

The image features a vibrant, abstract background with flowing, overlapping bands of color in shades of blue, purple, orange, and yellow. The colors transition smoothly, creating a sense of motion and depth. In the center, the company logo is displayed. The word "MetaMedia" is written in a bold, blue, sans-serif font. The "M" in "Media" is stylized, with a light blue, curved graphic element that loops around it. Below "MetaMedia", the words "Training" and "International, Inc." are written in a smaller, blue, sans-serif font, separated by the stylized "M" graphic.

MetaMedia[™]
Training International, Inc.

MetaMedia Training International, Inc. designs and produces award-winning, innovative, and engaging interactive training and information programs using proven and emerging technologies.

Since our inception, we have been at the forefront in applying advanced training solutions and technologies to satisfy our clients' training needs. We continue to adapt emerging technologies to training, providing our clients the appropriate tools and products that achieve the best result and return on investment. Our leadership position in solutions and training for mobile learning illustrates our commitment to meeting our clients' challenges wherever the training need exists.

Our core competencies are reflected in the strength and experience of our instructional design team and the creative talent of our multimedia experts. MetaMedia features in-house graphics, video, audio, and multimedia authoring studios. Delivery platforms include eLearning, mLearning on handheld devices, interactive and high definition DVD, instructor-led classroom training, and interactive kiosks and exhibits.



The adoption of mobile devices to train our workforce, to provide essential mission support, and to deliver vital information for critical decision-making is on the rise. Using handheld devices for such applications will become more widespread and indispensable as we support mobile employees and remotely deployed forces around the globe. That's why MetaMedia decided seven years ago to take a leading role in ensuring that we can develop and deliver for our clients in this changing environment.

- Established our mobile device R&D efforts
- Sony Corporation partnership for access to development tools needed to deploy high-impact training on the PSP
 - As a result, over 1,000 units for multilingual customer service training have been delivered nation-wide to associates in a global corporation.
- Samsung Partnership for deployment and development tools and aid.

