mAuthor

eContent Development Platform

Authoring Tool
& eContent Development Platform

Learnetic
Everyone learns differently

www.mauthor.com

Learnetic
Everyone learns differently

mAuthor

eContent Development Platform

mAuthor is a combination of a powerful Authoring Tool and a cloud-based ePublishing Development Platform dedicated to build highly interactive Digital Content and to coordinate the workflow of the Project Teams involved in its creation.

The eContent developed with mAuthor is built along the eLearning industry standards and supports all desktop and mobile devices, making it perfect for modern technology-supported education.

E-LEARNING STANDARDS

Resulting eContent is HTML5, SCORM 1.2, SCORM 2004 and xAPI (Tin Can) compliant, making it compatible with the majority of LMS platforms.

ONLINE & OFFLINE

Created eContent can be accessed online via an Internet browser or exported to run offline on desktop or mobile devices.

OPEN ARCHITECTURE

Thanks to open XML data formats, the open source code HTML5 player, dedicated API and java-based scripts, it is possible to expand the functionality of existing modules or to create the new ones.

POWERFUL ACTIVITIES

Over 140+ ready-made, highly parameterized functional modules & activity types supporting a wide spectrum of modern educational needs.

ACCESSIBILITY WCAG 2.0

mAuthor is the first authoring tool capable of creating highly interactive, yet truly accessible eContent – supporting the WCAG 2.0 recommendations.

ADAPTIVE LEARNING

A vast selection of reporting and feed-backing capabilities enables the creation of highly adaptive content that adjusts to the learner's actual abilities.

WYSIWYG DESIGNING

Visual content development and editing mode – What You See Is What You Get – makes the designing work quick and accurate.

OS AGNOSTIC

Created eContent runs smoothly on Windows, Mac OS and Linux operating systems as well as in iOS or Android driven environments.

E-PUBLISHING ENVIRONMENT

Organizes the workflow and smooth cooperation of Project Team members bearing different roles in the eContent development process.

MASS CONTENT DEVELOPMENT

Create your own library of visual and functional templates to support massive production of eContent while keeping it reliable and consistent.

MOBILE READY

The resulting eContent is driven by mAuthor's HTML5 based Player making it perfectly accessible from modern mobile devices with various screen resolutions.

RAPID CONTENT DEVELOPMENT

Large number of flexible templates, ready-made modules and pre-defined activities make it a perfect solution to create large scale projects with tight timeframes.

UNDER CONTROL

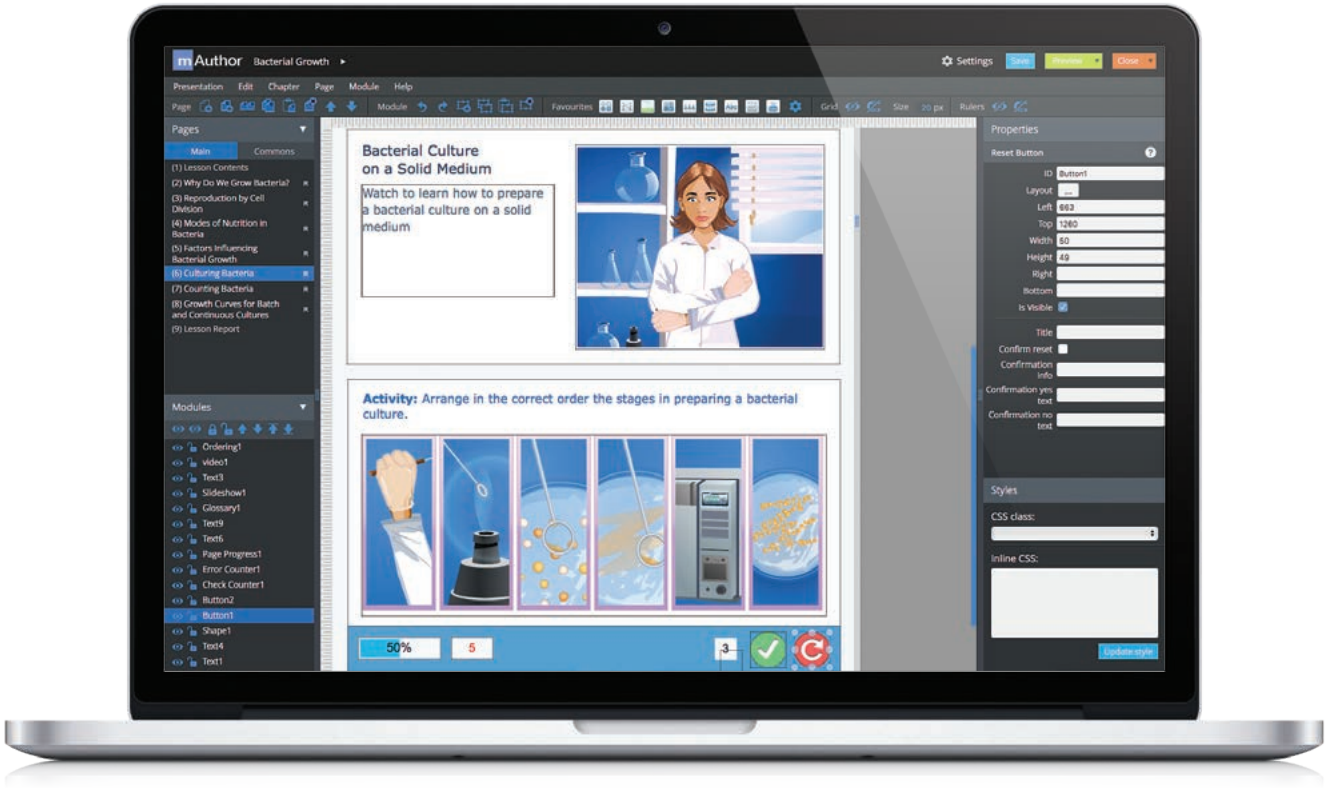
Secures full support of digital publishing processes, including Version Control, Bug-track or Kanban project management system.

TECH SUPPORT

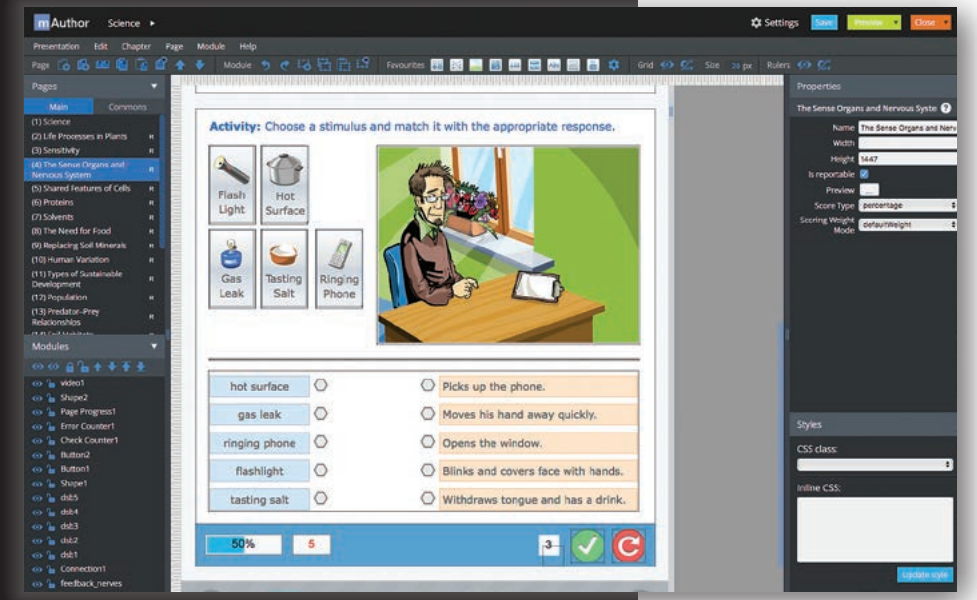
Our experienced Support Staff is always ready to help you achieve your goals and solve any problems you may encounter.

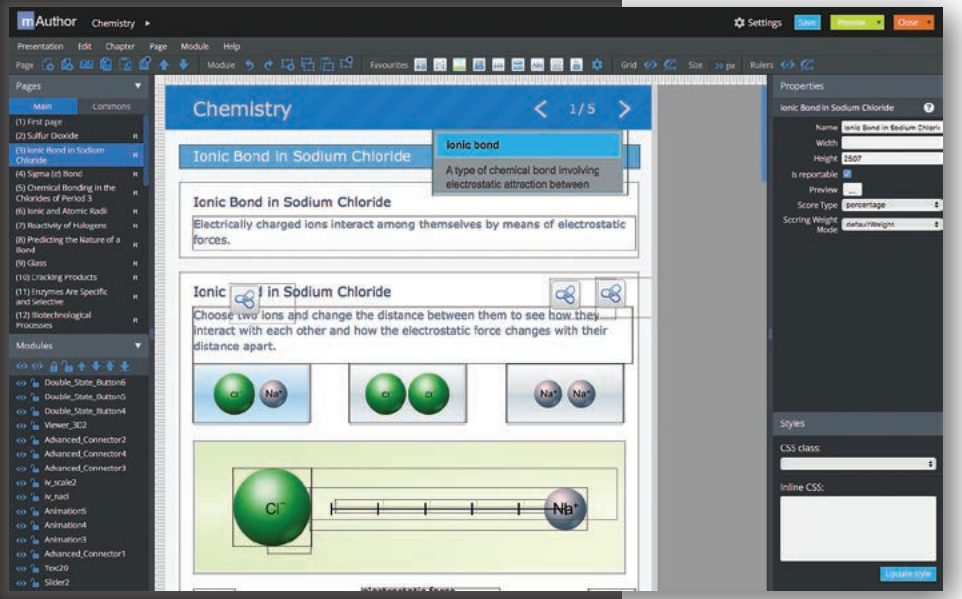
CONTINUOUS DEVELOPMENT

mAuthor is regularly updated with extra features, new modules & activities, making it always at the edge of arising technologies and devices.


mAuthor
Bacterial Growth
Settings
Save
Preview
Close
Presentation
Edit
Chapter
Page
Module
Help
Pages
Main
Commons
(1) Lesson Contents
(2) Why Do We Grow Bacteria?
(3) Reproduction by Cell Division
(4) Modes of Nutrition in Bacteria
(5) Factors Influencing Bacterial Growth
(6) Culturing Bacteria
(7) Counting Bacteria
(8) Growth Curves for Batch and Continuous Cultures
(9) Lesson Report
Modules
Ordering1
video1
Text3
Slideshow1
Glossary1
Text9
Text6
Page Progress1
Error Counter1
Check Counter1
Button2
Button1
Shape1
Text4
Text1
Bacterial Culture on a Solid Medium
Watch to learn how to prepare a bacterial culture on a solid medium
Activity: Arrange in the correct order the stages in preparing a bacterial culture.
50%
5
3
Properties
Reset Button
ID
Button1
Layout
Left
683
Top
1260
Width
50
Height
49
Right
Bottom
Is Visible
Title
Confirm reset
Confirmation info
Confirmation yes text
Confirmation no text
Styles
CSS class:
Inline CSS:
Update style

The most powerful Authoring Tool ever.


