

# Hot Lava Mobile

## Develop, Deliver & Analyze High Impact Mobile Learning

### Mobile Content to Support Your Business Needs



#### PowerPoint Development

Use PowerPoint to rapidly develop rich mobile content. Leverage Hot Lava Mobile's plug-in to add polls, quizzes, and assessments.



#### Universal Device Support

Dynamically renders content for any mobile device, from basic mobile phones to smartphones and tablets, without the need to re-develop or customize content.



#### Smartphone and Tablet Apps

Takes advantage of smartphone and tablet capabilities to provide offline viewing and tracking as well as server synchronization.



#### SaaS Delivery

Removes concerns around hardware, software, upgrades, and maintenance, and eliminates IT resource requirements.



#### Full Media Support

Provides automatic, device-specific media conversion and streaming.



#### LMS Support

Runs standalone or complements an existing LMS to provide user tracking.



#### Security

Content is encrypted and data transmissions are secured.



#### Rapid Deployment

Be up and running in less than a day.

## Hot Lava Mobile – Develop, Deliver & Analyze

### PowerPoint Development

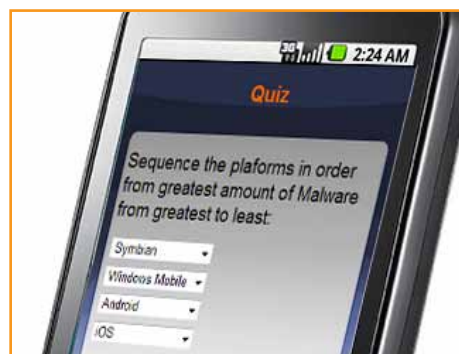
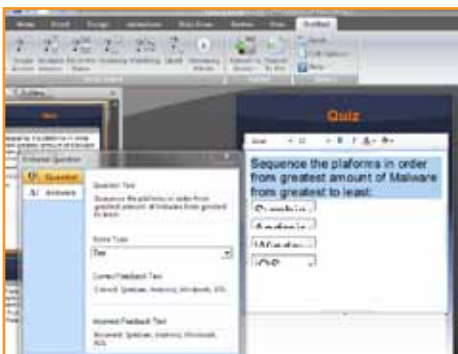
- Media: Automatically converts your media to be delivered in the most appropriate format for the target platform (MP4, 3GP, M4V, M4A)
- Audio podcasts (MP3, WAV, WMA, M4A)
- Messaging/notifications (Email and SMS)
- Assessments, quizzes, and surveys: Seven built-in interactions including matching, ordering, likert, and multiple-choice questions
- Video and Audio
- Images (JPG, GIF, PNG)

### Deliver to any Mobile Phone, Smartphone & Tablet

- Deliver content to any mobile device via mobile web.
- Download content to Smartphone or tablet app.
- Dynamically renders content for your device.
- Offline option manages mobile content and automatically synchronizes upon connection.
- Content is encrypted on the phone while your results are secure in transmission.

### Analyze

- Questions taken/answered
- Score result
- Number of times content is accessed
- Number of tries
- Device used
- Time entered/exited
- Pages visited
- Integrate with any LMS to perform enterprise analysis such as field readiness and ROI measurements.



# Customer Use Cases

## Snack Learning:

*A Law Firm*

The law firm is using Hot Lava Mobile to deliver snack learning to their lawyers on all aspects of their regular curriculum. The company is delivering the learning through audio podcasts embedded in PowerPoint presentations, which include assessments to receive feedback on the content and surveys to test for retention. The content is downloaded to Smartphone apps, allowing the lawyers to access the content while traveling, even without connectivity.



## Policy & Regulation Updates:

*An Oil and Gas Company*

The oil and gas company leverages smart devices to feed their field workforce critical information on updates to policies and regulations. Documents, presentations, videos, and audio clips are shared. Reports show management who has viewed the updated information so reminders can be sent out.



## Surveys, Assessments & Quizzes:

*A Large Cable Service Provider*

The provider of cable services uses Hot Lava Mobile to deliver training to 40K field technician's mobile phones. Using Hot Lava Mobile allows the provider to send training modules with both video and tests. They also use Hot Lava Mobile for compliance training for their field technicians.



## Sales/Partner Enablement:

*A Leader in Fixed, Mobile and Converged Broadband Access*

The telecommunications company uses Hot Lava Mobile to send surveys to its on-the-road sales team regarding technical information and sales training to determine what additional information and training the team requires. The system provides sales the ability to access information and checklists and respond to surveys and polls during short periods of down-time no matter where they are.



## Alerts & Notifications:

*A Power Transmission Company*

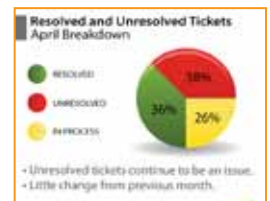
The power transmission company uses Hot Lava Mobile to send alerts and notifications to workers about scheduled and non-scheduled outages. The company is able to track which alerts and notifications have been read.



## Corporate Communications:

*A High Tech Company*

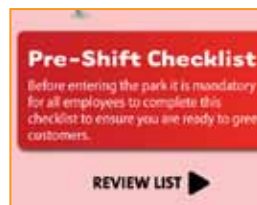
The high tech company uses Hot Lava Mobile to deliver audio and video presentations from management to its workforce in order to address important company updates, new product and services, and new hire introductions. This approach allows tracking and analysis of the employees accessing the information, follow-up on assessments to assure retention, and surveys to determine what additional information the employees require.