Evolution of Interactive Technologies

Rapid Growth of Media Technologies: Time to sell 30 million units

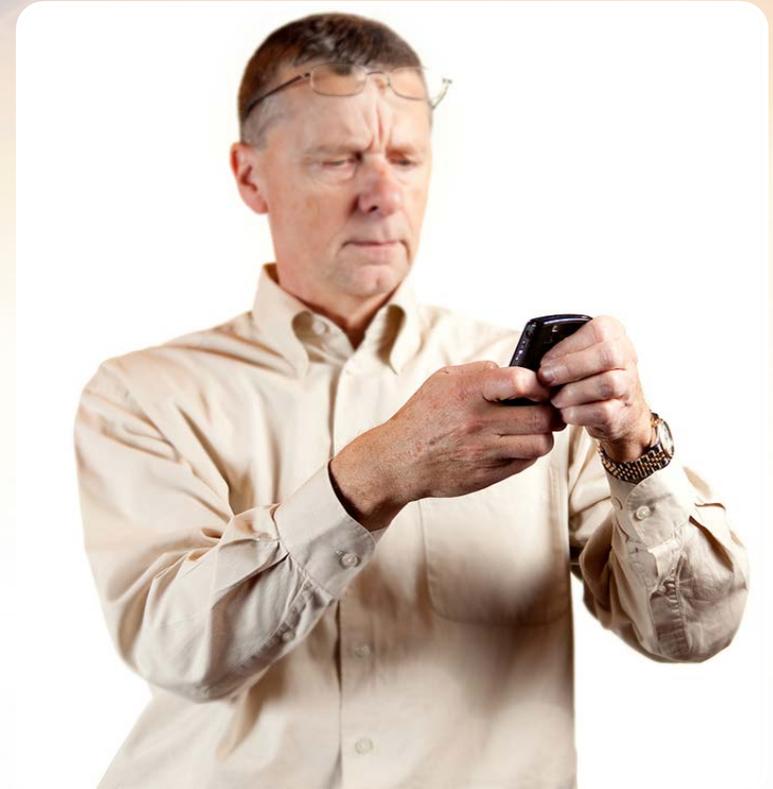


Size matters

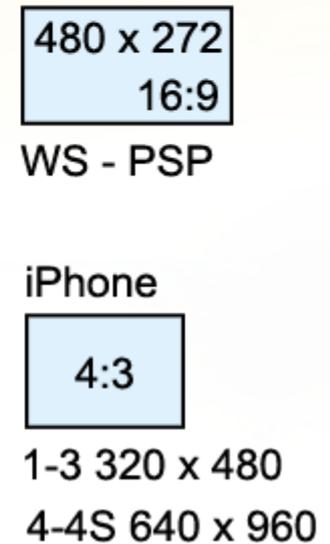
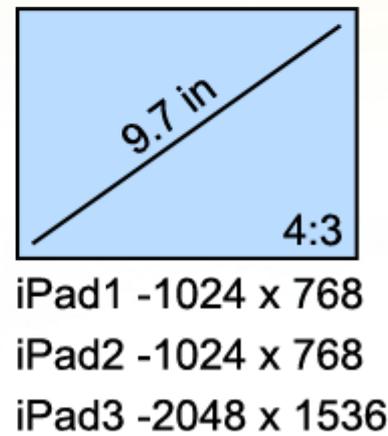
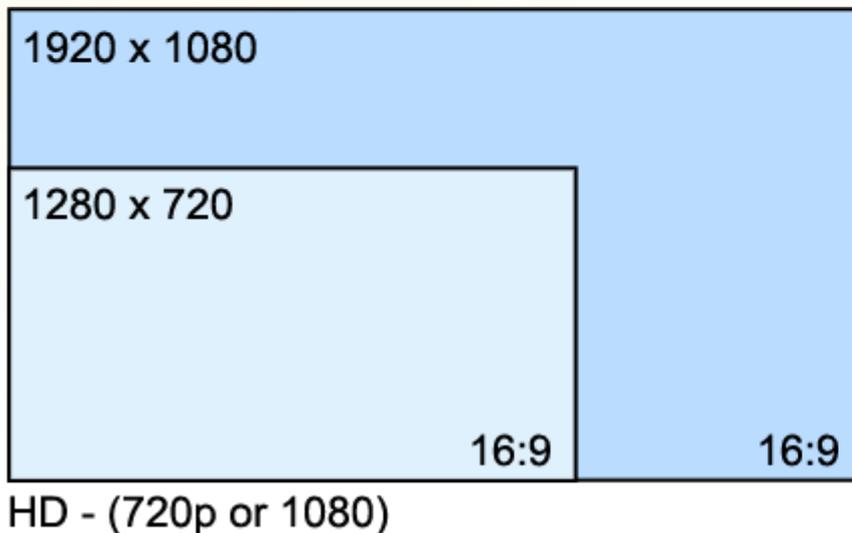
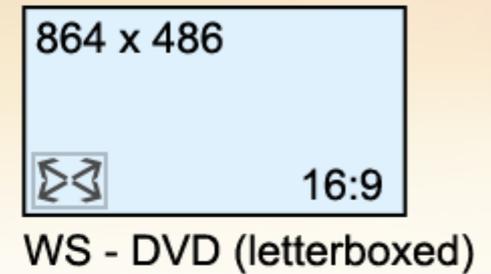
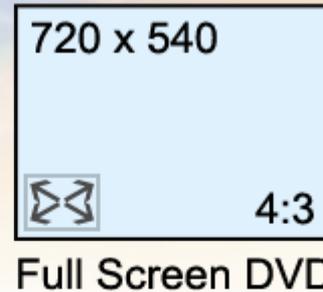
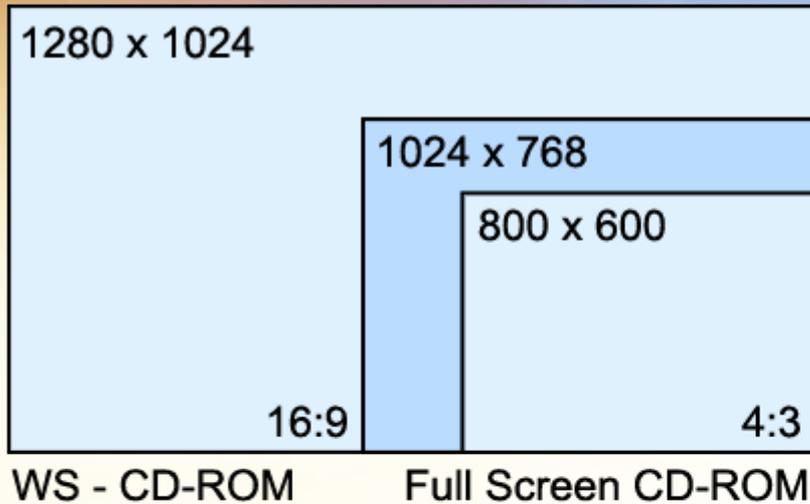
- Amount of text per screen
- Size of images
- Font size
- Choice of font: san-serif/Arial-based
- Simplified navigation
- Video considerations