mAuthor
Science
Settings
Save
Preview
Close
Presentation
Edit
Chapter
Page
Module
Help
Pages
Main
Commons
(1) Science
(2) Life Processes in Plants
(3) Sensitivity
(4) The Sense Organs and Nervous System
(5) Shared Features of Cells
(6) Proteins
(7) Solvents
(8) The Need for Food
(9) Replacing Soil Minerals
(10) Human Variation
(11) Types of Sustainable Development
(12) Population
(13) Predator–Prey Relationships
Modules
video1
Shape2
Page Progress1
Error Counter1
Check Counter1
Button2
Button1
Shape1
dsb5
dsb4
dsb3
dsb2
dsb1
Connection1
feedback_nerves
Activity: Choose a stimulus and match it with the appropriate response.
Flash Light
Hot Surface
Gas Leak
Tasting Salt
Ringing Phone
hot surface
gas leak
ringing phone
flashlight
tasting salt
Picks up the phone.
Moves his hand away quickly.
Opens the window.
Blinks and covers face with hands.
Withdraws tongue and has a drink.
50%
5
3
Properties
The Sense Organs and Nervous Syste
Name
Width
Height
1447
Is reportable
Preview
Score Type
percentage
Scoring Weight Mode
defaultWeight
Styles
CSS class:
Inline CSS:
Update style


mAuthor
Chemistry
Settings
Save
Preview
Close
Presentation
Edit
Chapter
Page
Module
Help
Pages
Main
Commons
(1) First page
(2) Sulfur Dioxide
(3) Ionic Bond in Sodium Chloride
(4) Sigma (σ) Bond
(5) Chemical Bonding in the Chlorides of Period 3
(6) Ionic and Atomic Radii
(7) Reactivity of Halogens
(8) Predicting the Nature of a Bond
(9) Glass
(10) Cracking Products
(11) Enzymes Are Specific and Selective
(12) Biotechnological Processes
Modules
Double_State_Button6
Double_State_Button5
Double_State_Button4
Viewer_3D2
Advanced_Connector2
Advanced_Connector4
Advanced_Connector3
iv_scale2
iv_nacl
Animation5
Animation4
Animation3
Advanced_Connector1
Text20
Slider2
Chemistry
1/5
Ionic Bond in Sodium Chloride
Ionic bond
A type of chemical bond involving electrostatic attraction between
Ionic Bond in Sodium Chloride
Electrically charged ions interact among themselves by means of electrostatic forces.
Ionic Bond in Sodium Chloride
Choose two ions and change the distance between them to see how they interact with each other and how the electrostatic force changes with their distance apart.
Cl
Na+
Cl−
Na+
Properties
Ionic Bond in Sodium Chloride
Name
Width
Height
1507
Is reportable
Preview
Score Type
percentage
Scoring Weight Mode
defaultWeight
Styles
CSS class:
Inline CSS:
Update style

"We discovered mAuthor as a truly powerful solution for interactive educational content development. No other solution offers such a wide spectrum of modules and activity types".

Michael Chan
Senior Manager at NetDragon Websoft
/China/

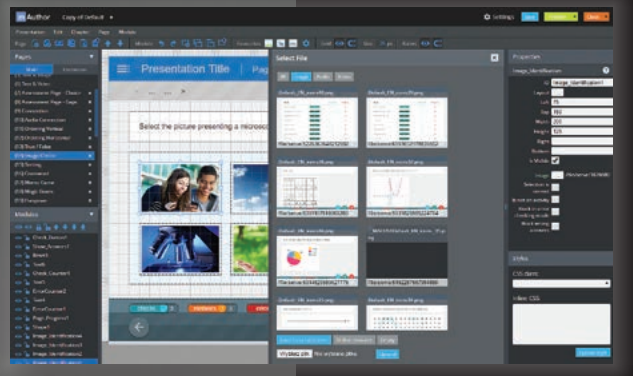
WYSIWYG Designing

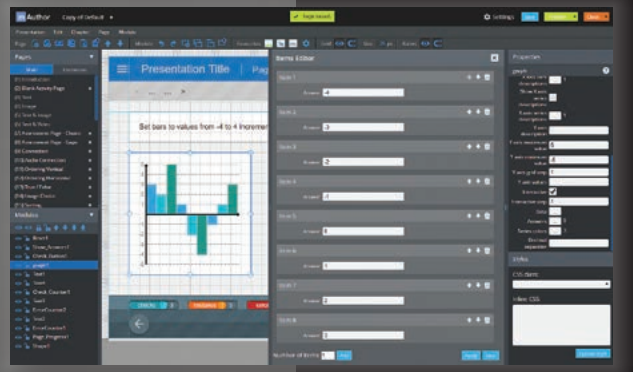
In order to make it easier for new users to work in mAuthor, its WYSIWYG XML editor has been constructed along the widely accepted UX trends implemented in the majority of professional design applications.

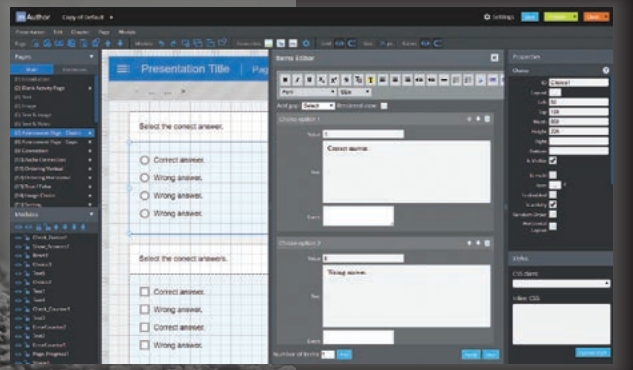
Such an approach makes it quick and easy to start creating your own eContent as the mAuthor's user interface concept is well known to most graphic artists and designers.

140+ Functional Modules

to support your most demanding eProjects.







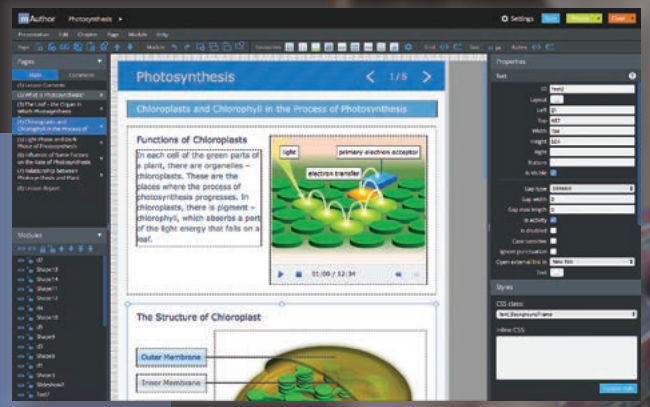
Modular architecture

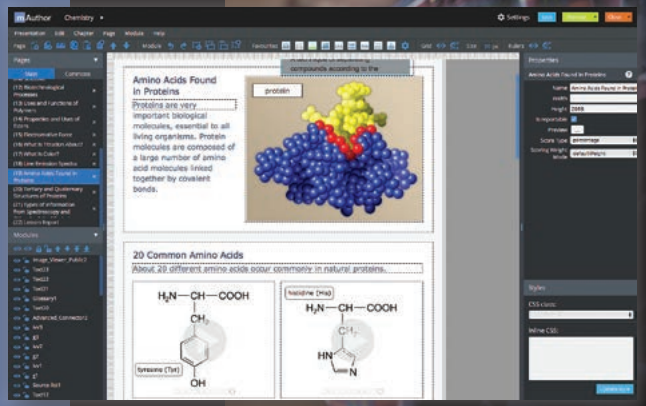
Thanks to mAuthor's modular architecture, highly interactive content can be built from a broad variety of functional blocks.

Each functional Module can be precisely customized by adjusting a number of its **Properties**, thus making it truly responsive to various user's behavior. A large number of less obvious functional Modules should help you design even the most sophisticated interactive exercises.

Presentation Modules

- Text
- Image
- Video
- Paragraph
- Animation
- Table
- 3D Viewer
- Slideshow
- Glossary
- Swiffy
- Multi Audio
- Text Audio
- Image Viewer
- Layered Image
- Image Zooming



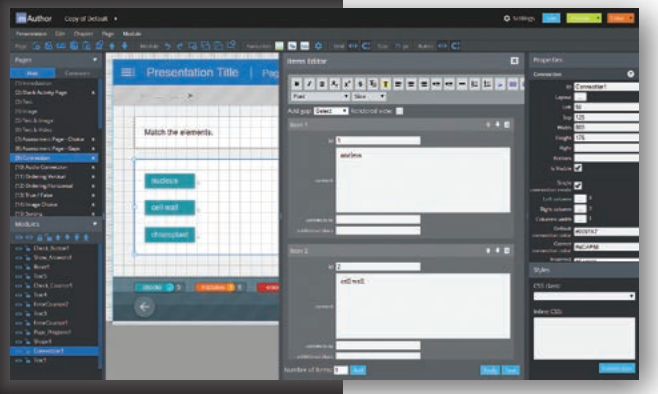


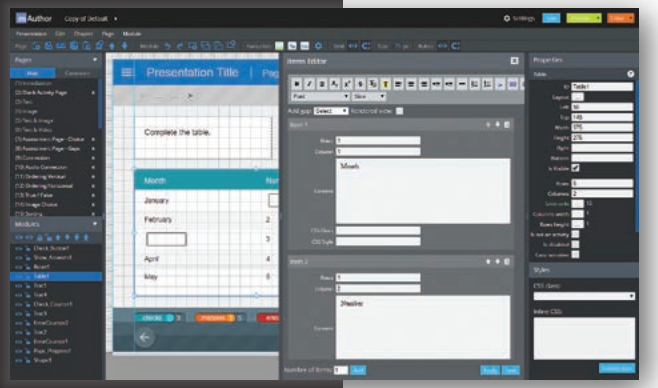
Activity Modules

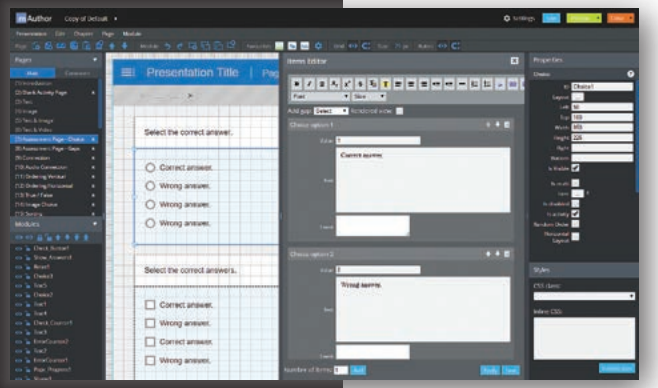
- True/False
- Choice
- Ordering
- Connection
- Multiple Gap
- Image Gap
- Text Selection
- Text Identification
- Image Identification

Advanced Modules

- Line Selection
- Shape Tracing
- Layered Image
- IWB Toolbar
- Pie Chart
- Shapes





