

FOR IMMEDIATE RELEASE

Play Has Merit

Knowledge Director picked
among 50 entries
to receive merit award
as an emerging enterprise

Singapore – 10 September 03 – What started as a casual chat between two long time university mates turned into a business venture that has since attracted the likes of high profile clients such as Unilever, Singapore Power, Citibank, Singapore Exchange.

learningDIRECTOR™ a unique content development tool for creating media-rich gaming and learning content in multiple languages, at a click of the mouse, captured the attention of the panel of judges at the E-Global Singapore 2003 Awards on 3 Sep and bagged a merit award for Knowledge Director in the category for Emerging Enterprise.

The brainchild of Ms Anthea Ong, a client-focused and results-oriented leader with over 15 years of professional management experience, and Mr Steven Tan, a self taught programming expert and established entrepreneur, learningDIRECTOR™ was conceived to fill a gap in the market led by Microsoft PowerPoint and Macromedia Flash.

“I am a strong proponent of embracing new ways to learn and think and a big fan of renowned game-based learning expert – Marc Prensky. I believe that we have to drop all stereotypes, stigma and remove all cost and technology hurdles in our continuous search for the optimal learning experience. On-line game-based learning is most definitely one such new way for us to augment our existing learning methods and practice. As a non technical professional, I have always been frustrated by the lack of simple to use software that will allow me to create interactive and visually

appealing games. The tools that are available in the market are either professional authoring tools like Macromedia Flash which require the user to possess a high level of programming skills or the likes of Microsoft PowerPoint which is easy to use but is limited in its ability to create interactive and visually appealing content. Wouldn't it be great if I could produce the same results as a professional multimedia designer but not have to pick up any programming skills? That's how learningDIRECTOR™ was born." said Anthea, CEO of Knowledge Director.

"We saw opportunities especially in the e-learning market for such a tool. For turnkey projects, everything has to be programmed using Macromedia Flash and this can be a tedious process. The industry standard for designing 1 web based training hour of online courseware averages around ten to twenty thousand dollars and can take more than one man month to complete. Companies are becoming more prudent and the high price tags and long turn around time is a huge put off. The trend is moving towards more DIY solutions. It's all about empowerment – put the control in the hands of the clients," agreed Steven, CTO and co-founder of Knowledge Director.

Knowledge Director's vision to convert all PowerPoint users to learningDIRECTOR™ may seem as mammoth a task as scaling Mount Everest but its founders remain undaunted. "Our unique positioning lies in learningDIRECTOR's ability to allow non technical professionals to create their own media rich game-based content quick and easily. There is huge market potential for online games. Everyone likes to play games – the motivating effect of games cannot be denied. New research from Nielsen-Netratings reveals that 5.9 million Europeans visited online gaming sites in January 2003. This is more than double the 2.8 million surfers who visited websites in this sector in January 2002. Play to learn will soon be everyone's mantra" said Anthea.

Listening to the testimonial of Mr Ong Kai Tong, HRD Director of Singapore Power Ltd, the market seems to agree. "I am very pleased with the induction courseware produced using learningDIRECTOR™. This course will help us ensure that all new employees are immediately oriented to the organisation's value systems and business processes. I am really pleased that we did not have to incur a high fee to engage an external developer for this and learningDIRECTOR™ has allowed my team

to expand their competencies and further their professional growth in the e-learning field.”

The horizons look bright for this young and upcoming company. The E-Global Singapore Awards looks set to be the first of many awards under the belt for Knowledge Director.

Media Contact:

Fiona Han
Manager, customer care & sales
Tel: +65 63444765
Email: fiona@knowledge-director.com
Website: www.knowledge-director.com

about knowledge director

Knowledge Director is a provider of integrated knowledge-based solutions and services including: innovative game-based learning solutions, e-learning solutions, executive seminars/workshops, postgraduate programmes and change management solutions.

Knowledge Director is in the business of knowledge transfer and empowerment by harnessing the power of the Internet.

We demystify the complexities of the latest web and multimedia technologies – by building simple tools to allow content and knowledge experts without technical expertise to reap the benefits of the Internet.

Our flagship product, learningDIRECTOR™, is a unique content development tool for creating media-rich gaming and learning content in multiple languages – at a click of the mouse.

Visit our product website at <http://www.knowledge-director.com/learndirector.htm>

about the award

Spearheaded by IdEA, the E-Global Singapore 2003 Awards is a pure industry initiative, co-organised by CommerceNet Singapore (CNSG), Commerce Trust, AMPRO Business Club, City Junior Chamber and Singapore Industrial Automation Association (SIAA), with The Right Spin Public Relations as the official communications partner.

Participation for this award, which recognizes budding innovators and entrepreneurs, came from a wide spectrum of industries including security, F&B, wellness, education, e-services solutions, consultancy and training.

The award was launched on 16 July 2003. Applications for the awards closed on the 25 August 2003.