

2003

British Columbia

@Learning

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connecting minds
a new world



Following the success of last year's initiative, New Media BC is proud to present the 2003 edition of the BC eLearning Directory. We invite you to explore what BC companies can do for your organization.

Last year, 500 copies of the BC eLearning Directory were distributed to government offices, at conferences, and during international trade missions. These directories were used to bring attention to BC's eLearning industry in national and international markets, spanning across Canada, Asia, and Europe.

Of the companies profiled in this directory, you'll find that they span a wide range of product and service offerings. From strategic planning and needs analysis, to hosting and delivery of eCourses, these companies can offer a full menu of choices to suit your requirements.

This directory is only one of the ways that we work to raise the international profile of the eLearning community in BC. Devoted to this thriving industry, New Media BC is working to build new ways of looking at learning.

Discover what BC eLearning companies have to offer your organization!

Message

The Honorable Stephen Owen
Secretary of State, (Western Economic Diversification)
(Indian Affairs and Northern Development)

British Columbia is known for its striking scenery and high quality of life. Increasingly, it is becoming known for its thriving and innovative new media sector, including the many e-learning companies listed in this directory. By developing innovative tools that are used worldwide, BC e-learning companies are helping to transform global learning. They are generating connections to remote communities, bringing people together from around the world, and broadening and diversifying British Columbia's economic base.

Western Economic Diversification Canada (WD) is proud to support innovation through organizations such as New Media BC. This directory will connect BC's many outstanding e-learning companies with clients, organizations, communities and businesses in BC and in the larger global market. The high demand for the First Edition of this directory tells us that there is clearly a need for this one.

As the Government of Canada's Innovation Strategy becomes everybody's business, we will see more change, more growth and more success. It will give many others the chance to make a product, offer a service or develop a virtual learning tool that no one has thought of before. Western Economic Diversification Canada will continue to support innovation in British Columbia, as Western Canada's economy further develops and diversifies.

Message

The Honorable Rick Thorpe
BC Minister of Competition, Science & Enterprise

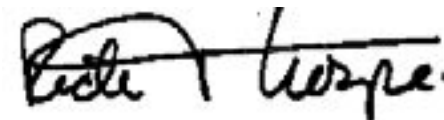
As the Minister of Competition, Science and Enterprise for the Government of British Columbia, it is my pleasure to introduce the 2003 New Media BC eLearning Directory. It's a wealth of information on more than 40 leading edge companies from British Columbia's thriving New Media industry.

These eLearning innovators are an important part of British Columbia's growing New Media sector, which has doubled in size over the past two years and now employs 5,000 people and generates annual revenues of more than \$1 billion.

Premier Gordon Campbell and our government made a New Era commitment to make British Columbia one of the top ten technology centres in the world, and a global magnet for high tech investment and job opportunities. In February 2003, the British Columbia government announced a \$5 million increase in venture capital tax credits to attract as much as \$17 million a year in new investment in New Media companies. The New Media sector will also benefit from a new 15 per cent tax credit worth \$5 million for film and television productions using digital animation and visual effects.

Our future success must be based on the strength of our vision. Tax credits for early-stage investment in New Media will ensure that British Columbia continues to generate the next wave of technology leaders. Look for them in the eLearning directory.

Best Regards,



Minister of Competition, Science and Enterprise

Forward

Paul Stacey, Business Development
eLearning Innovation Centre, Simon Fraser University

British Columbia (BC) companies are rising to the top in the highly competitive e-learning space. It's exciting to see the emergence of e-learning as an important economic sector and to find a vital source of e-learning innovation and talent in this province.

BC has been home to early e-learning innovators like Murray Goldberg, founder of WebCT which evolved from a small research project to a full blown commercial product now used by over 2,200 institutions and millions of students in 77 countries. BC universities and colleges have been early adopters of online education. Today virtually every institute, college and university in the province offers online courses.

As an industry, BC e-learning provides content, technology and services to all sectors of the market: K-12, post-secondary, corporate and government. A significant amount of business is done as an export to the international marketplace.