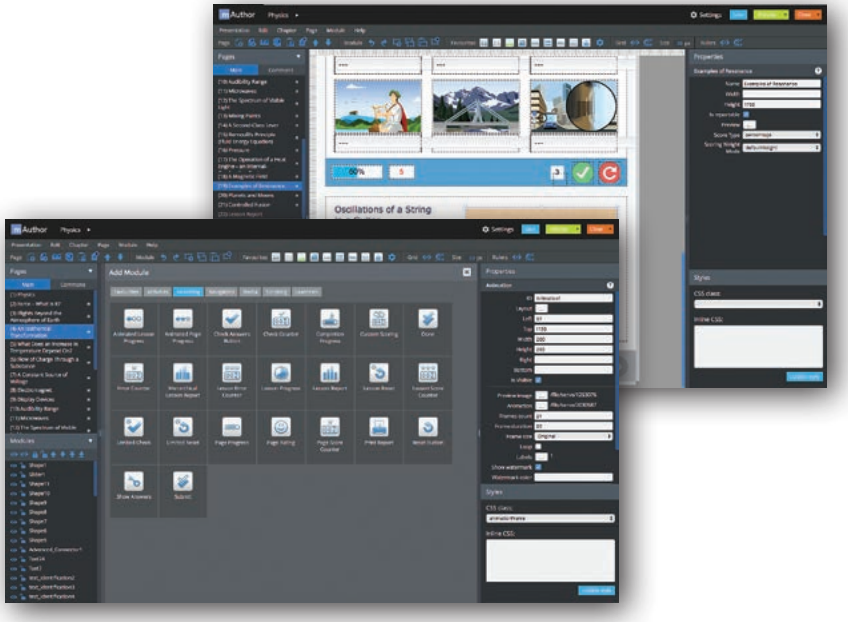


Areas of Plane Shapes (1)
Areas of Polygons
Recall
Activity: Find the areas of the given polygons. Fill in the blanks.
Simulation
Activity: Match functions with graph numbers.
Function
Graph
Simulation
Math Modules
Math
Graph
Plot
Count & Graph
Points & Lines
Figure Drawing
Fractions
Writing Calculations
Shape Tracing
Clock

Reporting

The majority of mAuthor's modules aggregate very **detailed information on the learners' activity**. Such information is used locally for giving **instant, valuable feedback** directly to a student, but is also collected to produce **the reports on achieved results** and indications of strong or weak abilities of a particular learner.

Besides the number of errors or a percentage result, a teacher or a trainer also knows the learner's exact answers, how many times they were trying to solve the activity, or whether a student asked the system for help.



Reporting Modules

- Error Counter
- Animated Lesson Progress
- Animated Page Progress
- Completion Progress
- Custom Scoring
- Hierarchical Lesson Report
- Lesson Progress

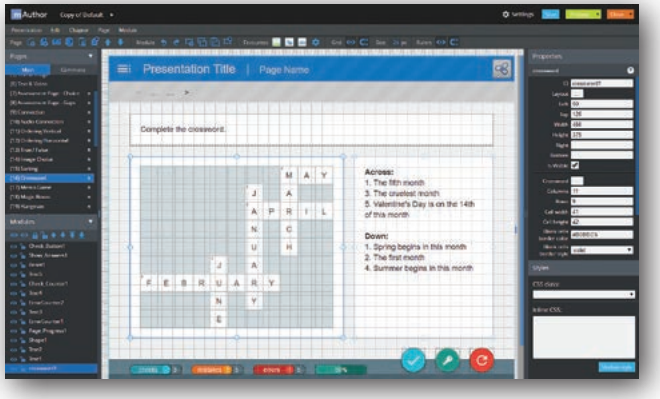
Gamification

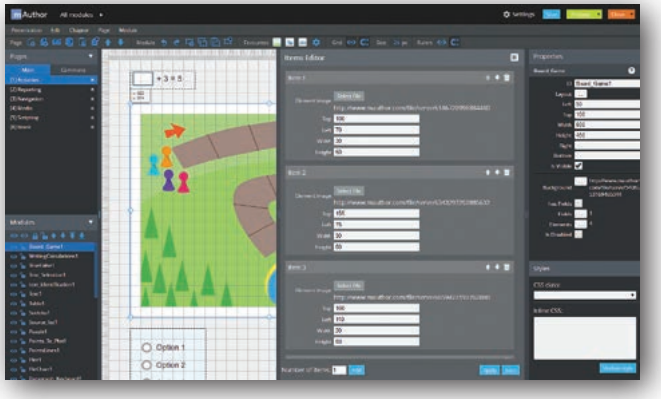
Using functional engines of the **Edu Games** Modules, you can design a number of attractive exercises. You simply load a local database of a selected game with a particular discipline content and let a student play.

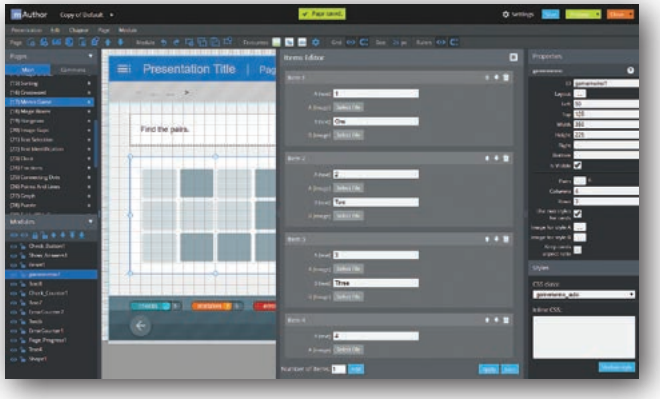
While solving the task a learner is asked to input some answers, discover hidden words, remember phrases or associate pictures with their descriptions.

Edu Games Modules

- Crossword
- Hangman
- Magic Boxes
- Memo Game
- Puzzle
- Sudoku
- Board Game
- Coloring
- Drawing
- Quiz
- Catching Object
- Maze
- Shooting range



