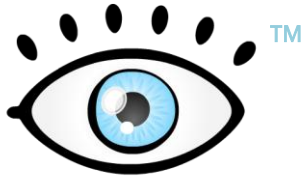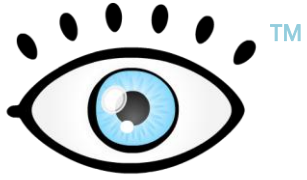™

The Blink Training System™
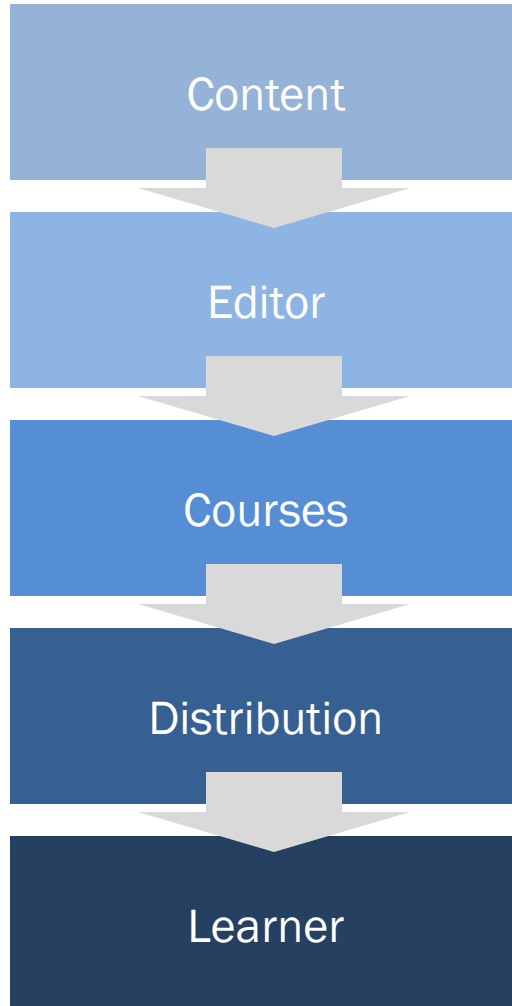
An end-to-end
mobile learning platform

Blink Makes Learning Organic

The Blink Training System™ offers employees a training solution that fits their mobile-centric media lifestyle.

- Bite-sized learning: content broken down into manageable chunks make training 'short and sweet' – rather than long and involved.

- Simple interactives: just enough gaming to foster engagement and motivation

- Train minutes every day like playing a mobile game: rather than the 'one and done' or training as an event mindset.

- Frequent reinforcement: concepts are presented, mastered and reviewed all as an ongoing process

- One-stop schooling: all courses accessible via the Blink app on iOS and Android devices.

- Consistent user interface from course to course: no GUI learning curve, get right to the content

An End-to-End Solution

Content

We break down content into manageable chunks designed for the Blink system.

Editor

Then we use our custom course editor to quickly add interactives, set scoring, etc.

Courses

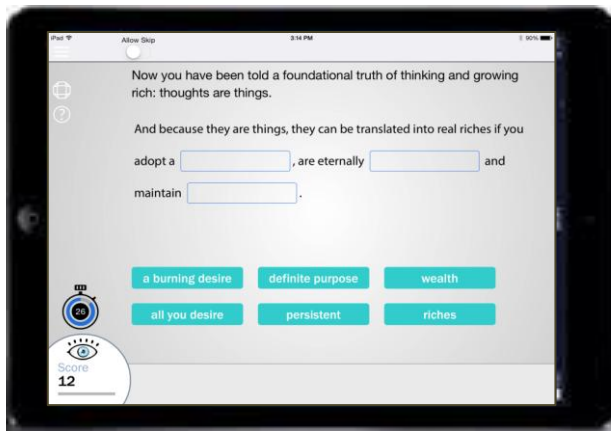Then we save the course to the server…

Distribution

… so the learner can download it via the Blink app.

Learner

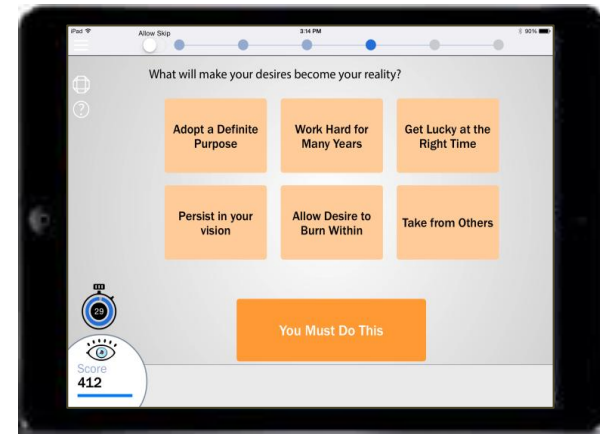The learner plays for short times each day and HR can track progress and scores.
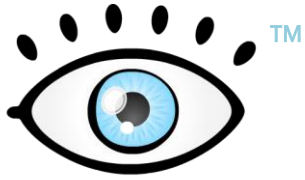
What is a Blink?