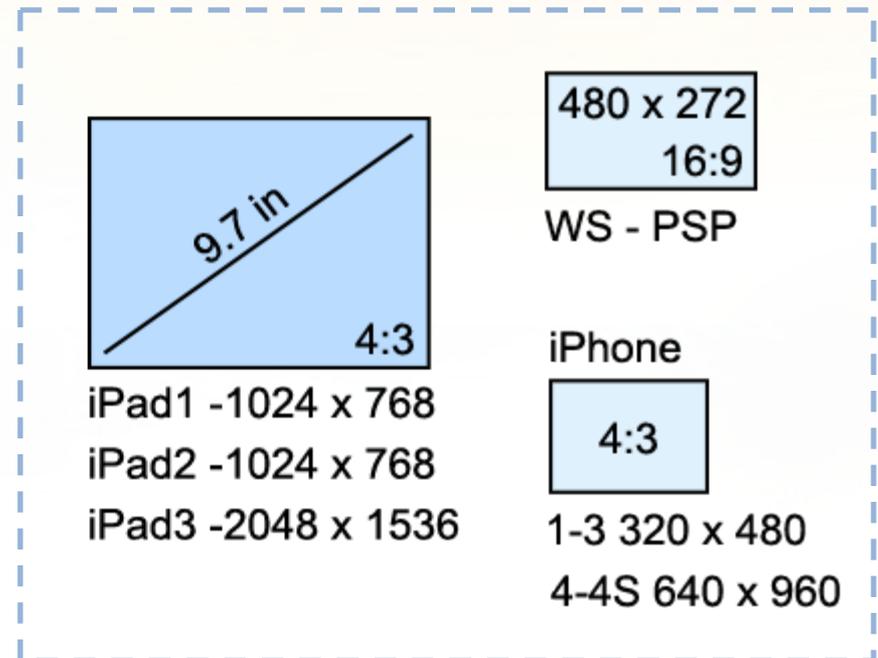
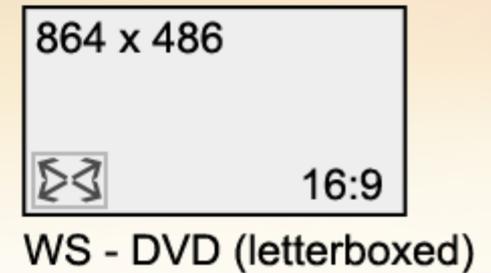
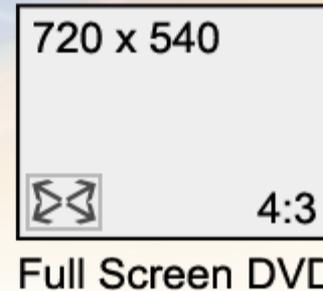
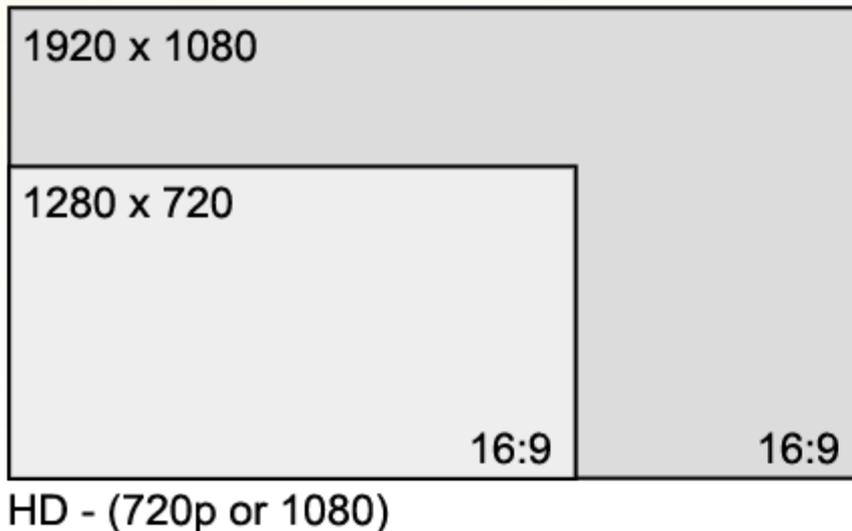
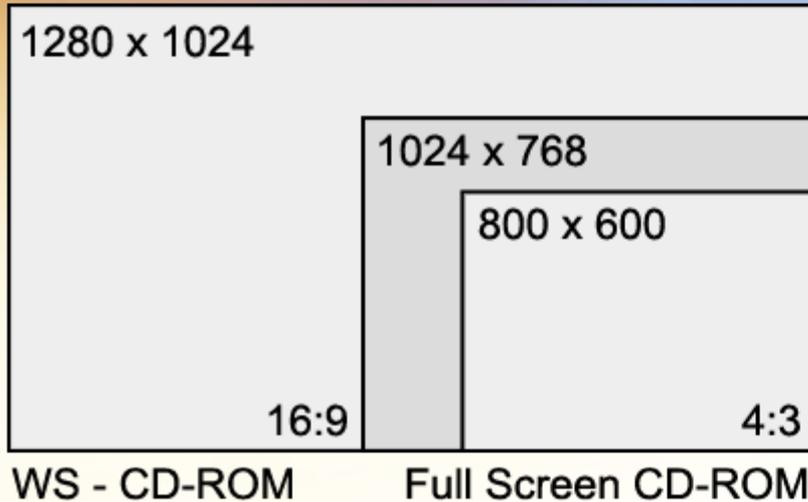
File size