BC has long-standing e-learning companies as well as new start-ups and emerging players. A sufficient critical mass of companies has resulted in the formation of an e-learning economic cluster. E-learning companies in this economic cluster are dynamic and collaborative. As a service to customers, companies are partnering to blend technologies and services into end-to-end solutions, creating a broader and more integrated range of e-learning solutions. Large RFP's and contracts can be fulfilled by bringing together a group of BC companies who all provide a unique part of the solution as a collaborative effort.

This directory lists British Columbia's e-learning companies. If you are pursuing e-learning or considering making e-learning purchases, I urge you explore the companies listed. I think you will find that British Columbia is a global source of e-learning innovation, products, services and expertise.

3waynet Inc.



Developers of course packaging tool pakXpress and secure internet content library pakXchange, 3waynet enables our customers and business partners in the eLearning and knowledge management sectors to easily prepare, manage and deploy online content for anytime, anywhere use.

pakXpress - Facilitates Content Construction for Online Delivery

- Quickly apply SCORM or IMS compliant metadata to enable access, reuse, interoperability and durability.
- Easily aggregate and keep track of course assets.
- Quickly construct courseware from existing knowledge assets such as: audio and video files, web pages, PowerPoints, Word documents, PDFs, spreadsheets and other text documents.
- Rapidly create web pages.
- Support offline use and CDROM distribution.

PakXchange - Cost Effective Operations of Distance Education

- Readily publish and make course content accessible from a virtual learning object repository.
- Easily update, edit and maintain iterative versions of content.
- Better leverage and improve efficiency of existing infrastructure and system resources.
- Easily support customized interfaces.
- Effectively manage access and publishing privileges to improve workflow and protect data integrity.
- Facilitate search and location of materials.

Contact: George Myers or Karen Chiang
Email: info@3waynet.com
Telephone: 604-307-3862
Address: 2212 E.39th Avenue
Vancouver, BC V5P 1H8

Website: www.3waynet.com

7th Floor Media



Established in 1987, 7th Floor Media has an international reputation for creating outstanding educational and cultural content applications for interactive digital media. A self-funding centre at SFU, 7th Floor Media also conducts R&D into compelling applications of new media.

Contact: Julie Zilber
Email: zilber@sfu.ca
Telephone: 604-291-5272
Address: 7472 - 515 West Hastings Street
Vancouver, BC V6 5K3

Website: www.7thfloormedia.com

The Babel Fish Corporation



The Babel Fish Corporation

The Babel Fish Corporation was established in 1992. Nowadays, our online presence is being complemented in Canada with offices not just here in Vancouver and Victoria, but also in Edmonton, Calgary, Toronto, Montréal and Ottawa. Our first European branch recently opened in London.

BabelFish is widely recognized as an innovator of multilingual services, having developed a cost-effective workflow management system which imposes order and structure onto the formidable task of translating content into multiple cultures and language styles. Our proprietary flagship technology, the MC-Global™ Suite, is delivered over the Internet but “people powered” by Certified Translators, Editors, Language Teachers and Engineers. BabelFish already has 7,500 Certified Translators providing translation/localization services in 42 languages and 25 areas of expertise. And for major projects, specialized teams can now be assembled.

At BabelFish, our mission is to serve as a global infrastructure for the worldwide language industry and provide high quality services in translation, localization, globalization, interpretation, transcription and language training. We are also developing and/or acquiring specialized technology to support the global perspective of the eLearning industry.

Contact: Eileen Gallagher
Email: Eileen.Gallagher@BabelFish.com
Telephone: (604) 828-5274, direct
(866) 944-9964, toll-free
Address: #12 - 1455 West 15th Avenue
Vancouver, BC V6H 1S4

Website: www.babelfish.com

Bayleaf



Bayleaf designs and develops custom desktop, workgroup, and web-enabled software, including applications that support e-learning management and delivery. We have delivered custom solutions for content authoring, competency management, portals, collaborative learning, and interactive experiences. Our track record is one of reliability, responsibility, and success. Client relationships evolve into long term partnerships.

