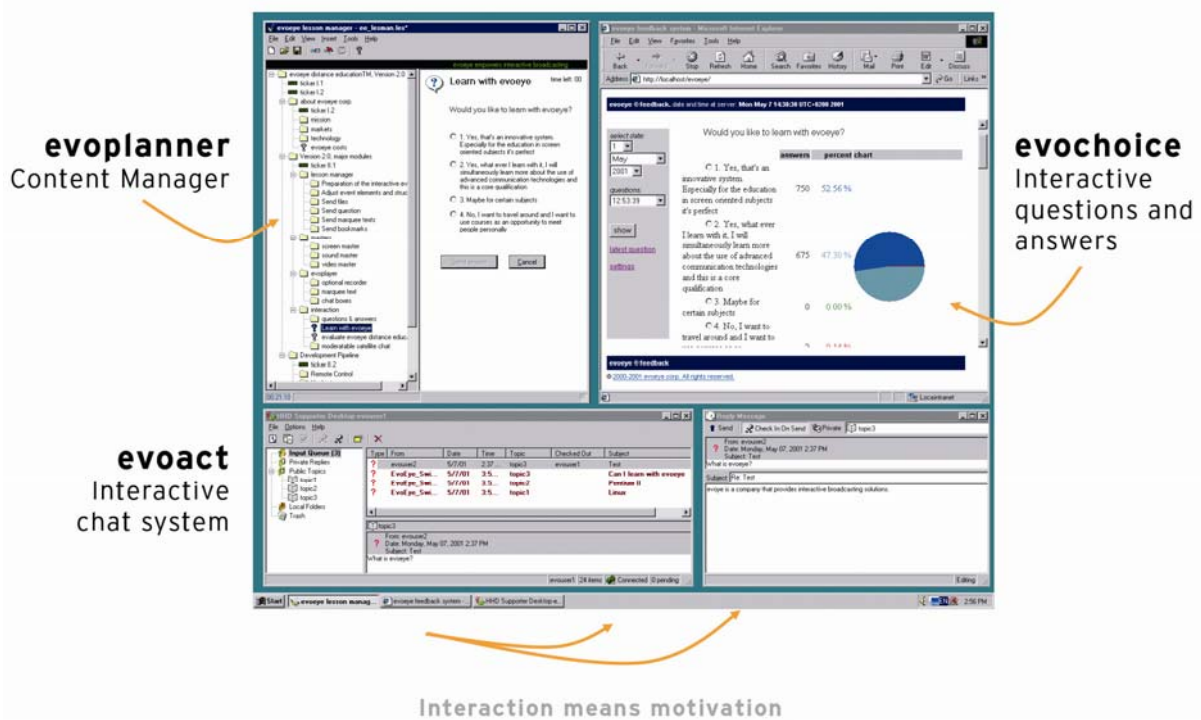
Enrico Korb, Frank K. Seibt

New generations which use the Internet every day, communicate in real time with people all over the world and have access to enormous quantities of information with only one “click”, generations which grow up in the information society expect similar improvements also during education. Universities respond to such needs implementing new methods of teaching – e-learning and different forms of blended learning. Doing so, they use best technologies which make it possible to transfer knowledge and interact at a high level.

The article aims at presenting most modern and state-of-the-art applications supporting educational processes which are offered by MasterSolution – a leading company in e-learning software market.

MasterSolution

MasterSolution is a German company which sells most modern software-based training solutions. The company (settled in 1998) is one of the leading companies in e-learning market with more than 350 000 installations (workplaces) and 18 000 clients, including Siemens, SAP, Allianz, Deutsche Telekom, GeneralMotors or BMW. MasterSolution offers solutions for businesses- IT- and training environments and its mission is to ensure the best quality of the products at the lowest cost. MasterSolution has started to enter new markets in the new EU-Member states and Russia. At present, the company enters Polish market, which means that Polish universities have a chance to also try best technology in their classes.



Products

One of the most important groups of clients are academic teachers which, looking for new ways of presenting knowledge, more and more often use possibilities offered by computer technologies. New tools which enable them to transfer content, work in groups, use interactive boards or electronic flipcharts with audio and video files attached can be a great support in improving the quality of their lectures. Such products are offered by MasterSolution. Thanks to **EvoEye**, a lecturer can implement interactive training of an unlimited number of participants, in **MasterEye Suite**, which includes Vision and Pointer, several work stations can be connected without needing additional hardware in an interactive training platform, **G-ta** is a content management system and **ACTIVboard** – an interactive board, a heart of modern classroom. The tools when combined revolutionize traditional classes and change them into educational environment of a new generation.

EvoEye

EvoEye is the solution for the realization of distance learning even with very large number of participants. It makes it possible to transmit screen content to geographically dispersed users without delays and with highest quality. Different contents, such as audio, video, files, etc. can be transferred along with various form of interactions, e.g. answering

questions. The push technology enables teachers to plot Microsoft Office files, as well as html, Microsoft internet explorer contents, e.g. Macromedia flash, etc.