- Bandwidth
- Compression of Video and Graphics
- Pixelation
- Garbled audio - Rate of Audio



Designing for Mobile Platforms





Identify Your Environment

Who is your audience?

- Age ranges
- Specialized content - advanced users vs beginners
- Online or Offline
- Security considerations
- Assessments/user tracking
- 508 or other compliancy



What type of media are you delivering?

- Video
- Animation
- Audio
- Graphics Heavy

Mobile Deployment Approaches - Website

- Easily updatable.
- Some websites and website components do not show correctly on mobile devices. For example Flash based media (Unless alternative content is displayed if unsupported by targeted device).
- Dependent of an internet connection.
- The content does not need approval of the Apple Market.
- It can be developed using standard web technologies, web authoring tools (Tools like Adobe Dreamweaver and technologies like HTML, JavaScript, jQuery) . Development can be conducted on any OS such as Windows, Mac or Linux.



Mobile Deployment Approaches – Web App

- Easily updatable
- Can be formatted to behave like an App within constraints of the mobile device screen.
- Web Apps can be programmed to be universally compatible with any browser and platform.
- Most web apps are dependent of an internet connection. Some portions can be cached on the device.
- The content does not need approval of the Apple Market
- It can be developed using standard web technologies, web authoring tools (Tools like Adobe Dreamweaver and technologies like HTML, JavaScript, jQuery) . Development can be conducted on any OS such as Windows, Mac or Linux.

Mobile Deployment Approaches – App (application)

- To update the App, it needs to be republished to the Market.
- Apps can be developed to take full advantage of the hardware. Apps need to be developed to work for specific mobile platforms: Android, iOS.
- It can be made so it is no dependant of an internet connection.
- On iOS, Apps are dependant of the Apple Market approval and royalties.
- Development requires a Macintosh and Apple development Software.



Smartphone Stronghold

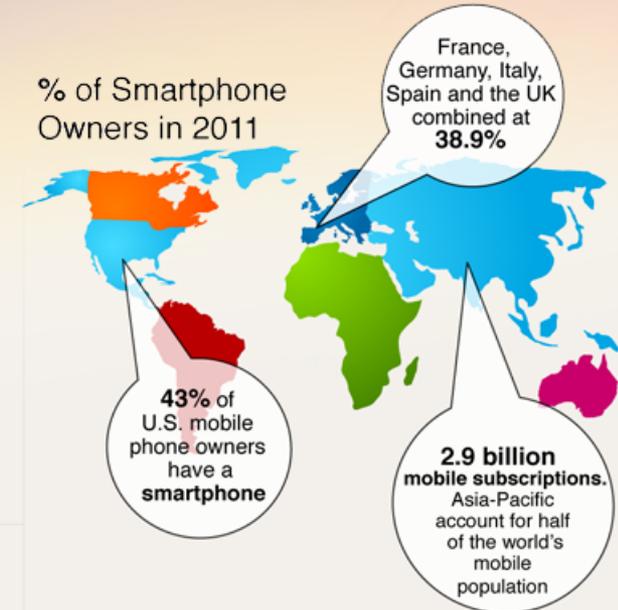


Samsung shipped **95 million** smartphones

Apple shipped **93 million** iPhones

2011 growth

% of Smartphone Owners in 2011



35%

of U.S. adults own a smartphone.