## Job Aids & Check Lists:

*A Theme Park and Holiday Resort Company*

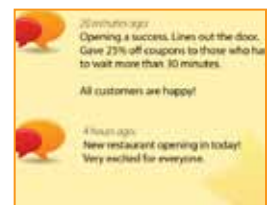
The theme park and resort company uses Hot Lava Mobile to promote safety in their parks, hotels, cruise ships, and resorts. The cruise ship staff receives over 5,000 hours of training and job aids per year and can refer to check lists to ensure they are not missing a step for their jobs. By using Hot Lava Mobile as part of their training and on the job support, they will be able to deploy training recaps and tips to the entire staff throughout the year.



## Customer Update:

*A Food & Beverage Company*

The food and beverage company uses Hot Lava Mobile to maintain the strength of its brand and improve on customer relations by communicating timely and easily digestible updates to its various brands in the form of news feeds, blogs, twitter-like mobile posts, and discussion forums.



## Hot Lava Mobile and Your LMS

### Which LMS does Hot Lava Mobile integrate with?

Hot Lava Mobile can integrate with any learning management system (LMS) that supports AICC.

### How does the Hot Lava Mobile – LMS integration work?

Hot Lava Mobile integrates with your LMS through AICC. Learners log in to the LMS to launch the content, Hot Lava Mobile dynamically scales the content to each learner's device, and upon exit tracking information is automatically sent back to the LMS.

### Can the LMS be the interface for Hot Lava Mobile?

Yes. The standards-based integration approach allows your LMS to be the single interface for course administration, enrollment, tracking, and reporting for mobile learning as well as other learning modalities.



## Supported Mobile Platforms

BlackBerry	iPhone/iTouch/ iPod/iPad	Android	Windows Mobile	WAP-enabled Devices
<b>Hardware Requirements:</b> Mobile device requires SD card	<b>Hardware Requirements:</b> N/A	<b>Hardware Requirements:</b> N/A	<b>Hardware Requirements:</b> N/A	<b>Hardware Requirements:</b> N/A
<b>OS Requirements:</b> BlackBerry OS 4.5+	<b>OS Requirements:</b> iOS 3.0+	<b>OS Requirements:</b> Android 2.2+	<b>OS Requirements:</b> Windows Phone 7	<b>OS Requirements:</b> N/A
<b>Mobile App:</b> Available	<b>Mobile App:</b> Available	<b>Mobile App:</b> Available	<b>Mobile App:</b> Q4 2011	<b>Mobile App:</b> N/A
<b>WAP Connections:</b> Supports any mobile device with a WAP connection	<b>WAP Connections:</b> Supports any mobile device with a WAP connection	<b>WAP Connections:</b> Supports any mobile device with a WAP connection	<b>WAP Connections:</b> Supports any mobile device with a WAP connection	<b>WAP Connections:</b> Supports any mobile device with a WAP connection



Hot Lava Mobile enables you to develop content once, securely deliver it across a variety of mobile devices, ranging from basic mobile phones to Smartphones and tablets, and analyze results.

# A Full Range of Learning and Knowledge Solutions

## Hot Lava Mobile®

Hot Lava Mobile enables you to develop content once, securely deliver it across a variety of mobile devices, ranging from basic mobile phones to Smartphones and tablets, and analyze results. *Available via SaaS.*

## OutStart LCMS

The leading learning content management system (LCMS) for automating the development, management, maintenance, delivery and publishing of modular and personalized learning. *Available SaaS or on-premise.*

## OutStart LMS

A full featured, configurable learning management system (LMS) to administrate, document, track, report, and deliver learning in support of classroom, online, and mobile learning. The system optimizes the effectiveness and efficiency of training administrators and learners at a fraction of the cost of traditional LMS systems. *Available SaaS or on-premise.*

## OutStart Participate®

A social business software solution that integrates social networking, collaboration and knowledge sharing technologies. *Available via SaaS.*

## OutStart TrainingEdge.com

An affordable learning and knowledge suite that extends LMS and traditional elearning with a blend of learning management, content development and management, social business software and mobile capabilities. *Available via SaaS.*



## The OutStart Advantage

### Our Company

Over 10 years experience with a focus on learning and knowledge solutions.

### Our People

Our award-winning software solutions are backed by our people, who are uncommonly responsive, innovative, and committed to your success, thereby ensuring a positive return on your investment. Over 50% of our people have been with OutStart for more than seven years.

### Our Award Winning Solutions

Recognized as a Visionary in Gartner's Magic Quadrant reports for the last seven years, OutStart is regularly acknowledged for its industry leading solutions. In the last two years alone, OutStart was named a Top Learning Portal, one of "Five Emerging LMSs to Watch," a winner of two Best of Elearning! Awards for OutStart LCMS, the winner of a Best of Elearning! Award for Hot Lava Mobile, and a winner of two Brandon Hall Group Technology Excellence Awards.



### Our Customers

OutStart has over 10 years of learning and knowledge experience serving customers that are surpassing expectations and delivering exceptional business results such as Alcatel-Lucent, Alcon, AgustaWestland, Ascent, BB&T, Berlitz, Boeing Company, BT, California State Automotive Association, Capital One, CVS Caremark, DIRECTV, InfoComm International, Infor, Internal Revenue Service, McDonald's, MedFlow, MetLife, NextGen Healthcare, Phones4U, Pilatus, Primed, Swisscard, UK Ministry of Defence, Verizon Wireless, Xerox, and Yum! Brands.

## Connect with OutStart

For insight into customer implementations, best practices, industry news and more, visit the OutStart Knowledge Solutions Blog, and follow us on Twitter @outstart.

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