Contact us when you need a solid technology partner.

Contact: Duncan Mueller, Project Manager
Email: info@bayleaf.com
Telephone: 604-683-1288
Address: Suite 300, 948 Homer Street
Vancouver, BC V6B 2W7

Website: www.bayleaf.com

BearPaw Productions Ltd.



BearPaw Productions focuses on English as a Second Language (ESL) products and services under the brand name ESL.TV. It produces media rich Web products and provides synchronous training services with its virtual classroom software.

Contact: Robert Brand
Email: rb@esl.tv
Telephone: 604-729-2327
Address: 2919 West 43 Avenue
Vancouver, BC V6N 3J2

Website: www.esl.tv

BridgeLTi

Bridge Learning Technologies Inc.



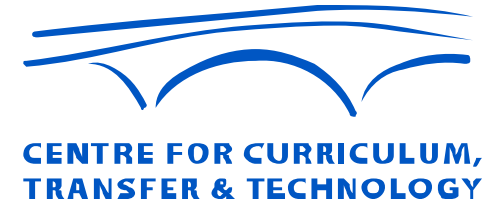
Bridge Learning Technologies Inc. (BridgeLTi) is an experienced training partner that cost-effectively delivers blended learning solutions for Anyone, Anywhere, Anytime. We provide custom learning solutions specifically designed to meet the learning needs of our clients, utilizing a blend of traditional classroom instruction, proven pedagogical methods and an appropriate mix of technologies.

Contact: Bob Macdonald
Email: rsmacdon@bridgelti.com
Telephone: 604-671-9925
Address: Suite 34 - 616 Lonsdale Avenue
North Vancouver, BC V7M 2G8

Website: www.bridgelti.com

C2T2

Centre for
Curriculum,
Transfer &
Technology



Contact: Devron Gaber
Email: dgaber@c2t2.ca
Telephone: 250-413-4444
Address: 5th Floor - 1483 Douglas Street
Vancouver, BC V8W 3K4

Website: www.c2t2.com

CEDARlearning Systems Inc.



A subsidiary of the Centre for Economic Development and Applied Research (CEDAR) at Royal Roads University. This company markets e-learning products and services utilizing their own online learning systems, authoring tools, and pedagogies, developed by CEDAR's award winning team.

CEDAR was first to develop and deploy courses featuring database driven, metatagged, reuseable learning objects (1998), and to offer navigation for multiple learning styles. Subsequent tools feature server side authoring, adaptive assessments, and prescriptive delivery. Innovative community building techniques complement learner-centred and instructor friendly content delivery templates. The company is available for consulting, custom development, research, and deployment of existing tools.

Contact: Roger Mundell
Email: roger.mundell@royalroads.ca
Telephone: 250-391-2679
Address: 2005 Sooke Road
Victoria, BC V9B 5Y2

Website: www.cedarlearning.com

Chalk Media



Chalk Media produces multimedia training and marketing solutions to help organizations meet their business objectives. Our custom solutions help industry leading companies communicate more effectively with their customers, channel partners and employees. We provide partner and employee training solutions for TELUS Mobility, Intrawest, Verizon and Canon, as well as interactive customer tutorials for the RBC Financial Group, Future Shop, Symantec and Intuit. Chalk Media's marketing solutions include: video email campaigns for Sony, InFocus, and the Minnesota Wild; Air Canada in-flight show for Adobe, Hitachi and Samsung; television commercials for Sony, Microsoft and D-Link; and corporate videos for Crystal Decisions and Hewlett Packard.

Chalk Media is most recognized for educating the public with our award-winning television show, Dave Chalk Computer Life. Since 1995, Chalk produced programming has provided both television and online viewers with insight into the often complicated and confusing world of technology.

Contact: Steve Kim
Email: skim@chalk.com
Telephone: 604-684-9399
Address: Suite 280 - 4400 Dominion Street
Burnaby, BC V5G 4G3

Website: www.chalk.com

Cyber Training Group



Cyber Marketplace is an online service that allows companies to find the skills and expertise they need in a broad spectrum of eLearning and offline learning disciplines. Cyber Training Group charges no referral, placement or transaction fees to access the Cyber Marketplace. Using the service, companies can easily and cost-effectively locate a wide variety of highly skilled service providers.