56%

growth in smartphone shipments in Asia-Pacific in 2011.

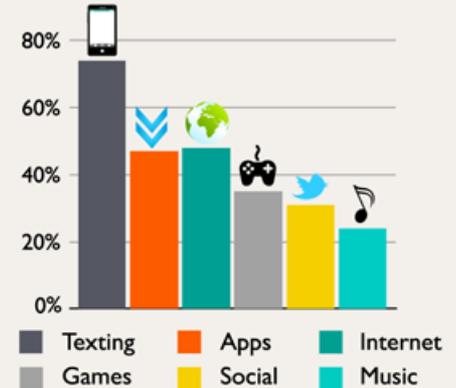
67%

of UK smartphone users commonly accessed email through their mobile devices in 2011.

2015

Smartphone sales expected to reach 982 million worldwide.

Mobile Usage Statistics 2011



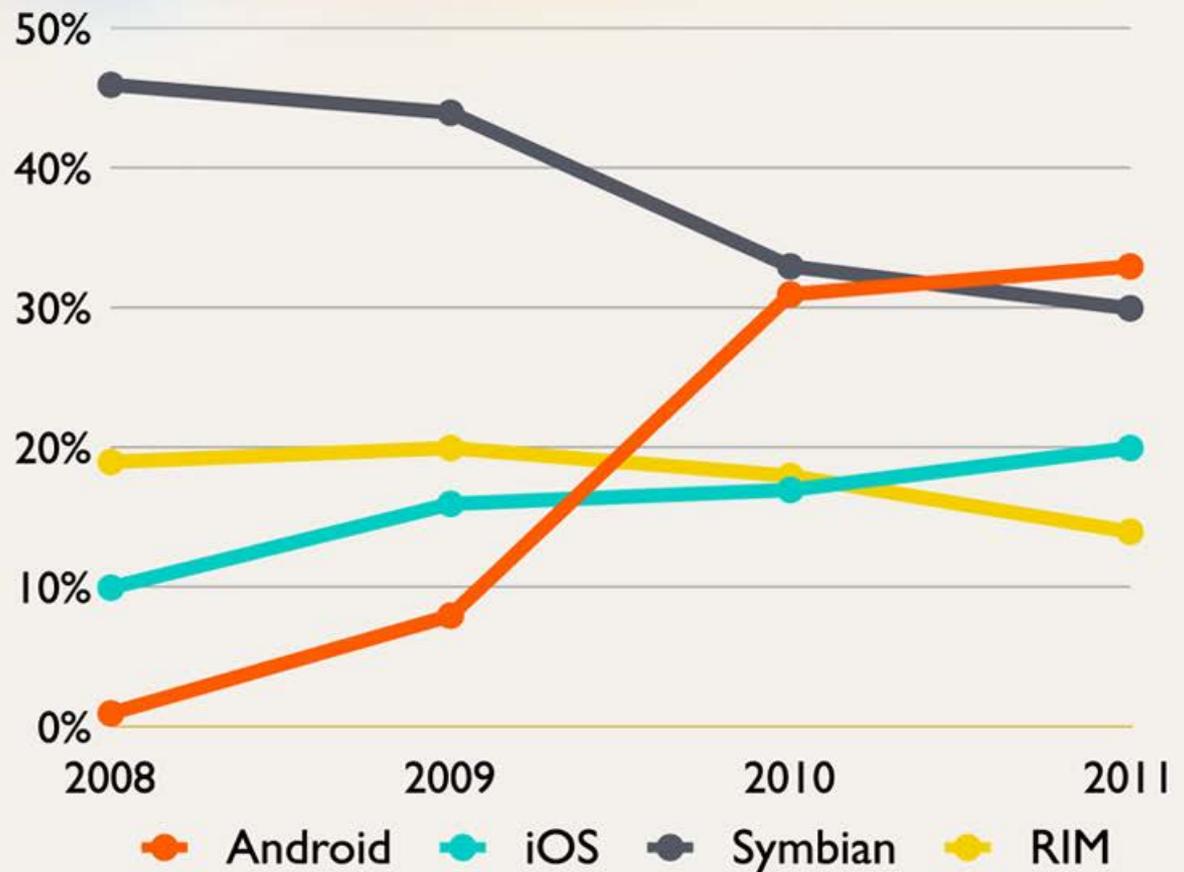
2008 Barack Obama is elected 44th President of the U.S.A. BlackBerry is his device of choice.