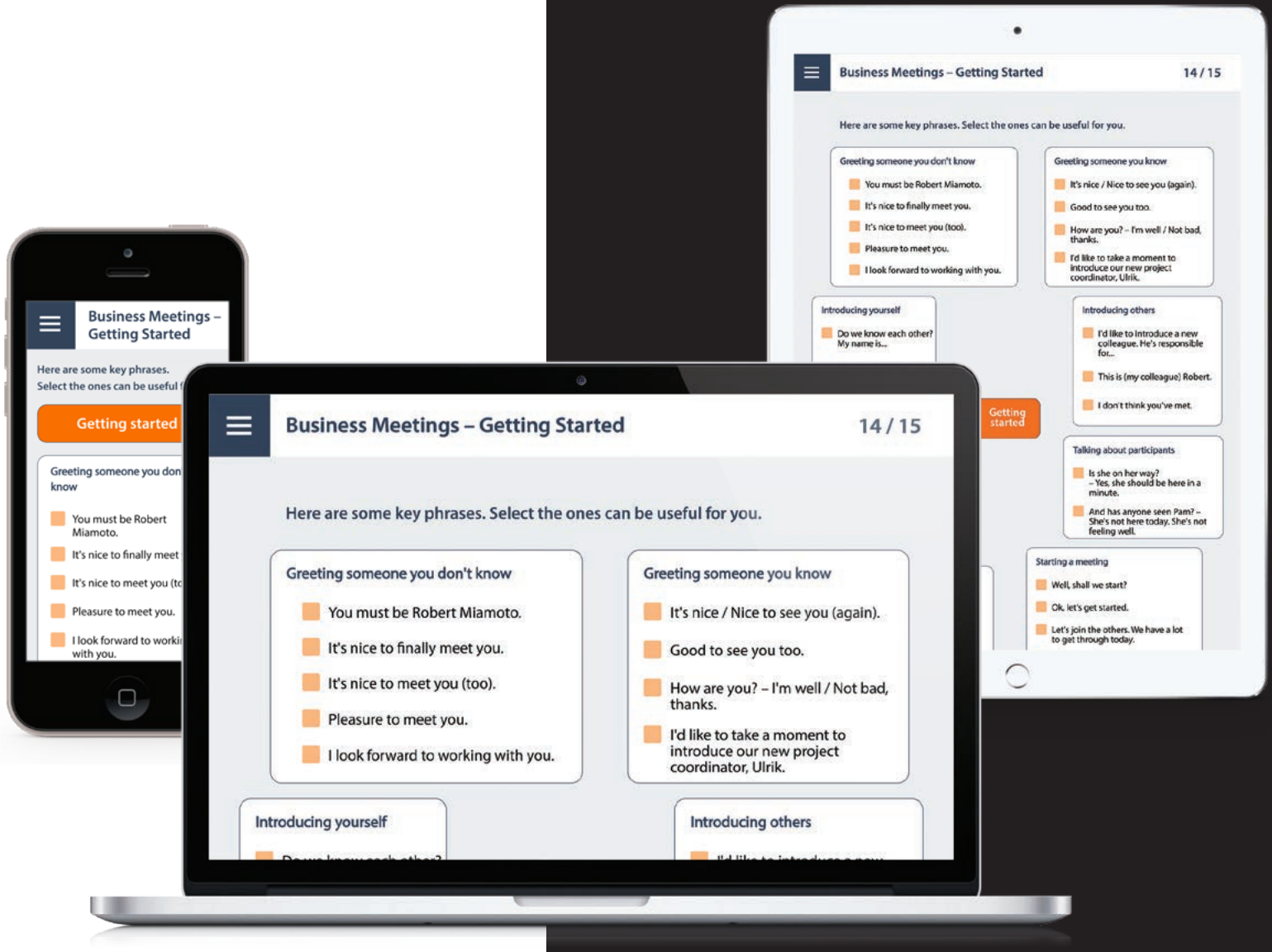


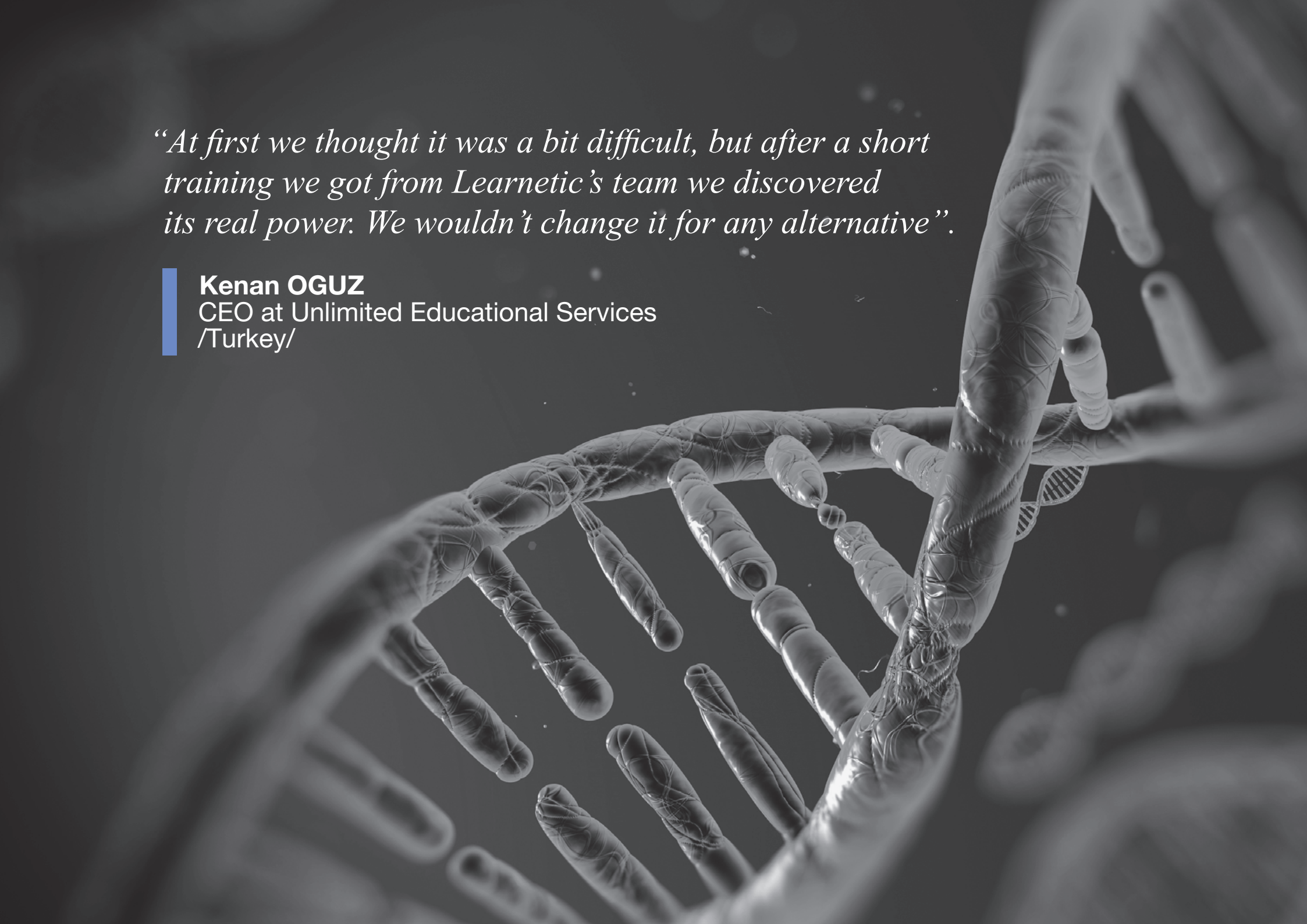


Responsive Design Capabilities

Full control over the layout

mAuthor allows creating lessons that display perfectly on various devices and screen sizes. It is based on an advanced set of functionalities that provide the ability to optimize the page layouts for display on computers, tablets, smartphones and much more. Furthermore, this feature allows control over displaying the lesson in a vertical or horizontal screen orientation.


Business Meetings – Getting Started
14 / 15
Here are some key phrases. Select the ones can be useful for you.
Greeting someone you don't know
You must be Robert Miamoto.
It's nice to finally meet you.
It's nice to meet you (too).
Pleasure to meet you.
I look forward to working with you.
Greeting someone you know
It's nice / Nice to see you (again).
Good to see you too.
How are you? – I'm well / Not bad, thanks.
I'd like to take a moment to introduce our new project coordinator, Ulrik.
Introducing yourself
Introducing others
Getting started
Talking about participants
Starting a meeting
Well, shall we start?
Ok, let's get started.
Let's join the others. We have a lot to get through today.



"At first we thought it was a bit difficult, but after a short training we got from Learnetic's team we discovered its real power. We wouldn't change it for any alternative".

Kenan OGUZ
CEO at Unlimited Educational Services
/Turkey/

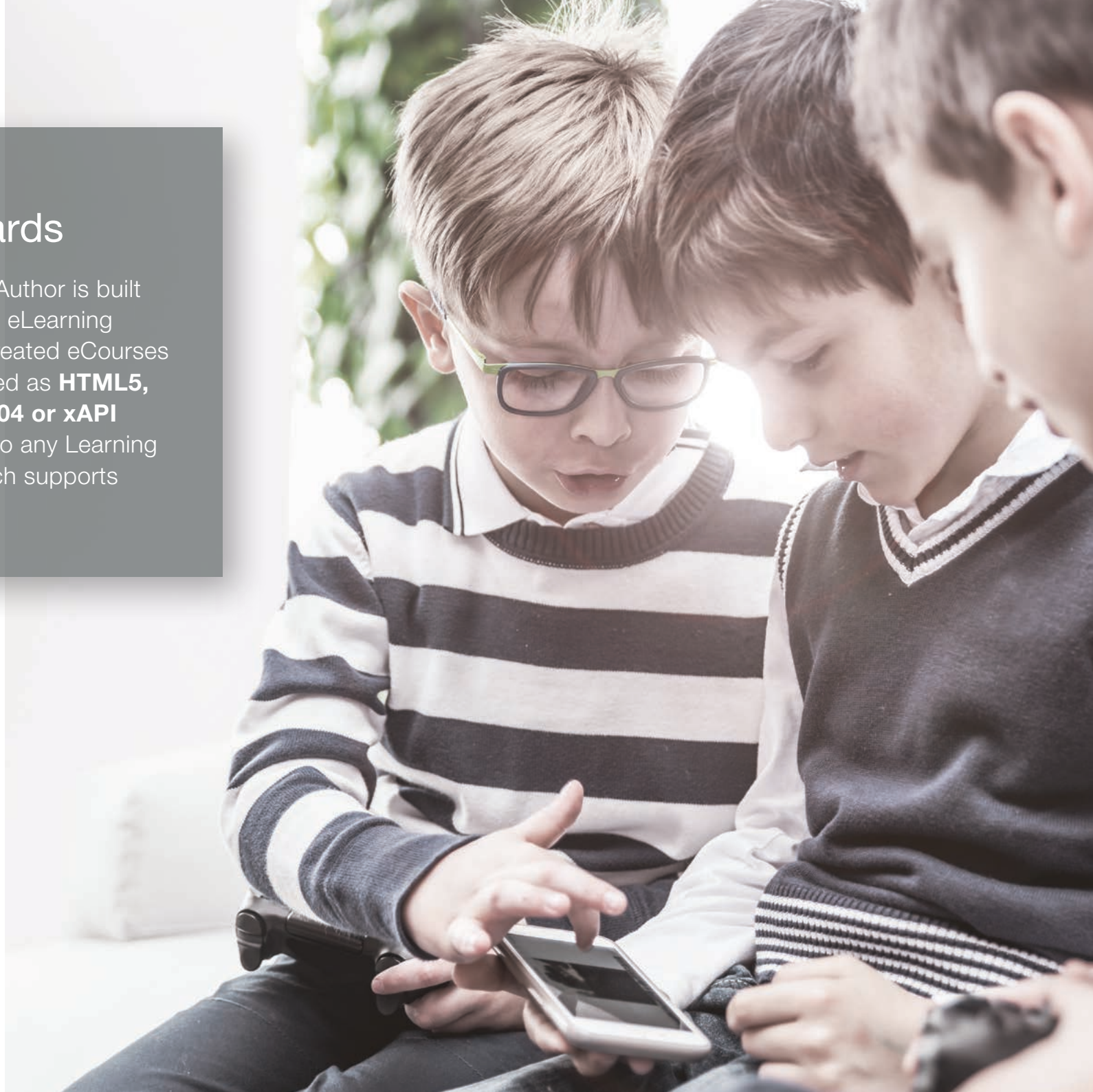
Ready to Use Functional Templates

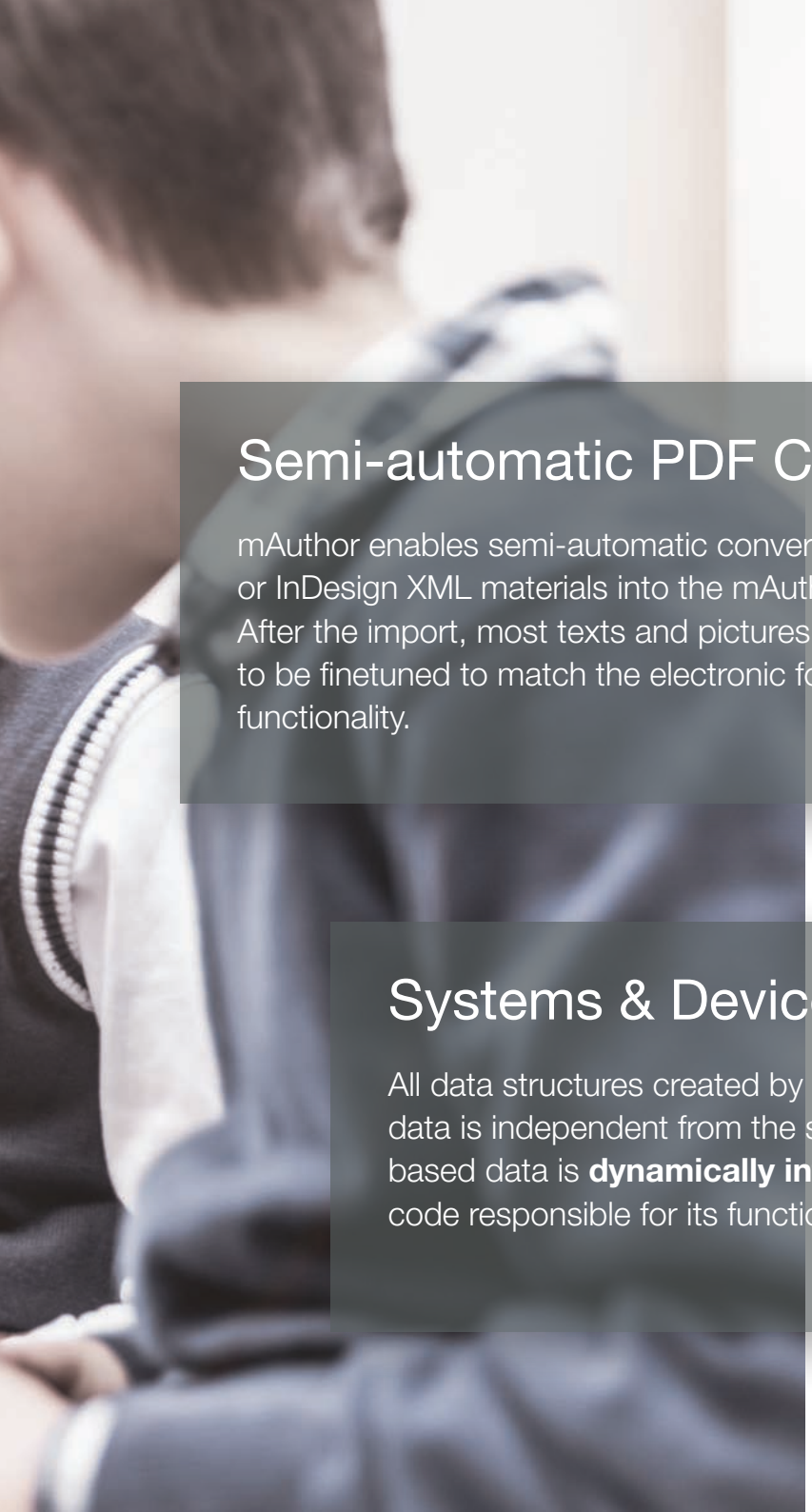
mAuthor offers several sets of ready-made Templates carrying different visual designs, navigation styles and functionalities.

You may use them to immediately start the creation of your digital content packages. You may also design your own templates to speed up your team's work and keep consistency across the title.

eLearning Industry Standards

eContent generated by mAuthor is built along the widely accepted eLearning industry standards. The created eCourses may be saved and exported as **HTML5, SCORM 1.2, SCORM 2004 or xAPI (Tin Cap API)** packages to any Learning Management System which supports these standards.