Visit our website for complete details.

Contact: Linda Morcom, President
Email: info@cybertraininggroup.com
Telephone: 604-273-9560
Address: 6 - 11860 No.1 Road
Richmond, BC V7E 1S9

Website: www.cybertraininggroup.com

Epsilon Learning Systems



Epsilon offers training, consulting, research, and development services for implementing systematic, integrative learning solutions. We provide training in learning analysis and design, structured development, learning objects, and learning science. Consulting services include technology, operations, and resource planning for implementing e-learning systems and structured content development. R&D activities support the implementation of eXtensible Learning Systems.

Contact: Alex P. Laks
Email: info@epsilonlearning.com
Telephone: 604-669-1147
Address: 315 - 1755 Robson Street
Vancouver, BC V6G 3B7

Website: <http://epsilonlearning.com>

eSprit eLearning Technologies



eSprit eLearning Technologies builds and delivers quality technology enhanced courses for learners at all levels, including K-12, higher education, the workplace and the consumer. A goal of each of our advanced & applied courses is to enable our learners to do more, faster and more efficiently thereby increasing their value to their organization.

Contact: Art Seto
Email: artseto@esprit-elearning.com
Telephone: 604-806-5110
Address: 600 - 515 West Hastings Street
Vancouver, BC V6B 5K3

Website: www.esprit-elearning.com

Etraffic Solutions



Etraffic Solutions is an international provider of online learning content and applications for K-12 and adult learning. We create customized learning solutions which include modules and websites, web applications, software and marketing materials for the education sector. A deep understanding of instructional design coupled with award winning visual design and programming talent positions Etraffic Solutions to deliver customized learning solutions worldwide.

Contact: John Juricic
Email: John@etrafficsolutions.com
Telephone: 250.658.8238 ext 25
Address: 2301 - 4464 Markham Street
Victoria, BC V8Z 7X8

Website: www.etrafficsolutions.com

Fluid Perception Media Inc.



Fluid Perception is a provider of rich, engaging, and interactive custom eLearning environments. Using rich media development tools, we create eLearning materials that achieve superior learner engagement, and highly increased information retention. These learning materials range from full programs or courses, right down to individual learning objects.

Perception is everything... If it looks and feels boring, then it is boring. With that said, our three key strengths in eLearning development are: absolute usability, rich instructional and visual design, and effective interactivity. These are all key to drawing learners in, and keeping them in.

In early 2004 we will be launching an eLearning portal. The site will offer online learning materials for building the skills required to work in the high-growth area of New Media (AKA Multimedia) production.

We can also work with you in the creation of marketing materials for new and existing eLearning initiatives. Elearners do not always stay "on-board" for the long-term, so we have innovative ideas to assist you in maximizing their support.

Contact: Shawn Mabey
Email: shawn@fluidperception.com
Telephone: 604-649-9928
Address: #61 - 9201 Forest Grove Drive
Burnaby, BC V5A 4R2

Website: www.fluidperception.com

GeoMetrix Data Systems Inc.



With over 10 years experience building learning management solutions that work, GeoMetrix offers a global multi-language system that seamlessly blends instructor-led training with e-learning to provide the industry's most comprehensive learning management environment. With a revolutionary interface that can be tailored to the way your organization works, Training Partner, our flagship product, manages complex tasks with drag-and-drop simplicity. Skills management, learner self-registration, e-commerce, cost tracking, assessment tools, and automatic email notification provide a complete one-stop solution. Training Partner 2003 adds LCMS and CRM functions as well as integrated synchronous and collaborative tools. Featuring centralized multi-portal deployment across global networks, Training Partner is truly in a class of its own!