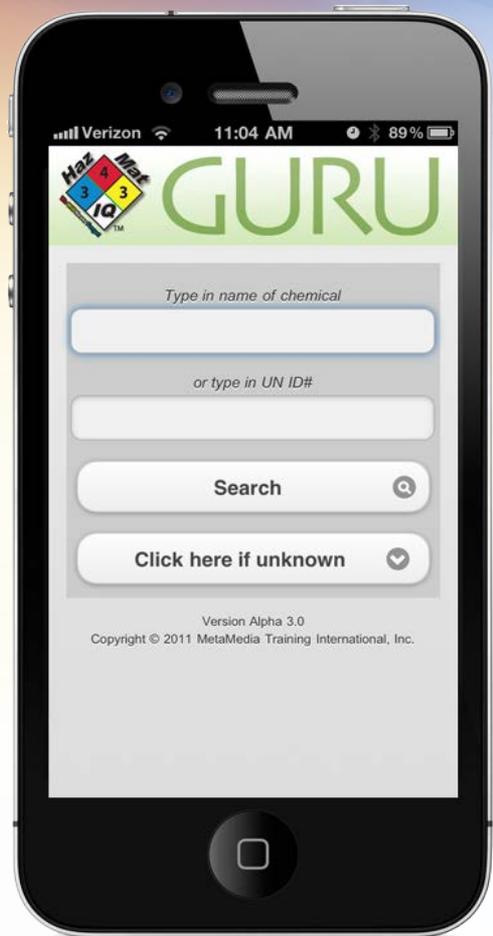
2009 Apple's 3rd Generation iPhone 3GS launches and sells over 1 million units in first weekend.

2010 Android handsets outsell Symbian handsets.

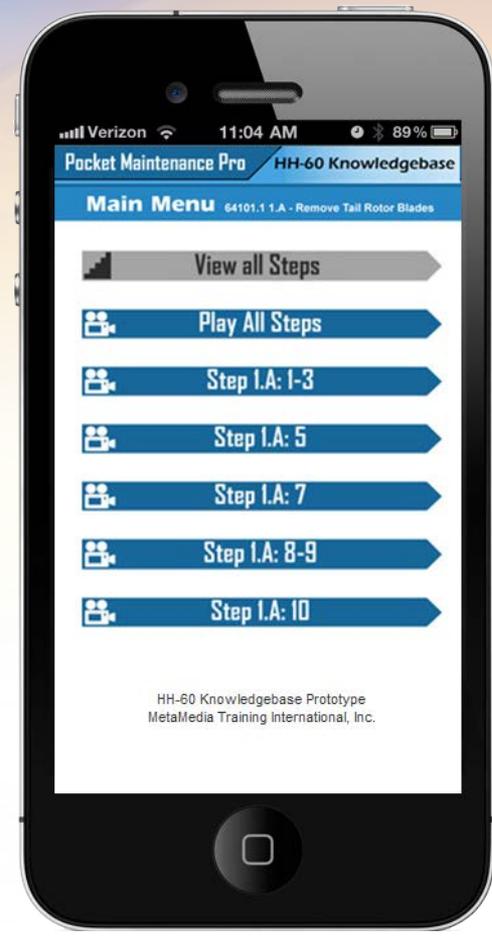
2011 Nokia launches its first smartphone running on Microsoft Windows Phone software.

