

# Press Release



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## LEARNING OBJECTS NETWORK OFFERS SCORM EDUCATIONAL AND CONSULTING SERVICES

**Boston, Massachusetts, March 12, 2002.** Learning Objects Network (LON) today announced new services to assist organizations in adopting the SCORM™ learning technology specifications. These professional services are designed to assist defense contractors, major publishing companies, training companies and defense agencies in understanding the implications of SCORM™ on their businesses and in achieving SCORM™ conformance.

SCORM™, the Sharable Content Object Reference Model, was developed by the U. S. Department of Defense's Advanced Distributed Learning Initiative to facilitate development of effective large-scale Web-based learning solutions to meet the education and training needs of the military and the nation's workforce. SCORM™ achieves this by establishing an open technical framework that fosters the creation of granular, reusable, interoperable, and networkable learning objects. SCORM™ conformance is rapidly becoming a purchasing requirement in many DoD online training, documentation, and reference initiatives.

LON's current educational offering is a one day workshop designed specifically for organizations which have a need to achieve SCORM™ conformance for their online courses and documentation. This high-impact workshop will be delivered at each client's location to address specific issues that are unique to their individual business. Participants will learn strategies for leveraging content to create new products or penetrate new markets, lowering costs by efficiently reusing existing content assets, and accommodating multiple delivery channels such as print, Web, and wireless.

LON's professional services division also offers custom consulting services that assist companies in understanding the strategic implications of standard reusable learning objects, assessing content design and architectures, and engineering production processes to take advantage of the new SCORM™ specifications. LON's unique expertise has been gained through working with the DoD's Advanced Distributed Learning (ADL™) initiative to design and develop a SCORM™-conformant network of distributed repositories.

### **About the ADL and SCORM**

The Department of Defense's Advanced Distributed Learning (ADL™) initiative ([www.adlnet.org](http://www.adlnet.org)) is a collaborative effort between government, industry, and academia

to establish a common framework that permits the interoperability of learning content and delivery technologies on a global scale. Its goal is to maximize human performance and effectiveness while simultaneously reducing development and delivery costs through advanced learning technologies. The Sharable Content Object Reference Model (SCORM™) is a collection of specifications that define this common framework. It has been collaboratively developed, widely recognized, and broadly supported.

### **About Learning Objects Network**

Learning Objects Network (LON) is an Internet infrastructure company enabling secure commerce in high value digital content. LON is implementing secure SCORM™-conformant networks for defense agencies and their key suppliers. This includes a commercial learning object registry service based on the publishing industry standard Digital Object Identifier technology that enables content to be easily searched, located, and retrieved. LON has been working closely with the ADL™ initiative of the U.S. Department of Defense through a Cooperative Research and Development Agreement (CRADA) to design and build a distributed network of SCORM™-conformant repositories and search capabilities. Through a strategic partnership with the publishing industry's trade association, the Association of American Publishers (AAP), LON is supporting the commercial adoption of SCORM™-conformant learning objects. Learning Objects Network's educational and consulting services assist companies in assessing the impact of SCORM™ on their businesses and in achieving SCORM™ conformance.

### **Contact**

Brian Degen  
Learning Objects Network, Inc.  
(802) 496-9940  
[Brian.Degen@LearningObjectsNetwork.com](mailto:Brian.Degen@LearningObjectsNetwork.com)  
[www.LearningObjectsNetwork.com](http://www.LearningObjectsNetwork.com)