



Harness the power of interactive video.

TappnEd is an interactive video m-Learning platform that allows learners to view learning points and then answer “in-video” questions anywhere in the video, on any device – without being drawn away from the video content.

Learners can use their smartphones, tablets and desktops to participate in courses with tap-based interaction fully supported.



Multiple Call-To-Actions (CTA) can be included successively after learning points “in-video” where the learner must answer the question, and then depending on the answer selected, may then proceed, if correct, to the next learning point. Competency based assessment or % scoring are both supported.

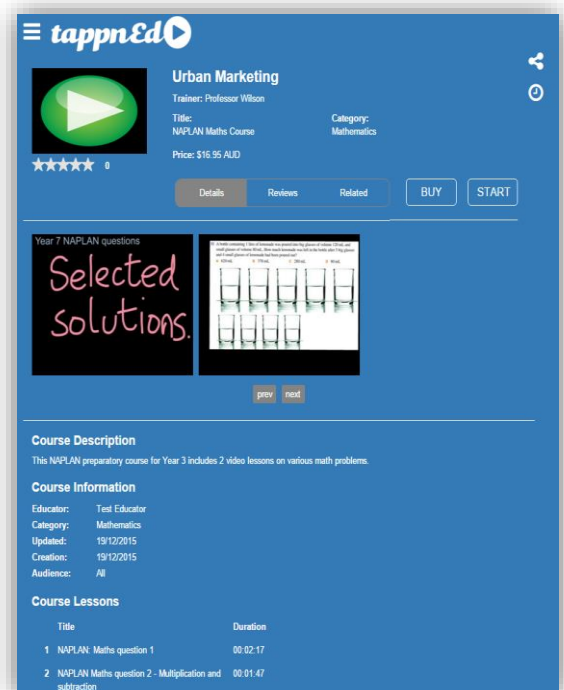
TappnEd is designed to be fully responsive in any device size and operating system, whether its held in portrait or landscape mode. This design approach incorporates the global trend of “mobile first” use where learning content is always on and accessible anywhere.

Monetize video and course material in a single interactive experience

Educators have the option to run free courses or sell their Courses to the general public – it’s their choice.

Educators can monetize their TappnEd interactive video course through our secure credit card payment gateway, much like selling an app or selling a video. The Educator gets paid a proportion of the Course price, paid by the Learner.

Educators can now mesh their unique course knowledge with the power of interactive video to form a powerful audio, visual and tactile learning experience, and then deploy that as a paid course on any supported smartphone, tablet or desktop.

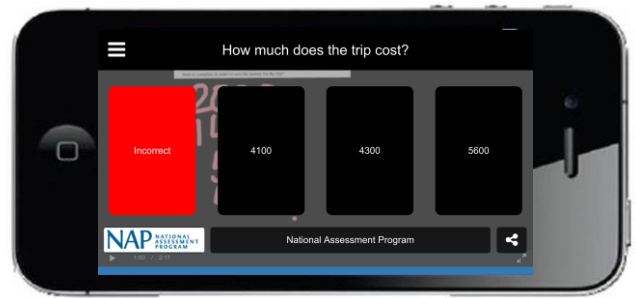




In-video education and assessment

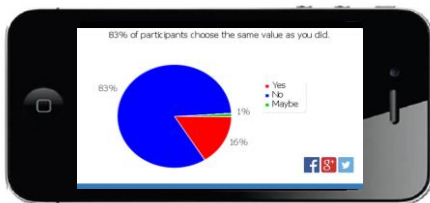
TappnEd is unique as its interaction is ALL “in-video” on any device – users are not asked to go to a separate web page to answer questions.

Breaking the learning experience by drawing away the learner from the content is counterproductive and limits the effectiveness on smart phones and tablets. TappnEd uses the latest HTML5 technology and is especially suited for mobile learning.



Advantages of in-video interaction

- Learn anywhere, anytime on any device.
- Intuitive video interface for ease of learning.
- Test learning points with interactive questions “in-video”.
- Validate knowledge learned “in-video” before moving onto the next learning point.
- Customize multiple choice text & font, split screen or use image based questions.
- View and monetize on any HTML5 compatible device including smart phones, tablets or desktop.
- Responsive design will adjust to any device size or orientation.
- Enforce competency learning or % based scoring.
- Learn at your own leisure or come back to the course later.
- Polling feature allows educators to get feedback on courses and content.
- Interface with your existing LMS.
 - Supports use for people with learning disabilities eg: dyslexia, color blindness.
- Use as in-house m-Learning or sell your courses