Contact: Karla Willems
Email: karla.willems@trainingpartner2003.com
Telephone: 250-361-9300
Address: 747 Fort Street, 10th Floor
Victoria, BC V8W 3E9

Website: www.geometrix.bc.ca

Hypersmith Consultants



The Internet has empowered business and individuals to organize and communicate in radically different ways. What skills, knowledge and perspective does a manager need to succeed in the world eBusiness and the knowledge worker? Hypersmith Consultants are developers and publishers of eBusiness and New Economy courseware. Hypersmith licenses materials to a customer base that include career and business colleges, corporations and virtual schools in Canada, the UK and Hong Kong. Our courses provide non-technical business managers with the knowledge needed to make decisions, manage organizations and empower knowledge workers in the age of eBusiness. We develop and customize material to suit the specific learning needs of our partners. Hypersmith offer preparatory courses to challenge the London Chamber of Commerce eCommerce qualification exams along with a series of short courses to empower administrative personnel to use technology more effectively. We are committed to providing ongoing support before, during and long after students have completed our courses. Hypersmith is building a community of subject area experts interested in facilitating discussion and sharing their knowledge with our global clientele of business managers and students. Visit our site for more details.

Contact: John Foster
Email: jfoster@hypersmith.com
Telephone: 604-729-7728
Address: 101-1020 Mainland Street
Vancouver, BC V6B 2T4

Website: <http://hypersmith.com>

Ingenia Training



Ingenia Training are consultants in e-learning. We help companies and governments use the Internet to better meet their business needs.

We conduct e-learning needs assessments, develop e-learning strategies and design on-line training.

Our clients include the Canadian and BC governments, and companies in the insurance, oil and gas and retail sectors. We have also worked in Vietnam.

Ingenia welcomes opportunities to partner with other organizations to enable learning and create new business.

Contact: Ramona Materi
Email: rmateri@ingenia-training.com
Telephone: 604-990-4091
Address: Suite 526 - 1641 Lonsdale Avenue
North Vancouver, BC V7M 2J5

Website: www.ingenia-training.com

Knexa Solutions Inc.



Knexa is a world leader in Knowledge Management, Citizen and Customer Service, and Call-Center solutions, with a highly capable team of professionals dedicated to exceeding customer expectations. Knexa is recognized by Knowledge Management World (KMWorld) magazine as one of the '100 Companies that Matter in Knowledge Management in 2002 and in 2003.'

Contact: Ravinder Mlait
Email: rmlait@knexa.com
Telephone: 604-682-8485
Address: 210 - 1052 Homer Street
Vancouver, BC V6B 2W9

Website: www.knexa.com

Lambda Solutions Inc.



Lambda Solutions focuses on providing eLearning solutions. Either by converting existing courses into web applications or by working with its clients' subject matter experts to design and develop complete training and learning solutions. The company's key strength has been the development of propriety method to developing commercially available technology and software tools to create state-of-the-art eLearning solutions.

Contact: Shevy Levy
Email: shevy@lambdasolutions.net
Telephone: 604-687-2444
Address: Suite 252 - 515 West Pender Street
Vancouver, BC V6B 6H5

Website: www.lambdasolutions.net

Monro Communications



Monro Communications designs and produces interactive educational software, content and websites in the areas of history, education, culture, health care and art. MonroCo offers an impressive 10-year-track record of producing award-winning “bestseller” CD ROMs and online products.

Contact: James Monro
Email: james.monro@monroco.com
Telephone: 604-602-9995
Address: 510 - 119 West Pender
Vancouver, BC V6B 1S5

Website: www.monroco.com

Now International



Advanced Delivery Technology

The NowStudio™ learning environment promotes active learning by synchronizing video, audio, music, text, animations, and graphics into modular, easily downloadable presentations. The unique features of NowStudio™ include: “real-time” handwriting on a whiteboard, interactive navigation through the course content, fully-customizable interactive components for testing, and detailed progress tracking and assessment.

Contact: Oded Malky
Email: oded@nowinternational.com
Telephone: 604-873-9442
Address: 201 - 33 East 8th Avenue
Vancouver, BC V5Y 2C1

Website: <http://NowCollege.com>

Odyssey Learning Systems Inc.



