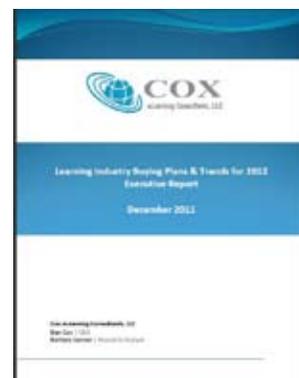


Cox eLearning Consultants Predicts Industry-wide Launch of **Mobile Learning**

COX eLEARNING CONSULTANTS recently released a groundbreaking report on buying plans and trends for the elearning solutions industry. Based on a worldwide research study of organizations in 55 countries, the report is an industry first. Founded in 2005, Cox eLearning Consultants (COX) is the premier marketing services and consulting firm in corporate training, elearning and human resources technologies. COX, based in Livermore, California, studies industry trends and advises organizations about new and innovative training and human resources solutions.

“Learning Industry Buying Plans & Trends for 2012” summarizes the results of a custom research study tracking the buying intentions of organizations for elearning solutions, such as mobile learning, authoring tools, and learning management systems.

PREDICTION: In 2012, the elearning solutions industry will use more contractors instead of employees as it migrates to a virtual work force.



Key Findings

The industry is on the cusp of a revolution where learning will be customized to the user and delivered to wherever he or she is located.

2012 will be the first year that mobile learning launches. Most organizations cited mobile learning as their top priority for implementation; nearly 15% plan to implement in 2012.

46% of respondents said ease of use was the most important feature in a learning management system (LMS), far outranking other robust features, like multiple language availability.

30% of organizations said they would use video to train end-users and channel partners, in addition to employees.

The report includes 11 predictions for 2012. “There will be large growth in learning systems that have interfaces similar to that of Twitter or Facebook,” said Dan Cox, president and CEO of Cox eLearning Consultants. “Those interfaces are so common that learners expect the education environment to perform the same way.”

Corporate training department budgets, slashed in recent years, will receive greater funding for employee education programs. Cox also explained, “consolidation of vendors will continue among medium- and large-sized companies in the industry. Executives must represent their training operations as revenue-centric, rather than as a cost center, in order to survive.”

For more information please visit <http://www.coxec.com>.

