mAuthor

eContent Development Platform

The most powerful

Authoring Tool

& eContent Development Platform

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neatly supporting your
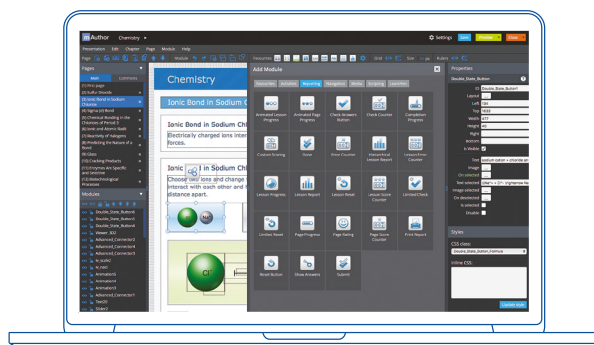
ePublishing Processes

mAuthor is a combination of a powerful Authoring Tool and a cloud-based eDevelopment Platform dedicated to build highly interactive Digital Content and to coordinate the workflow of the Project Teams involved in its creation. It is perfectly suited to organise the development teams and assign different tasks to different roles, including: authors, instructional designers, editors, graphic designers, reviewers or testers.

With over 150 different, highly interactive and easy to use functional modules, it allows you to create the most advanced digital activities from practically any subject or discipline. Thanks to its open architecture, it is also possible to build new modules and to create eContent according to your individual needs. The resulting eContent is built along the eLearning industry standards and supports all desktop and mobile devices, making it perfect for modern technology-supported education.

150+ FUNCTIONAL MODULES

Modular architecture with a large variety of activities and functional modules allows building highly attractive e-content with even the most sophisticated interactive exercises.

Each functional module can be precisely customised by adjusting a number of its Properties, and thus making it truly responsive to various types of user's behaviour.

FEEDBACKS & REPORTING

The functional modules aggregate very detailed information on learners' activity, giving them instant, valuable feedback. Moreover, they generate helpful reports on the achieved results and provide guidance on students' strong or weak abilities.

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

ADAPTIVE LEARNING PATHS

Thanks to a large quantity and variety of functional modules with extensive reporting capabilities, mAuthor allows building highly interactive courses with adaptive learning paths. The adaptive learning approach makes it possible to dynamically select and match the presented content based on the results of individual tasks, exercises or quizzes completed by a learner.

GAMIFICATION

mAuthor enables loading a local database of a selected EduGame module with the specific discipline content. While solving the game tasks, a learner is asked to enter some answers, discover hidden words, remember phrases or associate pictures with their descriptions. All these activities make learning much more fun and attractive.

WCAG 2.1 COMPLIANCE

Thanks to its integrated native assistive technologies, mAuthor is practically the first and only authoring tool enabling the creation of WCAG 2.1 compliant courseware. It offers audio descriptions supporting visually impaired learners or subtitles synchronised with videos for students with hearing disabilities. All activities and navigation can be controlled only with the use of the keyboard. The tool also interacts with generic screen readers extending their standard capabilities with its own voice synthesis and assistive techniques.

RESPONSIVE DESIGN

While designing your content, it is possible to predefine a number of different layouts to be automatically chosen and displayed to a student, depending on a screen size/aspect used at the moment.

In order to enhance productivity, designers can prepare just two predefined layouts – a horizontal and a vertical one. Next, these two general layouts are scaled according to different screen resolutions of students' devices.

