

## FOR IMMEDIATE RELEASE

### OpenLearn hosts “Power of Video in e-Learning” event at Harvard Club in downtown Boston, welcoming industry leaders and academic scholars including author Clayton Christensen and Jessie Little Doe.

Boston, Massachusetts, August 05, 2011 – OpenLearn, industry leaders in video-based learning systems that enable organizations to develop, manage and deliver e-learning content to employees, clients and customers across the globe recently hosted an e-learning event at the Harvard Club on August 4, 2011. The event, entitled “Power of Video in e-Learning” showcased the company’s cutting edge business solutions and demonstrated the value of online training programs and learning experiences.

Attendees of the event had the opportunity to learn about the evolution of e-learning that is taking over the market and the ways in which OpenLearn provides organizations the ability to create, manage and deliver multimedia e-learning content right from their desktops. Highlights included how the power of video combined with the delivery of a cloud based solution allows businesses to reduce costs and deploy e-learning initiatives faster by utilizing existing video conferencing assets and publishing the content.

Special guests included Clayton Christensen, a Harvard Business School professor and author of the book *“The Innovative University”*, who was on hand to sign autographs and discuss his thoughts on evolving technology and its role in e-learning and Jessie Little Doe, 2011 recipient of the McArthur Genius Award.

Clayton Christensen is a highly acclaimed author and was once featured in Forbes Magazine. He coined the term “disruptive technologies” in reference to the belief that video is a disruption in the e-learning space. Clayton discussed the fact that video allows people to retain better when they see, hear and do things simultaneously.

Jessie Little Doe was on hand to talk about her latest project and how she is using the power of video to communicate to others in teaching the centuries-old Native American language of Wampanog. Jessie discussed how she believes that video continues to play a major role in language revival and in teaching people. With video e-learning, students can go and learn the language anytime, anywhere – a feature that OpenLearn proudly represents.

OpenLearn’s President and CTO, Aby Alexander, was also on hand to present a detailed slideshow and discuss the value of cloud powered video for e-learning and how it can help organizations of any size or industry. In his speech he stated,

“Today’s organizations face a diverse set of challenges to train customers, partners and employees. Video is a medium that helps us visualize, stimulates our minds and helps us to retain better. It is going revolutionize the way people communicate. OpenLearn can help organizations harness this powerful medium and overcome a variety of challenges by allowing them to create, manage and deliver content

easily, efficiently and in a cost effective manner. It is a powerful application that more and more organization can take advantage of.”

The event was held at the prestigious Harvard Club in downtown Boston on Thursday, August 4, 2011 from 6:30pm to 9pm.

OpenLearn is a video-based learning system that enables organizations to develop, manage and deliver e-learning content to their employees, clients and customers, whether they are located just across the street or across the globe. They have developed some of today’s best technologies to help companies enhance their online training programs and learning experiences.

For more information on OpenLearn, its e-learning products and cutting edge business solutions visit [www.openlearn.tv](http://www.openlearn.tv) or contact their Cambridge office located at:

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