Semi-automatic PDF Conversion

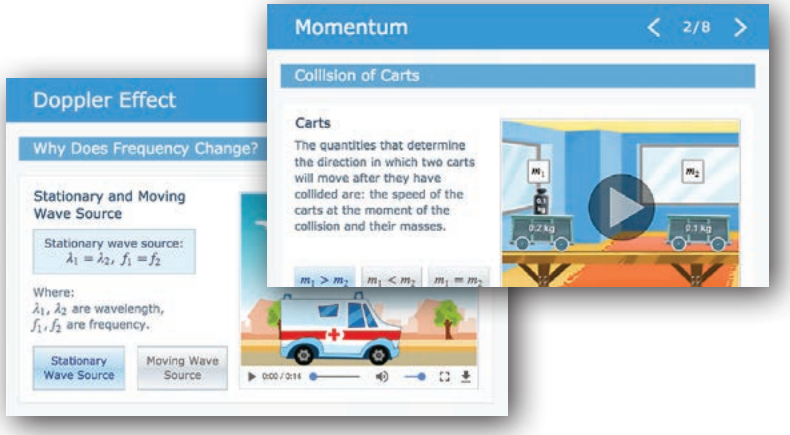
mAuthor enables semi-automatic conversion of print-ready PDF or InDesign XML materials into the mAuthor's native digital format. After the import, most texts and pictures get initial layout and need to be finetuned to match the electronic formats and extended with a relevant functionality.

Systems & Devices Agnostic

All data structures created by mAuthor are built and stored in **open XML format files**. At this stage the data is independent from the systems, platforms or devices it will be displayed on. Next, all such XML-based data is **dynamically interpreted by the interactive content player** that generates the HTML5 code responsible for its functionality and working on different operating systems or devices.

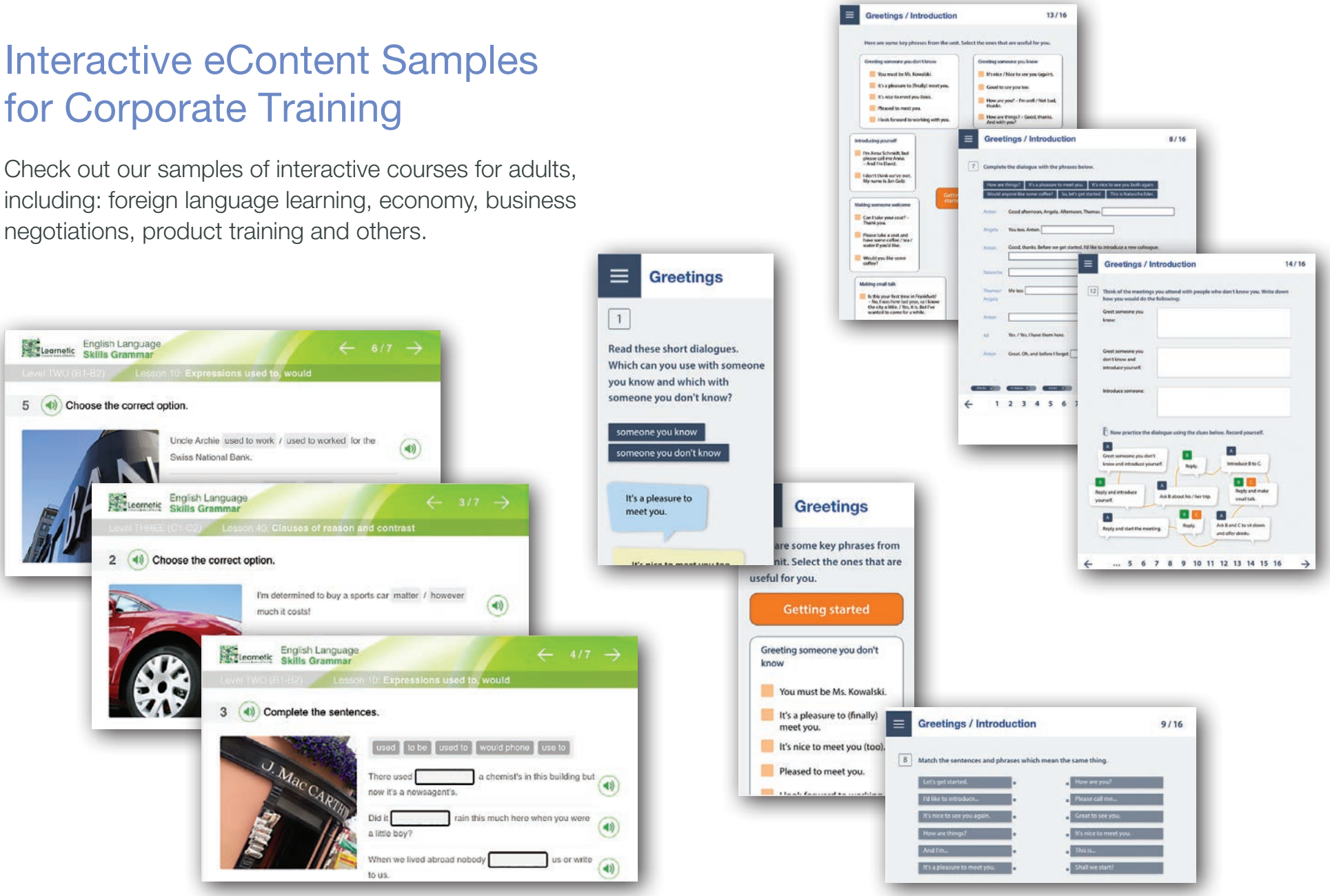
Interactive eContent Samples for K-12 Education

Test and experience a vast collection of eContent samples with highly interactive activities, games, multimedia resources, educational films, animations & simulations, which have been developed with mAuthor. You may find them on our web page.



Interactive eContent Samples for Corporate Training

Check out our samples of interactive courses for adults, including: foreign language learning, economy, business negotiations, product training and others.



Powerful Development Platform supporting ePublishing Processes.

mAuthor is not just an authoring tool. It is a complete **Development Platform** to support and manage the ePublishing processes. It allows assigning different tasks to different roles, including: authors, instructional designers, editors, graphic designers, reviewers or testers. You can also create your own roles to customize the development environment to your specific needs.

mAuthor helps you to **control the development process** by observing the progress of different team members who can also communicate with each other and give feedback on the created materials.

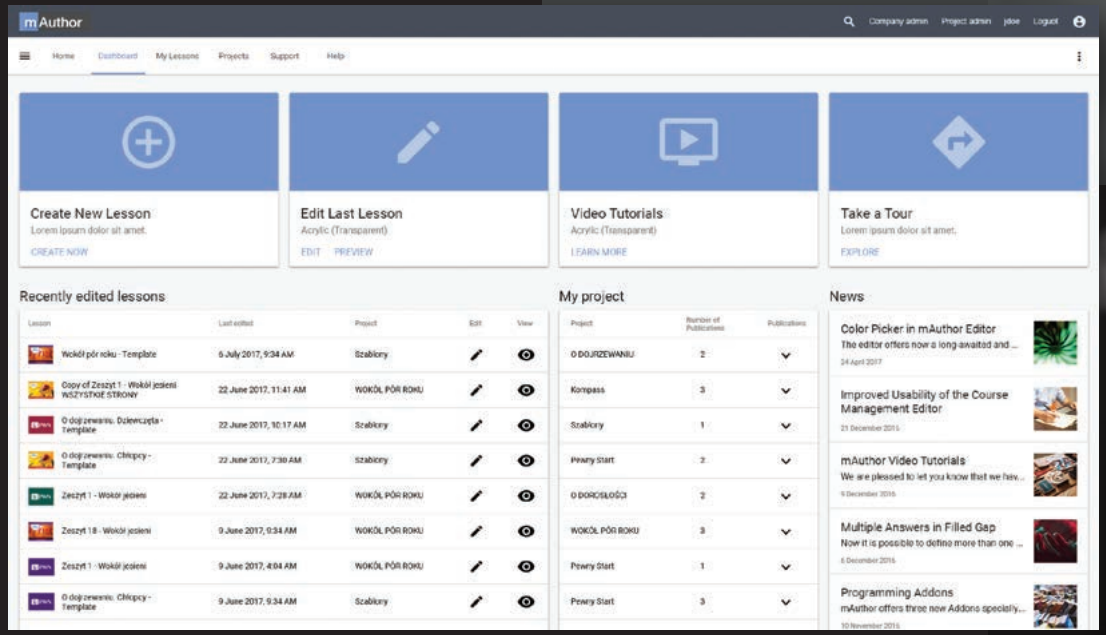
Workflow Management

Thanks to mAuthor's control capabilities, the eContent development project can be organized according to **Kanban methodology** which supports collective software development.

mAuthor's Kanban Board supports agile and lean development processes and may comprise many custom created columns in order to fit the workload of particular projects.

Version Control

eContent development projects usually involve participation of different team members contributing to a final digital product. It is of crucial importance to provide a **security control system** to prevent loss of their valuable work. mAuthor is equipped with an advanced Version Control system, which takes care of your projects' integrity and consistence. No more mess with lost files or obsolete data.



Cloud-based
Software
as a
Service
Model

The mAuthor platform is offered in **Software as a Service** model (SaaS). Its highly reliable operation is secured by the deployment of cloud services from the world's top providers. Not only does it allow delivering an undisrupted service but also provides necessary flexibility to scale-up the mAuthor service along with the growing needs of your Development Teams, hence giving instant access to any error patches or new functionalities.

Advanced Scripting

mAuthor is built as an open architecture application with an **external plugin interface**. In case you have very special needs, not supported by the mAuthor's existing Modules, it is always possible to create a specific functionality using the **javascript-based** Advanced Connector module.

Such an approach gives you practically **unlimited freedom** to create projects that your subject matter experts or instructional designers consider necessary to achieve their intended goals.

Open Source Player

The mAuthor's interactive content Player which is responsible for running the eContent and running it on different platforms and devices, is designed as an **Open Source Code project**.

As an mAuthor user, you will find all necessary source code files and extensive documentation enabling you to integrate the created eContent packages with your specific, proprietary platforms.