Odyssey Learning Systems Inc., Canadian-owned and operated, is a learning technologies company that enables delivery of quality e-learning that meets the unique needs of learners, regardless of who they are, how they learn, where they are, or what language they speak. Odyssey's strengths are in the education, non-profit, government and corporate sectors, and the Odyssey team combines over 300 years of experience with technology, education and training. Odyssey has over 200 organizations using our software and courseware. Our flagship product Nautikos™, a multilingual learning management system (LMS) / learning and content management system (LCMS), is multimode, operating in any setting from rural to remote, onsite to online. Nautikos provides fast and easy course development, customization, and delivery in an individualized, self-paced learning environment. It is IMS, SCORM and industry standards compliant, fully functional in Windows formats and available to learners online via Internet Explorer or Netscape from a Mac or PC platform.

Combined with our partner product vClass™, a virtual classroom with the clearest voice-over-IP at 28.8 kps for Macs and PCs, we offer a fully integrated e-learning solution. And Odyssey offers over 100 courses on the Nautikos system, from pan-American and pan-Canadian core curriculum for schools to basic remediation and training on diverse topics. Odyssey's services include course development training and support, online technical installation, support and training, and an unparalleled, comprehensive customer support plan.

Contact: Randy LaBonte
Email: info@odysseylearn.com
Telephone: 604-605-0666
Address: Suite 121 - 525 Wheelhouse Square
Vancouver, BC V5Z 4L8

Website: www.odysseylearn.com

Open School BC



Open School BC develops distributed learning products and services for the K-12 sector. We apply structured mark-up language strategies to content development and deliver online content via WebCT through our Online Consortium Hosting Service.

Open School BC also operates the Community Learning Network (CLN), curriculum-related weblinks for teachers and learners.

Contact: Tim Winkelmann
Email: twinkelm@openschool.bc.ca
Telephone: 250-953-7400
Address: PO Box 9452 Stn Prov Gov
Victoria, BC V8W 9V7

Website: www.openschool.bc.ca

Polar Bear Corporate Education Solutions



Polar Bear has been in the industry for over 20 years providing organizations with solutions for improving employee performance. We have partnered with most the larger eLearning providers to make finding an eLearning solution easier for you. We provide a neutral and experienced opinion to help you find the the eLearning you are looking for.

Contact: Gary Jones
Email: gjones@polarbear.com
Telephone: 604-689-7272 ext.231
Address: 400 - 555 Burrard Street
Vancouver, BC V7X 1M8

Website: www.polarbear.com

QualitE-Learning Assurance Inc.



QualitE-Learning Assurance Inc. is a service e-business that certifies the quality of eLearning products and services. Clients register with the QualitE-Learning, conduct a self-assessment using QualitE-Learning tools, and if successfully audited by QualitE-Learning, acquire the license to use the “eQcheck” certification mark for marketing purposes. Through public relations and marketing, eLearning consumers are urged to look for the eQcheck symbol as evidence of consumer protection.

Contact: Victor Leginsky, CEO
Email: vleginsky@eQcheck.com
Telephone: 250-539-2130
Address: Pod 190, 101 - 1001 West Broadway
Vancouver, BC V6H 4E4

Website: www.eQcheck.com

Royal Roads University



**ROYAL ROADS
UNIVERSITY**

You can get there from here

Online courseware; Development tools; Custom development; Consulting services.

Contact: Roger Mundell
Email: roger.mundell@royalroads.ca
Telephone: 250-391-2679
Address: 2005 Sooke Road
Victoria, BC V9B 5Y2

Website: www.royalroads.ca

Serebra Learning Corporation



Serebra Learning Corporation is an e-learning company completely focused on providing the finest in course material delivered using the most appropriate, up to date technology. Serebra delivers education to everyone from the individual student to multi-national corporations.

Contact: Ted Moorhouse
Email: ted.moorhouse@serebra.com
Telephone: 604.592.0552
Address: 119 - 7565 132nd Street
Surrey, BC V3W 1K5

Website: www.serebra.com

Simon Fraser University

eLearning Innovation Centre (eLINC)



The eLearning Innovation Centre (eLINC) is a Simon Fraser University (SFU) resource for designing, developing, implementing and evaluating eLearning programs, courses and research. eLINC works in partnership with program leaders, faculty and other support units to ensure quality eLearning experiences for students.