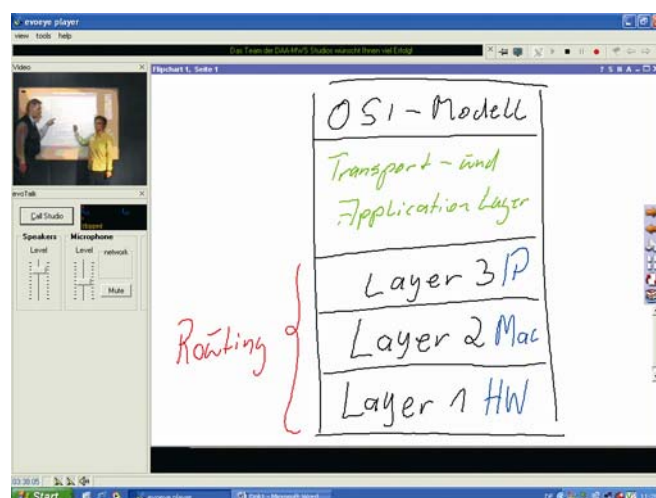
Most important advantages of EvoEye are high quality of e-learning courses for large number of participants without delays in transfer and with high quality and simplicity of application. Product is recommended for schools, universities, training centers and training departments of companies.

MasterEye Suite

MasterEye Suite is the new course package for teachers, coaches and lecturers which supports them during interactive lectures. It consists of Vision – the central screen sharing system and Pointer, the on-screen annotation tool. Vision is a user-friendly didactic software that offers an interactive training platform by connecting several work stations. Pointer enables the trainer to highlight special areas on the desktop.

New Vision offers unrestricted flexibility by the WLAN function and is suitable for mobile classrooms and laptop environments. Using “dashboard” the trainer can see all computers desktops in different view possibilities: miniature view, 3D, etc. They can also set up groups for particular tasks.

Remote control is another useful function – having control over participants’ computers, a teacher can help them in solving problems or demonstrate the solution. Surf-Lock enables the instructor to lock or unlock the access to the internet (to concentrate on the task instead of surfing the internet). Each participant is also able to show its own screen content to the entire class.



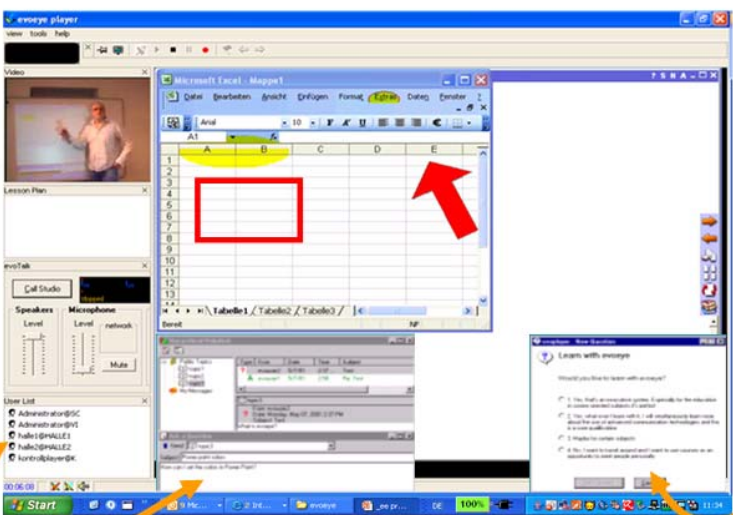
G-ta

G-ta is an information management solution which manages all kinds of information: presentations, project work, mind-maps and word documents. It also helps in creating and maintaining websites, course material, product and project manuals, newsletters, etc.

G-ta contains different applications: WebContent for the structuring and capturing of content, WebStyle for the individual configuration of the webdesign and WebTraffic for the automatic registration on search engines. G-ta is very simple so everyone can write a report and save it together with pictures, files and links in a data base. Those data can be turned into website, html, pdf or word by just one click. Each report can also be used for internet, intranet, private websites, newsletter, sales and service information, business reports documentations, etc.

ACTIVboard

ACTIVboard is an interactive board which makes it possible to adapt content to the participants' needs. Teachers can create electronic Flipcharts, add pictures, audio and even video files or other multimedia. During the course, the trainer can make notes, save them on the Flipchart, print or format in PowerPoint, pdf or website. With ACTIVpen, the trainer writes on the interactive board, ACTIVtablet enables them to prepare interactive materials.