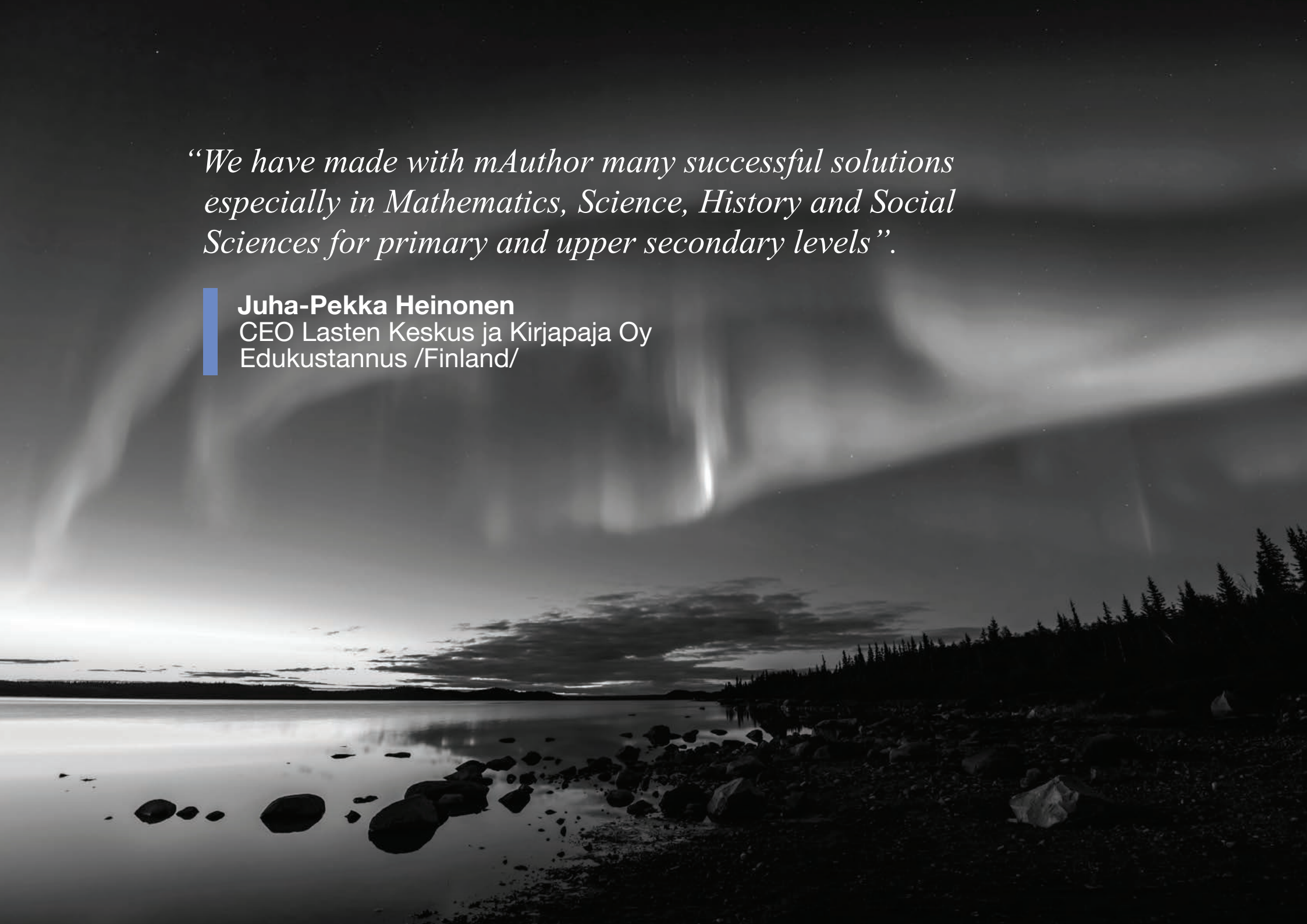
Adaptive Learning Paths

Thanks to a large quantity and variety of functional modules, mAuthor is the best positioned product to be used for projects aiming at highly interactive courses incorporating **Adaptive Learning** design.

It offers vast capabilities that allow creating educational content based on the individual results of tasks, exercises or quizzes performed by a learner.

When a student starts working with an eContent package, the mAuthor's "adaptive engine" selects an appropriate path, offering exercises and presentations **tailored to the learner's current level of knowledge**.

This way users whose performance is poorer than expected are presented with exercises with lower level of difficulty. At the same time, students with excellent score get more difficult tasks whose solving requires more effort.



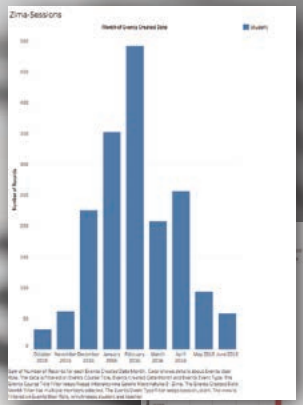
"We have made with mAuthor many successful solutions especially in Mathematics, Science, History and Social Sciences for primary and upper secondary levels".

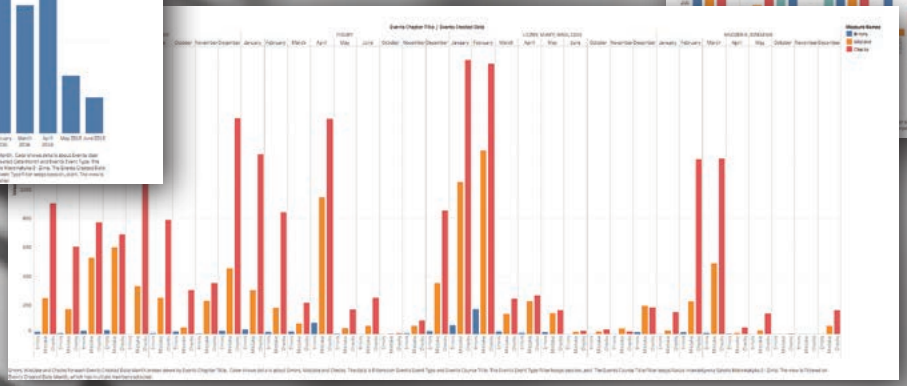
Juha-Pekka Heinonen
CEO Lasten Keskus ja Kirjapaja Oy
Edukustannus /Finland/

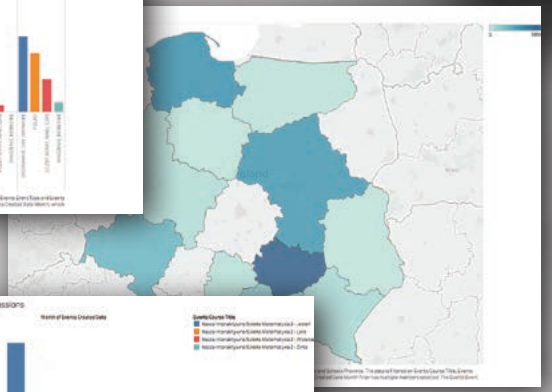
Big Data Analytics

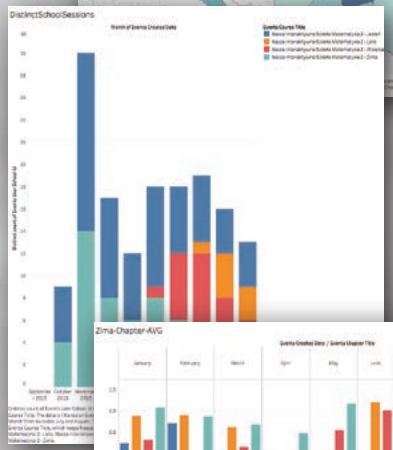
The eContent created with mAuthor is capable of generating a vast amount of information concerning particular **learner's behavior** and especially their results obtained while solving interactive activities.

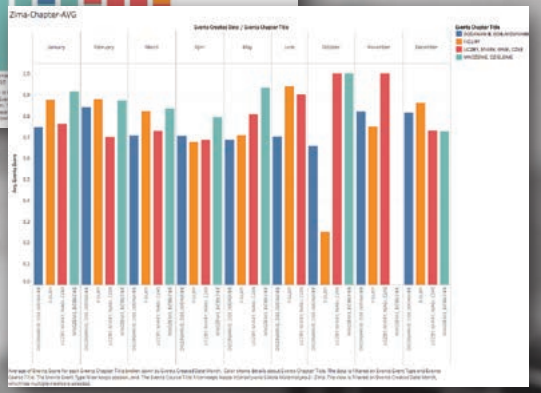
All such information is used to give instant feedback to the learner. However, it can also be collected in a general database which stores information on **all learners' results**.



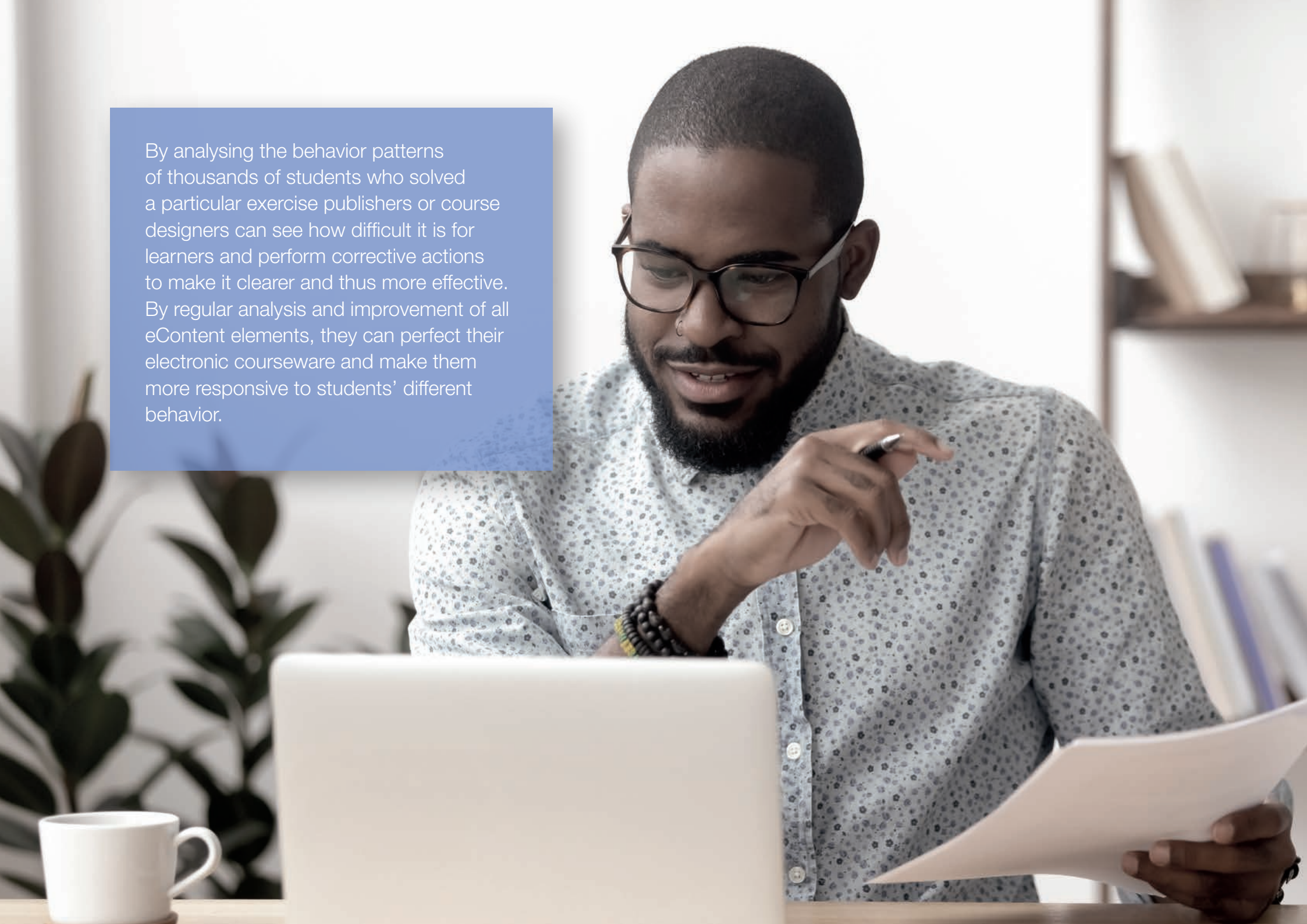








All data generated by the mAuthor's eContent (deployed within the Learnetic's mCourser LMS) is stored in **Google BigQuery** database making it fully accessible by the variety of third party tools (Tableau, QlikView, DataHero, etc.) that enable publishers or trainers to perform thorough analysis and attractive visualisations of educationally relevant data.

