Upside Learning Develops Augmented Reality Cover For Elearning! Magazine

Upside Learning develops an Augmented Reality Cover for Elearning! Magazineâ€™s July/ August 2011 issue, making it the first-ever eLearning magazine to have an interactive cover using Augmented Reality technology.

TheJuly/August issue of Elearning! Magazine featuring a cover story on AugmentedReality (AR) for Learning officially hit the news stands on July 14th,2011. What makes this remarkable is the fact that it is the first-ever eLearningmagazine to feature an interactive augmented reality cover page. And makingthis possible is Upside Learning, a global leader in Custom eLearning, Mobile Learningsolutions and Learning Management System. Upside Learning has been instrumentalin the complete development process of the application from conceptualizationto implementation.
UpsideLearning has constantly strived to address the multifarious platforms in thetechnology space, with Augmented Reality being one of the most important ones. Forsome years, the company has been exploring this technology and finding the bestways to utilize it in the learning domain. It has successfully developed ARapplications like Pune Layar, an augmented reality application for mobilephones developed first time for an Indian city; and AR Street Racing, a simpleracing game.
GivenUpside Learnings experience, understanding and capabilities of AR technology,Elearning! Magazine approached the company for its special issue focusing onAugmented Reality. The main idea was to develop a cover for the magazine that introducedthe readers to the real world uses of AR.It was also important that it illustrated the accessibility of AR inlearning programs. Being an eLearning company, with a focus on emergingtechnologies, Upside Learning considered this as a perfect opportunity toshowcase its learning and technology capabilities.
After initial discussions betweenthe publication team and Upside Learnings team, comprising Abhijit Kadle, Sr. Manager-Instructional Design, and ShivajiBabar, Associate Lead Developer, it was decided to create a simplemarker that could be printed on the magazine cover. This marker when held up toa computer camera, on recognition and registration thereof, enabled the AR demo.As the cover story was to highlight various disciplines wherein Augmented Reality could be used as a value addin effective learning, the final demo was developed to showcase three videosdemonstrating practical AR applications in Manufacturing, Medical and Recruitment.View at: http://www.nxtbook.com/nxtbooks/b2bmediaco/elearning_20110708/
Designedfor both Windows and Mac, the AR cover is clearly inline with the cover story demonstratinghowAugmented Reality can blend realworld learning with digital technology with components like exploration,learning and entertainment.
Amit Garg, Director ofCustom eLearning Solutions at Upside Learning, said, We are excited to see an ARapplication developed in-house being featured on the cover page of Elearning! Magazine. Reaching thousandsof readers, it is an excellent way to showcase our technology capability whilekeeping learning as a focal point.

About UpsideLearning
Established in 2004,Upside Learning is a globally recognized leader in training outsourcing, LMSsolutions, Custom eLearning Development and Mobile Learning solutions. With acollective experience of 600+ person-years, it has successfully completed morethan 300 corporate and academic projects for over 150 clients worldwide.
The companys solutionsand services portfolio ranges from Custom eLearning to Catalog Courses, MobileLearning Solutions to Learning Management System and Technical support servicestailor-made to an organization be it an Enterprise, a SMB or a TrainingCompany.
Upside Learning has beenconsistently picking up awards and other recognitions every year, including themost recent, 2010 Brandon Hall Excellence in Learning Technology Awards for itsflagship, best value Learning Management System UpsideLMS and 2011 ApexAwards for Publication Excellence.
It is its constantendeavor to develop and provide innovative solutions to its clients therebyimpacting their organizational learning and hence, performance.
For more information,visit: www.upsidelearning.com

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