A Blink is a concept wrapped around an interactive element. Version 1.0 of the system will support about 20 different types of Blinks, with more being added on an ongoing basis.
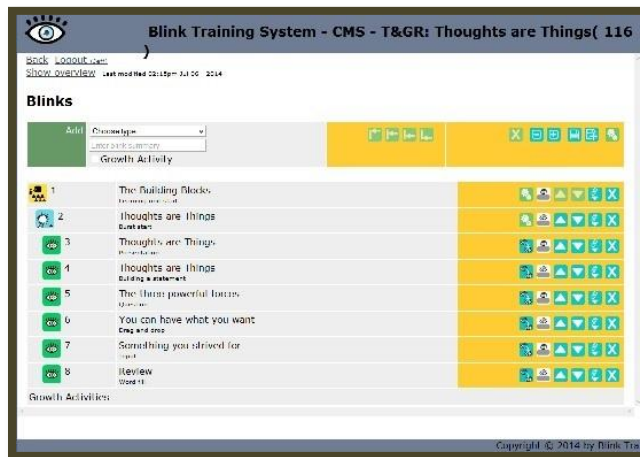

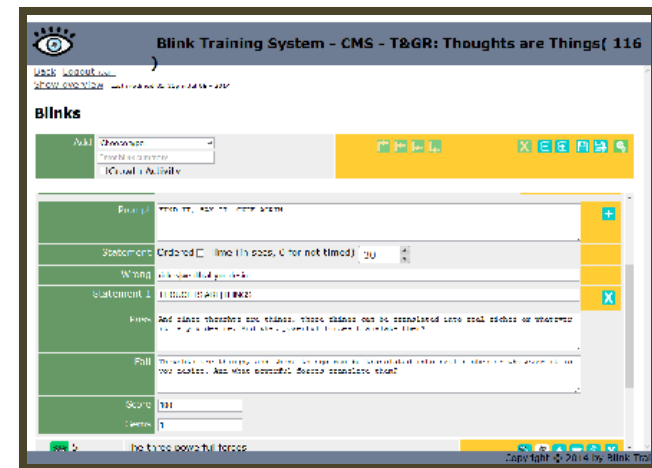The Word Fill Blink

The Drag and Drop Blink

The Blink Editor

The Blink editor is a powerful, custom-built tool which allows course creators to quickly author courses, Blink by Blink, and then instantly upload them to the server for download to the App.

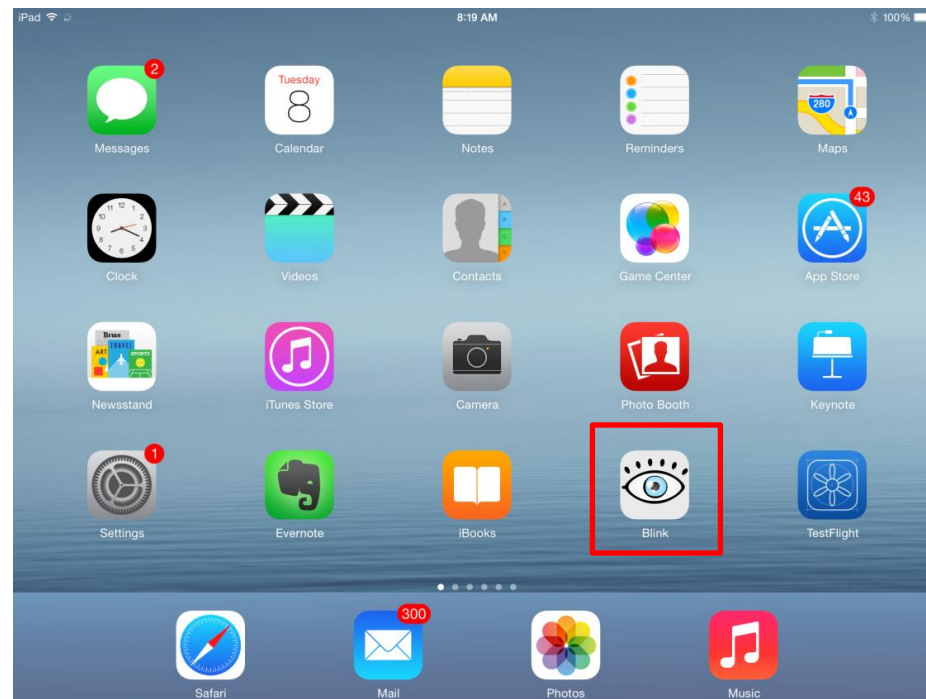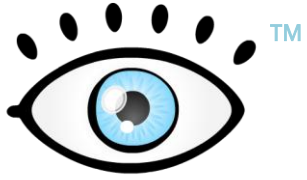

The basic elements of a Burst

Entering the contents of a Blink

The Blink App

The Blink App will be available in the iOS and Android app stores for free download to Smartphones and tablets. Once the app is installed on the user's device, she can download and play any Blink course.

Blink Course Structure

This is a Blink course.

A Blink Course

Courses are divided in Units.

Unit 1 → **Unit 2** → **Unit 2** → **Unit X**

Units are divided into Bursts.

Burst 1 → **Burst 2** → **Burst 3** → **Burst X**

A Burst is a sequence of Blinks.

Blink 1 → **Blink 2** → **Blink 3** → **Blink X**

The learner plays through Bursts at their own pace. Since Bursts are only 3 to 8 minutes long, it is easy to for the learner to fit Blink training into their lifestyle.

Blink: A Simple Mobile App Learning Solution

The Blink Training System™ offers companies a quick and easy way to move into mobile App learning. We can create courses on a one by one basis or become your source for continual Blink course creation.

Call or email Jeff Siegel to discuss the opportunity to move your organization into true mobile app learning:

- jeff.siegel@jeffmedia.com

- 732 492-8731