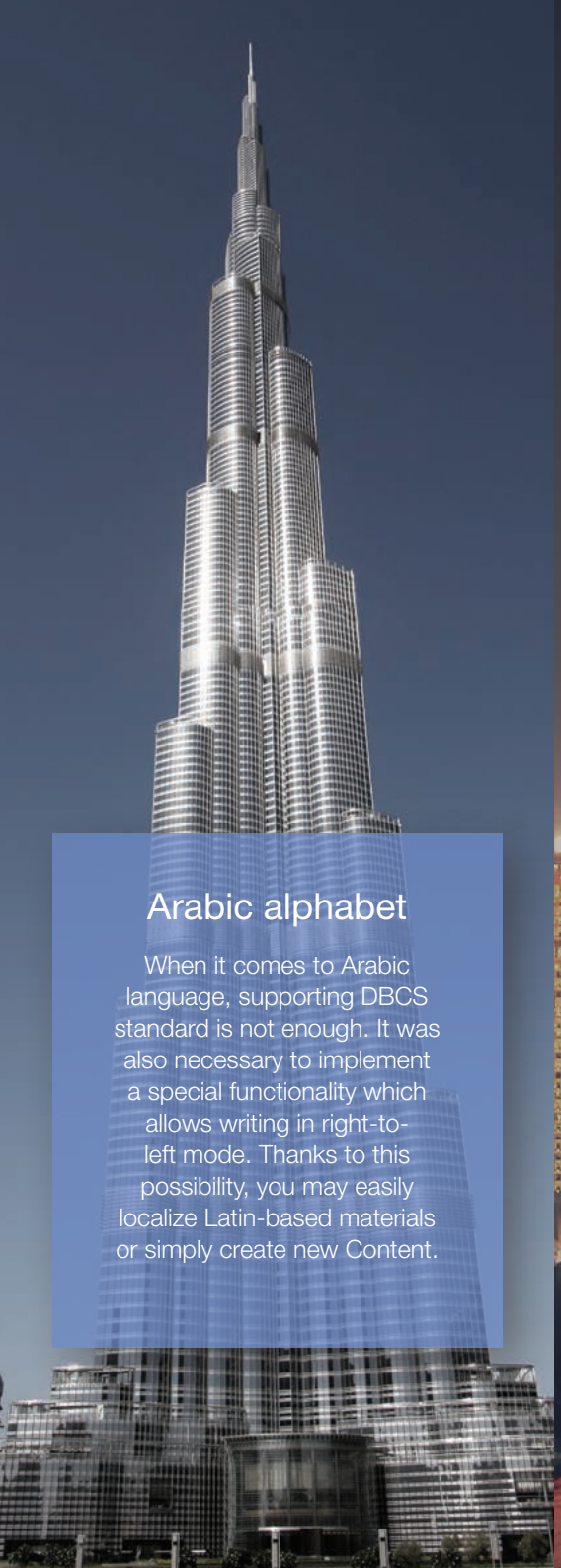


By analysing the behavior patterns of thousands of students who solved a particular exercise publishers or course designers can see how difficult it is for learners and perform corrective actions to make it clearer and thus more effective. By regular analysis and improvement of all eContent elements, they can perfect their electronic courseware and make them more responsive to students' different behavior.

Multi-Language Support

One of the challenges in making your eContent truly international or ready for localization is to make sure it can handle non-Latin alphabets and writing styles. From the very beginning, mAuthor has been designed to support double-byte character sets (DBCS) which allows you to create Content in practically any language.

Beside the possibility of exporting/importing XLIFF files, mAuthor also offers a dedicated Translation Support Editor which allows you to convert texts while observing the introduced changes directly in the Activities that you are currently editing.

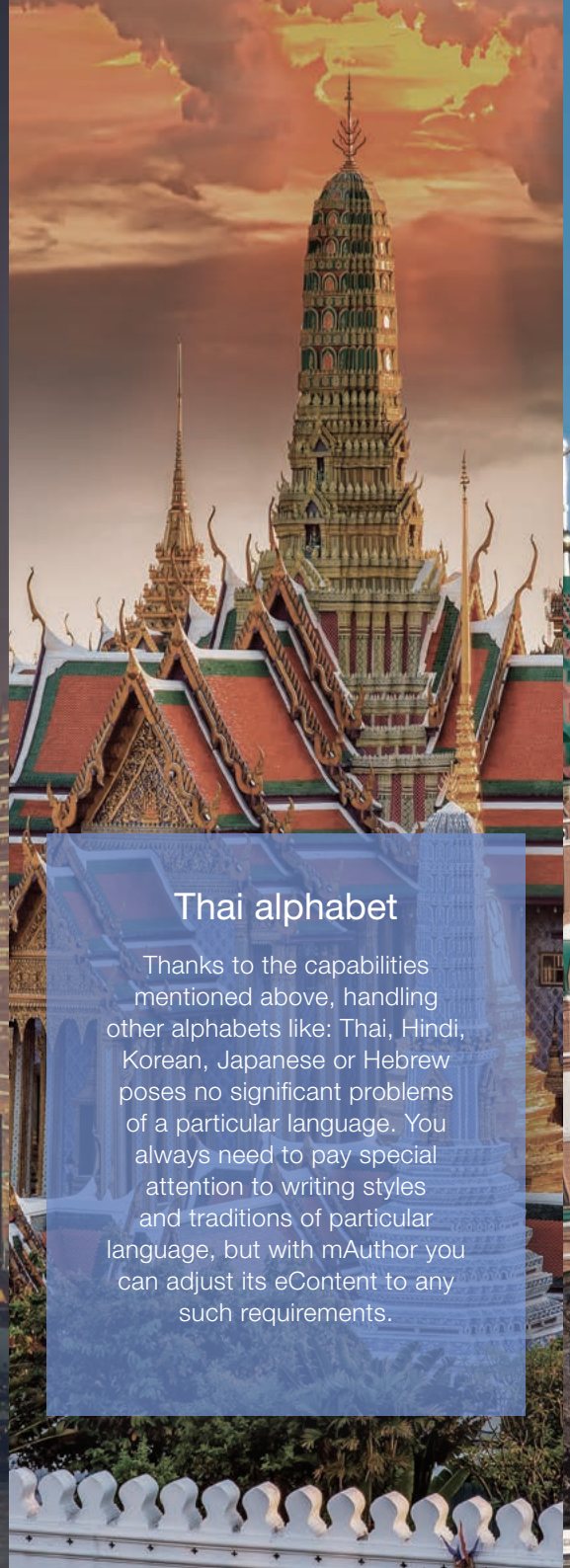


Arabic alphabet

When it comes to Arabic language, supporting DBCS standard is not enough. It was also necessary to implement a special functionality which allows writing in right-to-left mode. Thanks to this possibility, you may easily localize Latin-based materials or simply create new Content.

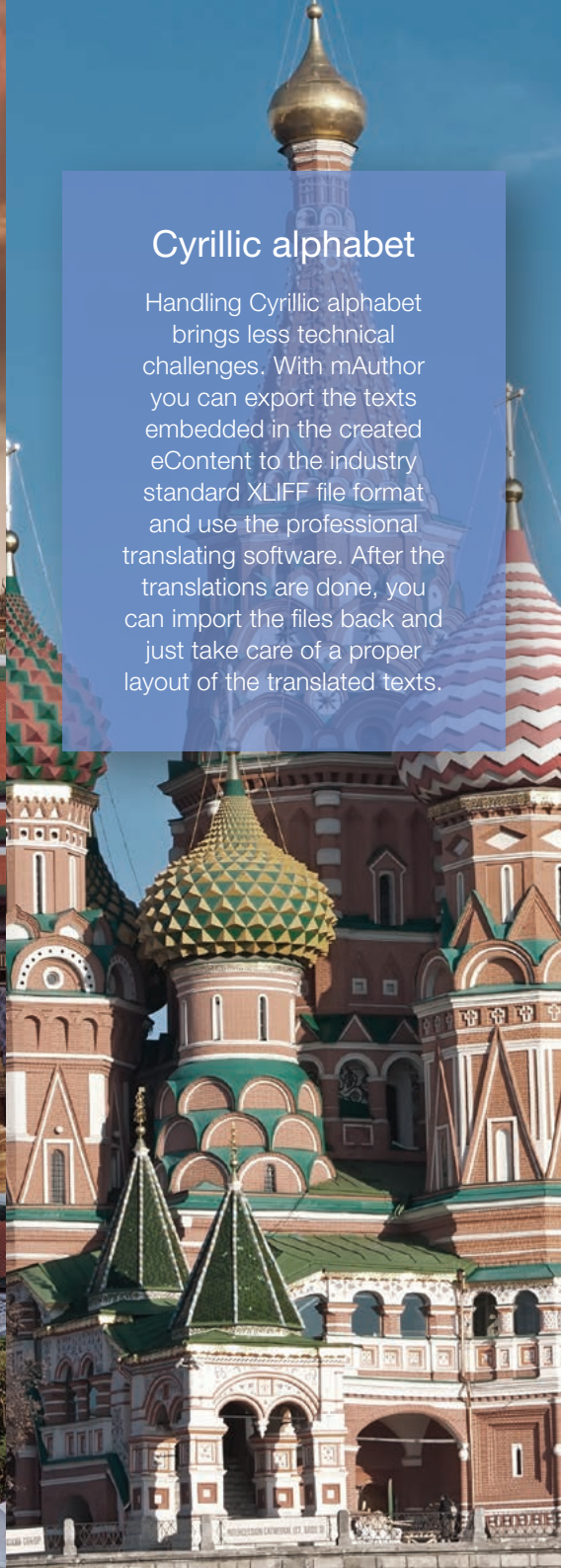
Chinese alphabet

Supporting Chinese language is also a challenge. Thanks to the DBCS standard, it is possible to handle a huge number of specific characters but it is also important to take care of specific layout of Chinese texts. Fortunately, with mAuthor's WYSIWYG editing mode the process of fine tuning a complex layout is convenient and straightforward.



Thai alphabet

Thanks to the capabilities mentioned above, handling other alphabets like: Thai, Hindi, Korean, Japanese or Hebrew poses no significant problems of a particular language. You always need to pay special attention to writing styles and traditions of particular language, but with mAuthor you can adjust its eContent to any such requirements.



Cyrillic alphabet

Handling Cyrillic alphabet brings less technical challenges. With mAuthor you can export the texts embedded in the created eContent to the industry standard XLIFF file format and use the professional translating software. After the translations are done, you can import the files back and just take care of a proper layout of the translated texts.

eContent Development Process

Thanks to the fact that mAuthor is a Cloud-based solution, it is possible to create **Project Teams** working together in different geographical locations.

Such a solution allows you to run the projects across different divisions of your company or even between companies from distant towns or countries.

Our in-house eContent Development Team is ready and happy to collaborate with Publishers, Subject Matter Experts or Editors from your Publishing Departments.

Your Project Teams may observe the **work progress of work in real time** and give immediate feedback to our developers.

Moreover, by controlling all development processes, your Project Managers, Publishers or Reviewers can instantly introduce necessary changes or remove errors by themselves, without any unnecessary delay.