Global Smartphone Market Share





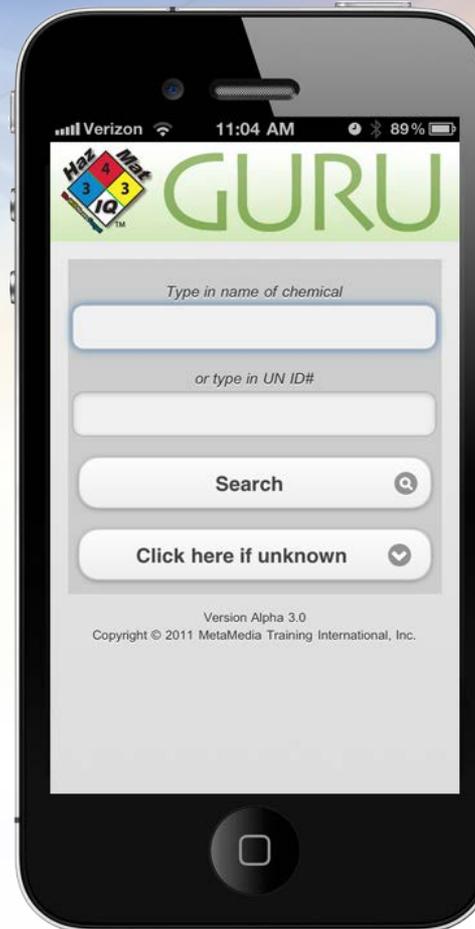
Hazmat GURU



HH60 Pocket Maintenance Pro

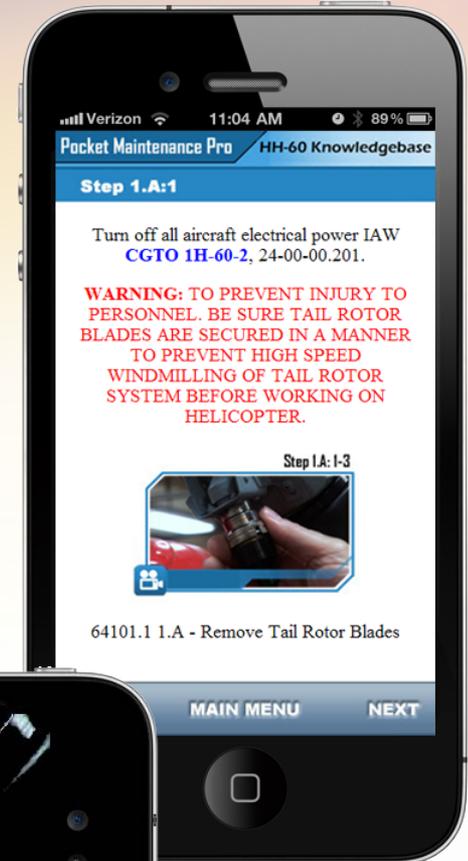
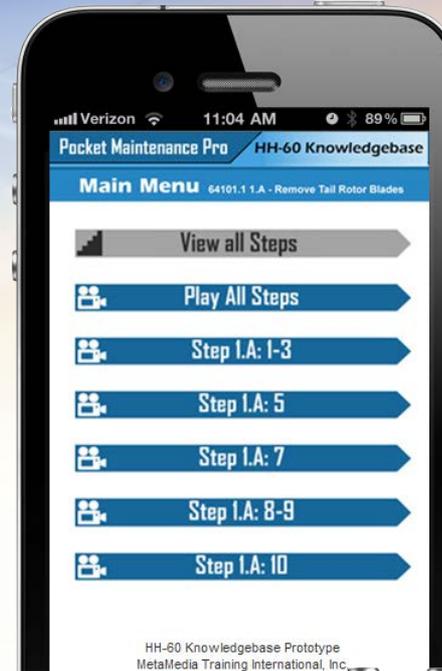
Hazmat GURU

- Job aid to help in identifying hazardous chemicals
- Search takes less than 1 minute and provides:
 - ERG Guide Information
 - Hazards
 - Required Meters
 - Necessary PPE
 - Specific Warnings
 - Chemical Type
- Future updates will provide photo chemical ID, 100s of chemicals
- V1 – web app, V2 – local app



HH60 Helicopter Maintenance

- Derived from maintenance cards personnel currently use
- Incorporates video of each step
- Job aid as well as training
- Step check off and reporting
- Web-app – wifi over local network



→ Tablets



3 in 10 tablet owners say they now spend more time consuming news after purchasing their tablet.



Tablet owners spend an average of **90 minutes** per day on their devices.



Apple owns 88% of global tablet web traffic.

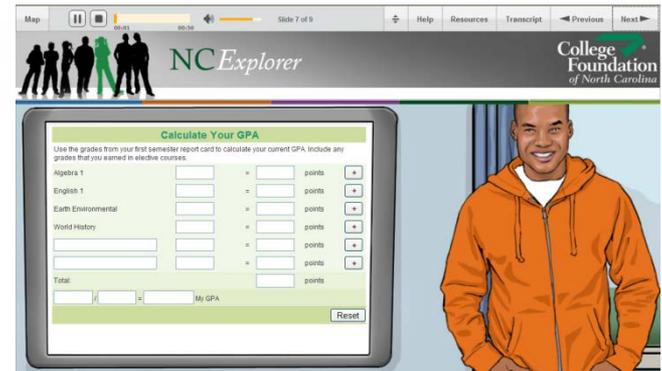
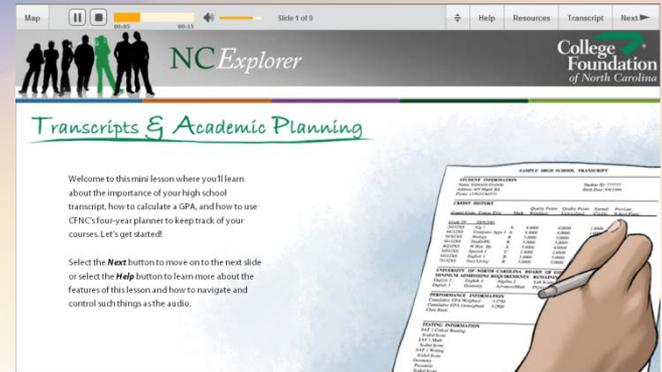