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 practically unlimited freedom to create projects that subject matter experts or instructional designers consider necessary to achieve their intended goals.
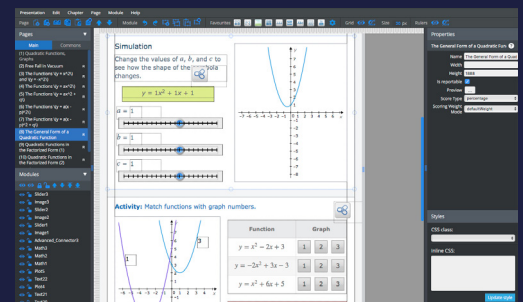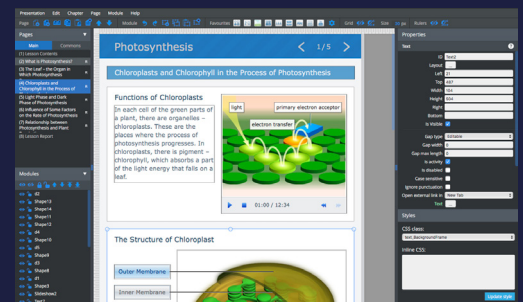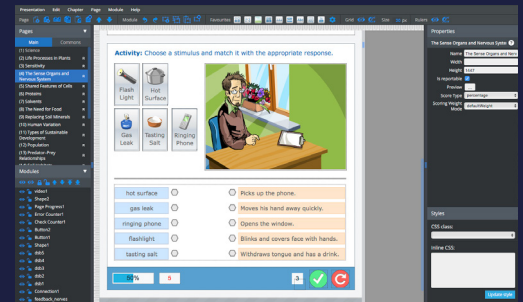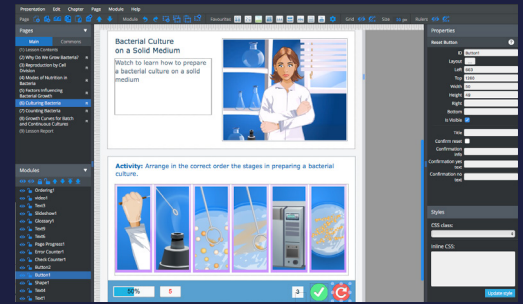
BIG DATA ANALYTICS

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 (like: Tableau, QlikView, DataHero, etc.) that enable trainers or publishers to perform thorough full analysis and attractive visualisations of educationally relevant data.
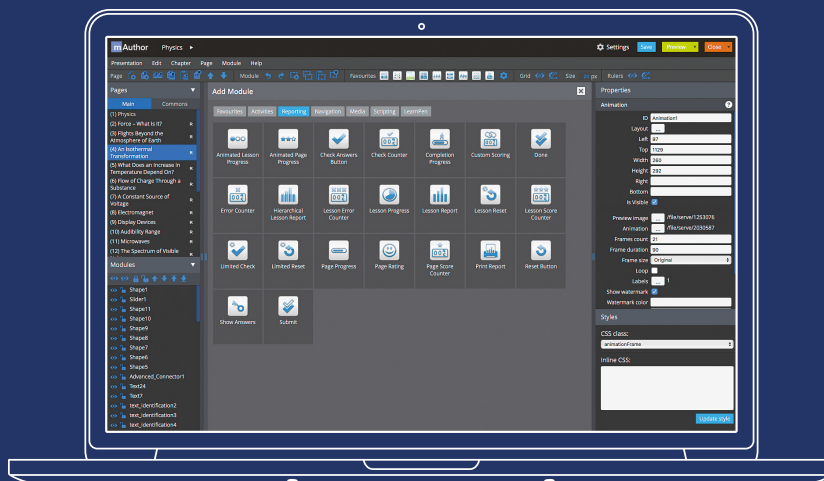
STEM & CODING

mAuthor's functionalities and modules support creating content compliant with STEM education allowing interdisciplinary and applied approach in specific disciplines. Similar methods make it also a great tool for creating effective coding lessons.

MULTILANGUAGE SUPPORT

With support of non-latin alphabets and writing styles as well as double-byte character sets (DBCS), mAuthor allows you to create eContent in practically any language. It also offers a dedicated Translation Support Editor which allows converting texts and observing the introduced changes at the same time.

150+
Functional
Modules

to addres your most demanding eProjects

RAPID CONTENT DEVELOPMENT

A large number of flexible templates, ready-made modules and pre-defined activities make mAuthor a perfect solution when you need to create large scale projects with tight timeframes.

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 desktop and mobile devices.

SaaS MODEL

The mAuthor platform is offered in a „Software as a Service" model. Its highly reliable operation is secured by the deployment of cloud services from the world's top providers that ensure the delivery of the undisrupted service at all times. What is more, the SaaS model provides necessary flexibility to scale-up mAuthor service along with the growing needs of development teams, hence it gives instant access to any error patches or new functionalities.

UNDER CONTROL

mAuthor neatly supports your digital publishing processes as it takes care of the Version Control of all resources created by a large number of designers. Moreover, it allows you to smoothly organise the Bug-track system or implement the Kanban methodology.

eLEARNING INDUSTRY STANDARDS

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

AWARDS

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

Learn more about mAuthor and other Learnetic's products and get your 30 days free trial

learnetic.com/mauthor

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