Contact: Paul Stacey
Email: paulstacey@sfu.ca
Telephone: 604-268-7466
Address: 2400 Central City
Surrey, BC V3T 2W1

Website: www.elinc.sfu.ca

Silicon Chalk



Silicon Chalk is peer to peer software that supports collaboration, communication, exercises, note taking and presentation in face to face classes where some or all students have laptops, desktops or tablet computers. It allows distance students to participate and creates a fully interactive recording of every learning activity for later learning, review, refinement and asynchronous participation.

Contact: Dennis Staples
Email: staples@ca.ibm.com
Telephone: 604-732-5660 ext. 107
Address: Suite 200 - 1636 West 2nd Avenue
Vancouver, BC V6J 1H4

Website: www.silicon-chalk.com

SmartPixels Learning Inc.



Founded in 1997, SmartPixels Learning Inc. helps a diverse range of companies and organizations implement effective, technology-based learning solutions. We specialize in the development of highly interactive, customized training and performance solutions for technical subject matter.

Our mission is to work with clients throughout all phases of the training development process and help them meet their learning objectives and business needs. After conducting a thorough consultation and training needs analysis, we provide instructional design services and work with your subject matter experts to develop customized content that meets your specific needs.

We develop e-learning courseware (CBT and WBT), online job aids and manuals, product demonstrations and technical simulations. Depending on the client's requirements, we implement and distribute e-learning courseware via intranet/internet, corporate LAN, or CD-ROM.

Contact: Michael Hinze
Email: info@smartpixels.com
Telephone: 604.727.0501
Address: Suite 310, 185 - 9040 Blundell Road
Richmond, BC V6Y 1K3

Website: www.smartpixels.com

Solocks.com Training Inc.



Occupational Health and Safety Consultancy, delivering training course on-line. Topics covered include: WHMIS, TDG, and Ergonomics.

Contact: Don Fuller, President
Email: sales@solocks.com
Telephone: 604-221-8339
Address: 3456 Dunbar Street, Box 102
Vancouver, BC V6S 2C2

Website: www.solocks.com

TAP Solutions, Inc.



The Employee Productivity Solutions Division of TAP is focussed on providing end-to-end solutions using business, technical, and knowledge management consultants to ensure that an organization's business processes will facilitate change and that employees will understand how to perform within this changed environment. We have deep experience within the financial sector and provincial government.

Contact: Madeleine Butschler
Email: mbutschler@tapsolutions.com
Telephone: 604-683-4563 (ext 318)
Address: 1052 Homer Street
Vancouver, BC V6B 2W9

Website: www.tapsolutions.com

Target Global Campus.com



Target Global Campus.com is a provider of E-Learning solutions including the Iles Learning Management System and Information Technology training. Their technology and services enable government, corporate, and educational clients to offer an online environment for distance learning. Their software and services allow organizations to outsource the creation, launch, management and support of an online education platform. Using the Target Learning Management System, over 3 years in active use, clients are provided an easy, low cost implementation of a full E-Learning program.

Contact: Donna Johansen
Email: dj@targetglobalcampus.com
Telephone: 604-886-5305
Address: 1068 Fircrest Road
Gibsons, BC V0N 1V4

Website: www.targetglobal.com

Teaching for
Thinking Inc.



Creator and publisher of teaching/learning resources that promote higher level thinking – for education and retail markets.

Contact: Mary Connolly
Email: mary.connolly@teachingforthinking.com
Telephone: 604-602-6606
Address: 301 - 141 Water Street
Vancouver, BC V6B 1A7

Website: www.teachingforthinking.com

TELEStraining Inc



TELEStraining specializes in solutions for training trainers in elearning. The company has three lines of operation: 1. Proprietary training program the Certificate in Web-Based Instruction, 2. Course development for various companies and educational organizations, 3. Consultancy services for elearning implementation and evaluation.