iPad has close to 2% of all web browsing traffic.

College Foundation of North Carolina

- 80 module interactive HTML5 compatible training to educate high-schoolers and below
- Interactive map and game-board with highly interactive flash activities, narration, video clips and animations
- Material and look and feel changes from grade to grade
- Material may be delivered via LMS and is viewable on all mobile devices
- Fully customizable “My Portfolio” section

<http://metamediainternational.com/CFNC/prototype2/contentunit.html>



OSHA 10 iPad Refresher Course

- OSHA 10 hour training course
- Designed for SMOHIT employees, foremen, and job supervisors
- Self-paced - user may login and logout to take the training whenever they want.
- Students are introduced to OSHA policies, procedures, and standards as well as general industry safety and health principles covered in OSHA 29 CFR 1926.
- Video
- LMS-based but also mobile-ready

http://www.metamediaintraining.com/OSHA10_webapp/



➔ Digital Reading



iPad users downloaded more than **5 million** ebooks in the first 65 days after it debuted.



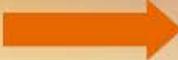
2014
E-reader sales will generate more revenue in Asia-Pacific than in North America



1 in 4 U.S. citizens owns an iPad, Kindle Fire or Nook tablet.



Men and women are equally likely to own a device.

 **Digital Shift**



VS



472 million
smartphones were
shipped in 2011.

415 million
PCs were shipped
in 2011.

➔ Digital Shift



VS



Amazon sells **143 ebooks** for every **100 hardcover** books they sell.

Digital Shift

59%

of tablet owners say the device replaces content previously read in a print newspaper or magazine.

45%

Mobile-broadband subscriptions have grown 45% annually over the last four years.

**1.2
billion**

active mobile broadband subscriptions.

Marriott Springhill M-Learning

- Both English and Spanish versions of video-based training for associates.
- 4 hours of video on mobile devices
- Pioneered Mobile Learning (m-Learning) on 1st mobile media device
- No need for connectivity
- 15 hour battery life and rich HD video which can be connected to projector or television.



<http://metamediatraining.com/SONY/>

Coast Guard Maintenance Training

- Both English and Spanish versions of video-based training for associates.
- 4 hours of video on mobile devices
- Pioneered Mobile Learning (m-Learning) on 1st mobile media device
- No need for connectivity
- 15 hour battery life and rich HD video which can be connected to projector or television.



United States Coast Guard
MPCLive

41' MLB MAINTENANCE KNOWLEDGEBASE 05 of 06

MPC A15001.0 INJECTORS AND VALVES ADJUST

A. ADJUST:

WARNING
OBSERVE SAFETY PRECAUTIONS WHILE WORKING AT OR NEAR HOT SURFACES OR MOVING ENGINE PARTS. FAILURE ADHERE TO THIS WARNING MAY CAUSE SERIOUS PERSONAL INJURY.

1- REMOVE VALVE COVER
REFER TO mpc a 15015.0

[View Video:](#)
Remove Valve Cover

[Click X to view video](#)



United States Coast Guard
MPCLive

41' MLB MAINTENANCE KNOWLEDGEBASE 02 of 06

MPC A15001.0 INJECTORS AND VALVES ADJUST

WARNING
ALWAYS REFER TO ACTUAL TEXT OF THE MPC CARD. THE TEXT PRESENTED HERE IS A CONDENSED VERSION OF THE ACTUAL MPC. THE MPC CARD IS THE FINAL AUTHORITY, AND IF THE CONTENTS OF THE MPC DISAGREES WITH ANY INFORMATION PRESENTED HERE, YOU SHOULD FOLLOW THE MPC.

INJECTORS AND VALVES ADJUST

REFERENCES:
COMDTINST 9077.1 (series) Equipment Tag-Out Procedure
MPC S00001.0
MPC A15015.0
MPC S00003.0