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**LCMS Vendor Council Roundtable Draws Standing-Room Only Attendance
to OnLine Learning Event**

*Industry-Renowned Analysts Moderate Panel Highlighting Benefits of LCMS for
Enterprise-wide Education Initiatives*

LOS ANGELES – October 15, 2001 – The LCMS Vendor Council, which works to increase industry awareness and understanding of the value of Learning Content Management Systems (LCMS), today shared industry analysts’ insights on the newest trend in the eLearning industry from the roundtable held on Tuesday, October 2, 2001 at the OnLine Learning 2001 conference. Clark Aldrich, eLearning researcher and executive vice president for SimuLearn and formerly with Gartner Group, and Bryan Chapman, senior researcher and eLearning analyst at brandon-hall.com, delivered presentations and moderated the panel, comprised of representatives from the LCMS Vendor Council. The event provided an open forum for industry leaders to define the differences between LCMS and Learning Management Systems (LMS). Participants also discussed the growing market demand for standards-compliant, reusable learning objects that enable companies to increase their return on eLearning investments.

Representatives from the member companies were joined by a standing-room only group of individuals with a shared commitment to advancing the convergence of knowledge management and traditional eLearning through LCMS technologies. LCMS solutions allow companies to create, manage and deploy small units of instructional content called learning objects, reducing the time and cost of content creation as well as facilitating personalized learning for students.

“While the concept of learning objects can be traced back several years and the emergence of LCMS as a product category to November of 2000, the commercial application of these products is now beginning to move beyond the early adopter stage,” said Chapman. “Organizations have seized the idea that you can’t just manage learners, you must also manage the entire process of educating - including content. Through careful organization and management of learning content and knowledge assets, representing intellectual property, an organization can actually increase its real value up to as much as 60% according to some sources.”

“The overwhelming turnout at this event confirms that organizations recognize the need to make eLearning an enterprise-wide strategy, and LCMS solutions are often the bridge to pull together the various components of knowledge transfer,” said Aldrich. “Through LCMS, learners can get trusted content, developed by experts, quickly deployed, and delivered in the most appropriate format.”

The LCMS Vendor Council was formed to promote broad market awareness of the benefits to learners provided by Learning Content Management System infrastructures. Currently, the seven-member council includes representatives from Global Knowledge, Knowledge Mechanics, LeadingWay Knowledge Systems, Online Courseware Factory, Vitalect, Vuepoint, and WBT Systems.

About the LCMS Vendor Council

Founded in November of 2000, the LCMS Vendor Council's mission is to increase industry awareness and understanding of Learning Content Management Systems, and to promote the value that LCMS infrastructure software solutions deliver to enterprises and the individual learner. Current members of the LCMS Vendor Council are Global Knowledge, Knowledge Mechanics, LeadingWay Knowledge Systems, Online Courseware Factory Ltd., Vitalect, Vuepoint and WBT Systems.

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