The screenshot shows the evoplayer software interface. On the left, there is a video player showing a person presenting. Below it is a control panel with 'evoact™ Full involvement' and 'User List' containing names like Administrator@GSC. The main area displays a Microsoft Excel spreadsheet with a red box around a cell and a red arrow pointing to it. On the right, there is a 'Lernzettel' window with 'evochoice™ Easy assessment'.

evoplayer™
All information
at a glance

evoact™
Full
involvement

evochoice™
Easy
assessment

Other products

Surf-Lock is the plugin to MasterEye that lets teachers lock and unlock Access to Web surfing during class. ProtectON is an extremely efficient program to protect hard disc from

manipulations and changes. It provides instant protection of the computer's configuration and files, saving countless hours of support or reconfiguration. With ProtectON Pro the customer receives a PCI card for the maximum protection.

Educational projects

MasterSolution also involves in very interesting educational and research projects which are realized in cooperation with strategic corporate partners.

“Classroom of the future”, Germany

In 2004 Microsoft created *Classroom of the future* at their main booth. In order to communicate in this environment, all PC's were equipped with MasterEye XL 5. Microsoft and MasterSolution invited jointly potential customers with mailing and direct marketing activities. Additional partners were: Hewlett Packard, Hitachi, Jujitsu Siemens Computers.

Microsoft School Roadshow, Germany

Each year, Microsoft initiates in about 10 German cities wide roadshow addressed to teachers and schools (every event has 300-600 participants). MasterSolution is one of the selected Microsoft educational software partners and has been participating in these events for years.

Microsoft Office Bundle, Italy

The target of this project is to contact minimum 9000 teachers and motivate them to upgrade their existing Microsoft office infrastructure and use MasterSolution products to increase didactics in the classroom.

Intel – Microsoft, „Teaching for the future”, Germany

Intel and Microsoft have initiated a project named *Teaching for the future* to educate teachers with state of the art knowledge in IT technology, Office products and Multimedia applications. Target of the project is to train up to 300 000 German teachers within 3 years. To reach this goal, the project uses the “snowball system” – multipliers receive free software and teach other teachers. MasterSolution has provided together with *Academy of the further education for Teachers* a brochure which explains how a teacher can use his PC in an efficient and pedagogically powerful way.

The second phase of the project provides teachers with new methods of seminars, based on online learning scenarios. The target is to provide them with ideas and “learn paths” to help them integrate new technologies and medias into classes.

MasterSolution as a member of partner team provides MasterPlanit as part of Intel Media package. Thanks to Master Planit teachers develop lessons and presentations and share results with their colleagues on the Intel project platform.

Cooperation with Apple

A group of teachers and educators who are testing for Apple new Mac products for the educational market were equipped with MasterEye Mac OS X (150 in Europe and 300 in the USA). Their feedback was positive, a lot of feedback outstanding. MasterEye is listed on the official Apple product guide page and is available for download on the Apple downloads page (www.apple.com/downloads).

„Educational Talk” with HP Switzerland

HP with MasterSolution and Microsoftem organized during *Worlddidac* an *Educational Talk*, when various experts consisting of teachers, representatives of pedagogical institutions, IT and education experts and members of governmental supported projects such as “public private partnership – schools on the net” discussed implementing technology in schools. They also tried to answer such questions as: *how does reality look in Swiss schools?; how far is Switzerland in the education of teachers?; what purchasing models are affordable for Switzerland?*.

During the meeting, MasterSolution presented software and educational tools.

Fujitsu Siemens Computers, Germany

Fujitsu Siemens Computers distributes MasterSolution products with special offers. So far, they cooperated in projects for schools, PC labs in public institutions and in prisons (a lot of prisoners receive PC based education as part of their re-integration programs).

Cooperation with Promethean

MasterSolution and Promethean offer product bundles to its customers and channel partners. Their tools can transform every teaching environment into an innovative one with focused, engaged and motivated students.

Summary

Organizing lectures in modern and interactive classes with the use of state of the art tools is at present not only a dream of each teacher but also, with growing mobility of students and competitiveness on the European educational market, a necessity. MasterSolution products can develop didactic offer and improve the competitive position on the market.

New MasterSolution products make it possible to become closer to best universities and reach the status of a modern, technologically developed educational institution. How fast can they be implemented in Polish academies? Selected products can already be tested in the Centre for Development of Distance and Permanent Education of Warsaw School of Economics. In future, other universities will definitely also try to test them in their classrooms.

Allianz AG trusts in MasterEye

MasterEye is the only software with didactical background, all the other solutions in general only have been remote maintenance-tools!.

Bernhard Sappl, technical leader of the project "neues Lernzentrum" of Allianz Insurance AG

I have installed MasterEye Suite/ Vision in my mobile classroom and both the user friendliness and the wireless transmission rate are excellent. The new Dashboard provides a great overview of the user screens and I always have an 'eye' on my students.

Hajo Herzog, ISA Private School, Jona, Switzerland

Frank K. Seibt Business Development; responsible for Poland. More than 25 years experience in the ITK business; 7 years experience in e-learning projects with different levels European wide.

Enrico Korb is a founder and Chairman/ Managing Director of MasterSolution AG; more than 10 years experience in computer based live learning business and solutions; partner in several European wide "E-Learning" projects; Member of a public school board in Berlin.