START WITH A CONCEPT

You have an idea for your next digital Course? Great.
Before you start designing, prepare a detailed script and storyboards to turn your ideas into more specific concepts.

DEFINE A STRUCTURE

Having a good plan is crucial to your success. Prepare a structure of your next Course. Use the mAuthor's hierarchy-tree builder to set the "Table of Contents" of your project.

BUILD INTERACTIVE PAGES

Start filling the structure with quality digital content. Coordinate the work of a project manager, graphic designers, subject matter experts, editors and publishers.

PREVIEW

Nice design and smart functionality need time and work. With the mAuthor WYSIWYG editor, your work is faster, more efficient and you can instantly preview the results.

EDIT AND REFINE

Check & improve, check & improve, check & …Sometimes you may also get lost in this process. Fortunately, mAuthor takes care for Versions Control helping you to keep everything in order.

PROOF-CHECK AND REVIEW

Now it is time to check what others think about your work and let them give their input. Your rigorous correctors, proof checkers and testers will dig-deep to make sure that everything is working smoothly and error-free.

PUBLISH

And finally, "The Day" has come. Your digital Course is ready to be published. Congratulations, with mAuthor your interactive eContent will astonish even the most demanding users – your Students.

"At Porto Editora, we use mAuthor for creating premium rich interactive educational courses and aggregate digital resources. We have chosen this tool because it has a very good cost/benefit relation and its potential is huge. Our staff has quickly learned how to develop their work with mAuthor and the support from Learnetic is really very good".

Rui Pacheco
Multimedia Department Director – Porto Editora
/Portugal/

Top Polish Developer 2019

Learnetic was recognized as a Top Polish Developer 2019 by Clutch, a B2B research platform.

Top Training Companies

Thanks to its extensive capabilities, mAuthor was distinguished by “Training Industry”, one of the most influential online magazines concerning eLearning technologies. According to the magazine experts, Learnetic is among Top 20 Companies in the Authoring Tools category for the third consecutive year.

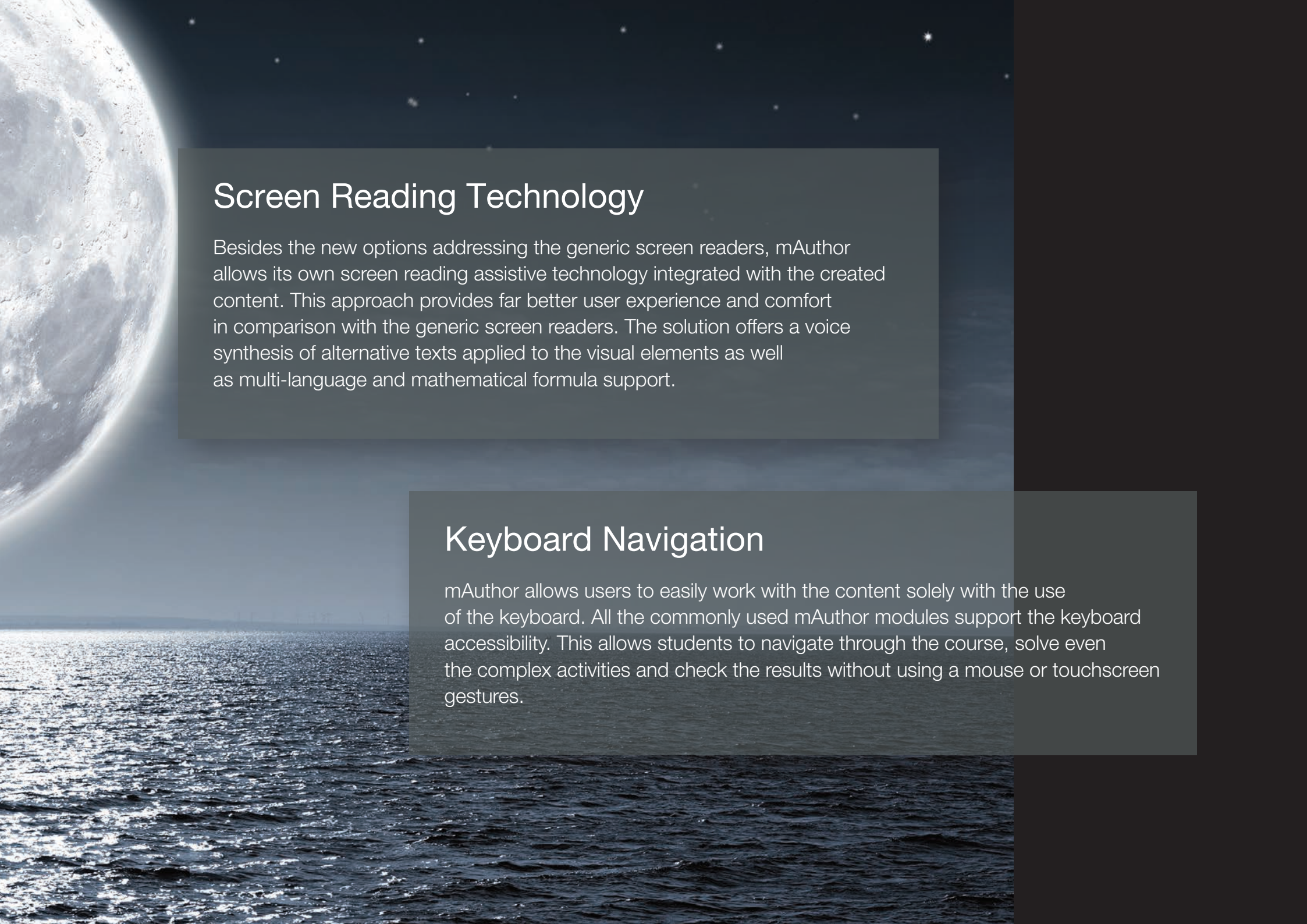
Accessibility & WCAG 2.0 Compliance

Highly interactive, and truly accessible eContent

Thanks to its integrated native assistive technologies, mAuthor is practically the first and only authoring tool enabling the creation of WCAG 2.0 compliant courseware.

Audio Descriptions & Subtitles

mAuthor allows adding audio descriptions to videos, supporting the visually impaired users, without the need of editing the ready video files. Subtitles can also be easily added to videos and slideshows to make the content accessible to students with hearing disabilities. All graphic elements can be provided with textual descriptions.

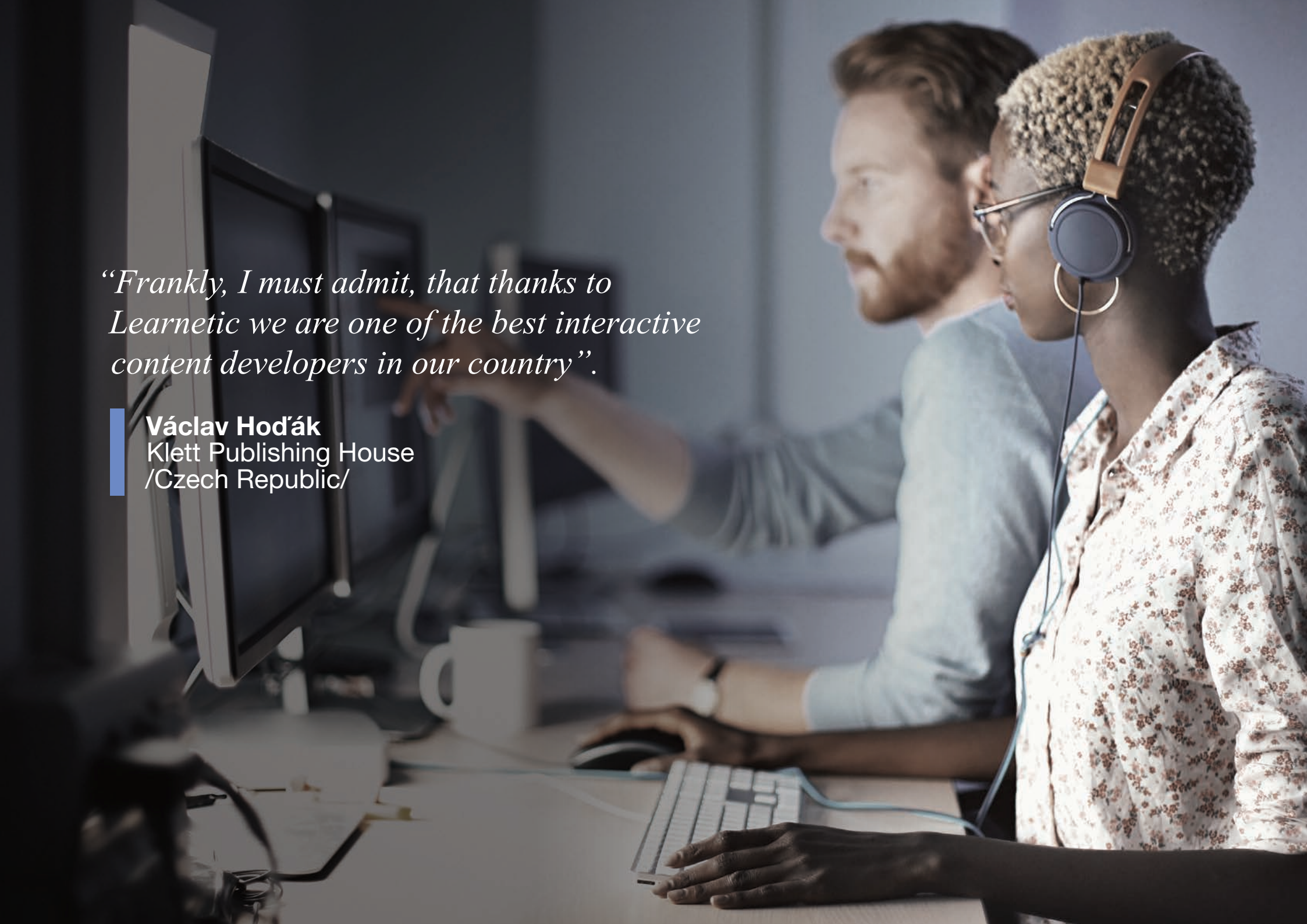


Screen Reading Technology

Besides the new options addressing the generic screen readers, mAuthor allows its own screen reading assistive technology integrated with the created content. This approach provides far better user experience and comfort in comparison with the generic screen readers. The solution offers a voice synthesis of alternative texts applied to the visual elements as well as multi-language and mathematical formula support.

Keyboard Navigation

mAuthor allows users to easily work with the content solely with the use of the keyboard. All the commonly used mAuthor modules support the keyboard accessibility. This allows students to navigate through the course, solve even the complex activities and check the results without using a mouse or touchscreen gestures.



“Frankly, I must admit, that thanks to Learnetic we are one of the best interactive content developers in our country”.

Václav Hoďák
Klett Publishing House
/Czech Republic/

Whether you are a professional Graphic Artist, an Instructional Designer or an experienced Courseware Programmer, we appreciate your effort in learning mAuthor's advanced capabilities and their skillful implementation in your eLearning projects.

In recognition of your mAuthor's proficiency you may be awarded a relevant Certificate of Experience.

Please check our webpage for details concerning the certification process and required levels of proficiency.

OUR PARTNERS:

*Check our webpage to learn more about mAuthor exceptional features or discover **mCourser**, our complimentary Adaptive LMS platform.*

www.learnetic.com

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