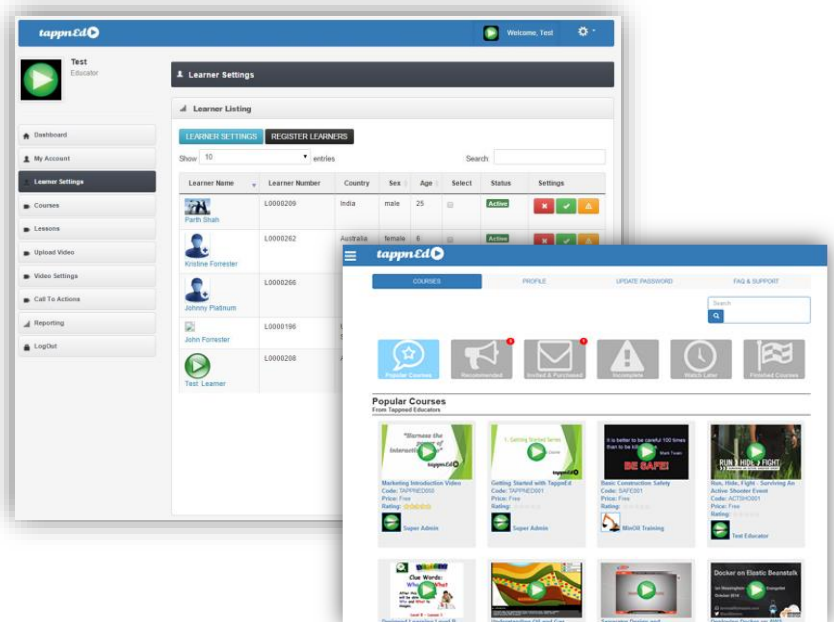


from as little as \$5 each.

Invite Learners

Invite Learners to participate in Courses through the Learner management facility. Know when they have accepted your invite and get them trained quickly.

Learners have their own dashboard of popular, invited, watch later and completed courses.

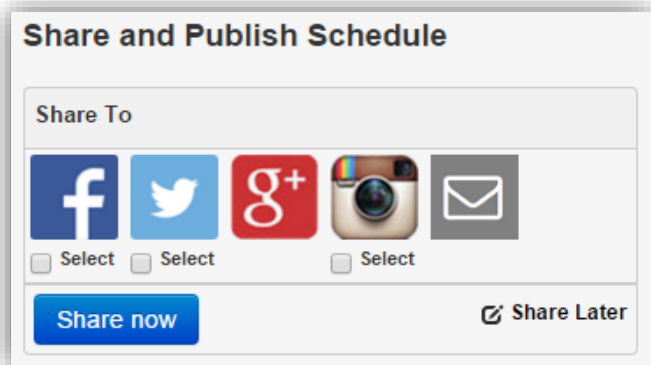


Social Media Sharing

Learners can share interactive video courses via Facebook, Twitter, Google+, Instagram directly from the video course or their profile and challenge other learners to do better.

