

First e-Learning CD Project at Sony DADC is ready to fly

The new Red Bull e-learning CD is the ticket to Red Bull's corporate world! This project comes on n-CD and is Sony DADC's first e-learning CD, including a complete creative service package. The entire CD project is coordinated, designed, replicated and packaged by the Sony DADC Group. The disc's learning tools, such as monitoring personal training success and bookmarking of completed sections are possible with the online registration and Secure Web Link based on the n-CD concept which saves the users' progress. Additional content and updates are also offered online. The users will register by themselves and have access to additional online content, which is reserved exclusively for them. "n-CD is the ideal tool to keep our employees excited. With a regular CD users would have to start every lesson from the beginning every time they logon, which would be repetitive and wear off the eagerness for the e-learning disc," so Red Bull Project Manager Fiona Bosman. "But n-CD keeps the thrill. Every user continues exactly where he finished the last section."

The disc will contain a variety of animated games with typical Red Bull cartoons to teach users about corporate philosophy, corporate identity and products. The multimedia division of Sony DADC is responsible for the game structure and design development.

The Sony DADC Group is proud to not only offer its first e-learning CD but to execute the entire project. "What makes this project so easy for us is that we are only dealing with one partner in the entire process," says Red Bull Project Manager Fiona Bosman. Customers are taking advantage of the tight cooperation between Sony NetServices, provider of network solutions, and Sony DADC. Both companies are located at the same site and therefore all team members are within walking distance from each other - project managers, designers and programmers.

Understanding every element of the project creation process and the brand itself are crucial to its success. At Sony DADC project managers and programmers understand the implications involved in disc replication and technicians are directly exposed to customers needs and can convert their wishes into products.

This project shows that Sony DADC is not only a partner for optical media and related innovative technologies but also a full-solution provider and a think tank for attractive content.