

EXHIBIT A: DESCRIPTION OF CROWD WISDOM™ SERVICES

Key components of Crowd Wisdom™
Platform: all contracted customers of our system will have access to the following and any new features as part of the license. This provides a summary of current functionality at the time of this writing. It may not reflect all the features possible given our continuous addition of features and capabilities.

Crowd Wisdom™ key modules

- Learning Management module
- Integration module called Grand Central to integrate SSO, AMS, CMS, ERP, accounting systems
- Himalaya Testing Engine for web-based tests and quizzes
- Gradebook and Learning Management, tracking of AICC and SCORM content
- Taxonomy for Management and tracking of all forms of learning
- Ecommerce module
- Social module for peer-to-peer Knowledge sharing
- Personalization engine and Recommendation system
- Professional development: CE tracking

Learner dashboard

- News/messages widget
- Recommendations widget
- Poll widget
- Free-form widget for text entry
- Welcome learner widget
- Community Widget
- Recent activity widget
- Quick links widget
- Search widget

Community

- Ask a Peer (Q&A)
- Find an expert (peer connect)

- Community Discussion threads
- News and link sharing
- File sharing to share knowledge

Knowledge Base or Wiki

- Submit an article or wiki entry
- Discuss articles, Search for articles
- Organize articles into categories + tags

Catalog

- Configurable taxonomy to organize your learning items
 - Tag, keyword, descriptions, author, and other info for learning items
 - Client-designated tags for any learning item or taxonomy
 - Pricing for various audiences (e.g., member vs. non-member)
 - Catalog price options for same item (e.g., 60 day subscription for \$120, a 1-year for \$200)
 - Search keywords, tags, authors, publishers, type of content
 - Pop-ups highlighting info about each learning product
 - Subscription length settings to limit access to any item within time range (minutes, days, months)
- Full product description page

My learning tab

- Launch AICC, SCORM courses or links to external content or links
- Track grades, bookmark progress

Administration features

- User Search, create, assign roles
- Product Search, Catalog create, enroll users
- Check transcripts and grades
- Survey and Poll engine
- Certificate support and tracking

- Coupon and Access code creation
- Email events system
- Create and manage messages
- Create and manage tags

Advanced web-based reporting

- Over 30 standard reports

Test engine: DI Himalaya™ test engine)

- Shuffle Question/Answers
- Various question types including: Multiple Choice/Answer, True/False, Numeric Range, Fill-In-Blank Question, and Hotspot
- Honor Code and Test Instructions
- Proctor code Validation
- Pass/Fail Message
- Track Time/Limit Time To
- Test Statistics and Ranking
- Benchmarking with peer scores
- Answer Remediation
- Post Test Answer review page
- Test Restart allowed/disallowed
- Navigation controls/Limits
- Set Pass Score, Test attempt limits
- Test sections and subtotaling scores
- Highest/Most recent score
- Learning Objectives
- Test Sections (sub section scoring and learning objectives)
- Navigation button styling via CSS
- Skin/ Theme via CSS
- Image and Media display
- Question Pool implementation with learning objective

- Test Attempt details for learner
- Download statistics via CSV or PDF
- Question distractor aggregate information (Answer distribution)
- Question Detail (with feedback) display in attempt details result page as modal dialog
- PDF Export from Attempt Detail screen on gradebook

Test Statistics and Gradebook (based on use of DI Himalaya™ test engine)

- Test Statistics for Instructor
- Test Attempt Detail for Instructor