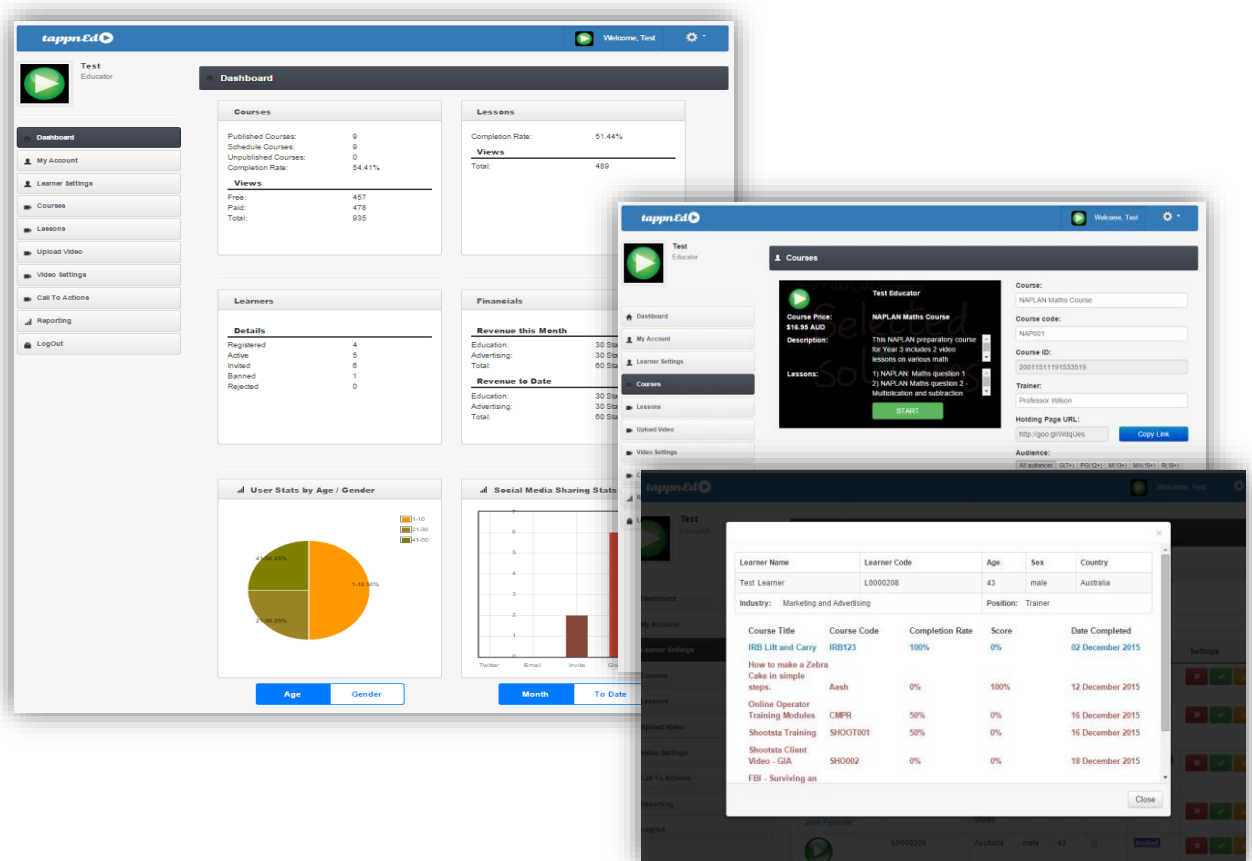
Educators can also share new courses directly through their social media accounts through the TappnEd authorized token without even being logged on.

Social media posts can also be pre-scheduled using Share Later function to coincide with PR, marketing and social media activities at a pre-set time and date in the future. Great for scheduling for the optimum time to reach followers.



Reporting and Analytics

Reporting and analytics include completion rates, scoring, financial, geographical, demographic, social shares, course and video viewing, and time based reporting.



Industries Supported

TappnEd can be used in a wide variety of industries including:

- K12 to University
- Corporate Training:
 - Inductions
 - New courses
 - Compliance
- Vocational Education & Training (VET)
 - New courses and compliance
 - Workplace Health & Safety (WHS)
 - Recognition of Prior Learning (RPL).
- Mining & Gas
- Police, Emergency Services & Military
- Government, NGO
- Charities & Community Service
- Fitness, Health & Cooking
- Product Training & Education (eg. Human medical and animal devices)
- Specialized & Custom courses
- Marketing & Sales

“The right question, at the right time”

Support

Support includes live chat, FAQ & knowledge base and tutorial videos.

Live Demo Available

For a live demonstration or discussion please contact your local Urban Marketing office.

Contact Us

Australia

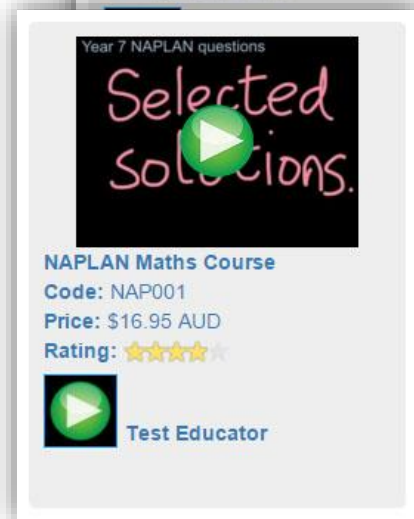
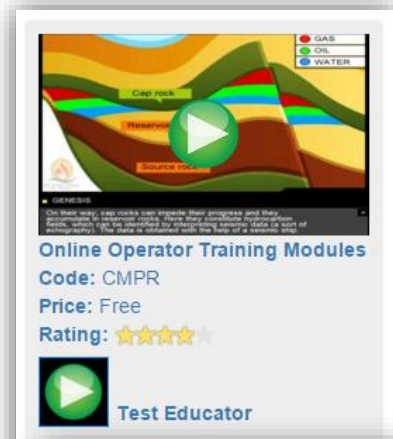
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