Contact: Lucio Teles
Email: teles@telestraining.com
Telephone: 604-806-5156
Address: #675 - 515 West Hastings Street
Vancouver, BC V6B 5K3

Website: www.telestraining.com

THINQ Learning Solutions



THINQ Learning Solutions, Inc. is the leading provider of enterprise software for learning management with more large-scale deployments than any other LMS vendor, including 24 customers with more than 20,000 learners and nine customers with more than 100,000. More than 200 global organizations and government agencies use the THINQ TrainingServer Learning Management System (LMS) to manage the registration, planning, scheduling, delivery, resource allocation and outcomes of their organization's enterprise learning activities.

Contact: Amar Dhaliwal
Email: amar.dhaliwal@thinq.com
Telephone: 604.980.0643
Address: 120 Lonsdale Avenue
North Vancouver, BC V7R 1V5

Website: www.THINQ.com

Thomson NETg



NETg a part of the Thomson Corporation is a global expert at delivering complete integrated and innovative learning solutions aligned with mission critical objectives. Offering a full range of IT, Desktop and Professional Development topics- via e-learning, books and instructional materials, electronic reference libraries, University online executive education and e-MBA programs.

Contact: Kevin Frigon
Email: kfrigon@netg.com
Telephone: 604-531-3973
Address: 15525 - 36 B Avenue
Surrey , BC V3S 0H1

Website: www.netg.com

TII Training Innovations Inc.



Training Innovations was founded in 1992 as a career consulting company and has developed into a creative company focused on strategies that improve an organization's effectiveness through learning and development. Our expertise has developed through our work with individuals as well as small to medium size companies throughout the Lower Mainland. We design and develop learning solutions that incorporate the use of one-on-one coaching, group workshops and facilitated online courses.

Contact: Tina Strehlke
Email: tina@training-innovations.com
Telephone: 604-298-4757
Address: 201 - 3997 Henning Drive
Burnaby, BC V5C 6N5

Website: www.training-innovations.com

TM NewMedia TM Communications Inc.



TM NewMedia is the eLearning division of TM Communications Inc., a professional communications and adult education services company working in the natural sciences, health sciences and financial fields. Our clients include businesses from BC to Ontario, government agencies at all levels, and post-secondaries across western Canada. We provide consulting, custom knowledge management systems, custom course ware design, graphic design and production services. Our products are produced for CD/DVD, web-based and print delivery. TM is the western Canada VAR for EDT Learning and their gold award-winning virtual classroom, Learnlinc and offers it as either a license purchase or as an ASP solution. We are also VARs for Allen Learning Services and their full line of eLearning software solutions.

Contact: Tim Mock, President
Email: Tim.Mock@tmnewmedia.com
Telephone: 250-475-0808
Address: Fifth Floor, 3301 Douglas Street
Victoria , BC V8Z 3L2

Website: www.tmnewmedia.com

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Contact: Don McIntosh
Email: don.mcintosh@trimeritus.com
Telephone: 604-945-0676
Address: 72 - 2615 Fortress Drive
Port Coquitlam, BC V3C 6E8

Website: www.trimeritus.com

YouAchieve Inc.



Online Business Skills Training.

Contact: Marlon Oneid
Email: moneid@youachieve.com
Telephone: 613-297-6876
Address: PO Box 12026, Suite 2601
555 W. Hastings Street
Vancouver , BC

Website: www.youachieve.com

@Learning: FAQs

By Ramona Materi, President
Ingenia Training
www.ingenia-training.com

“On-line learning is not the next big thing: it is the now big thing.”

- Donna J. Abenathy, editor of Training and Development, 1999

eLearning is a new concept to many people. With all the technical jargon, it can be confusing, and at times intimidating. Here's a quick overview to give you some idea of what eLearning is, and how it can benefit your company.

What is eLearning?

Definitions vary. Some people say that eLearning refers to learning and other supportive resources that are available through a computer. Others define it more narrowly, as a course offered through the Internet. Many companies are also using a combination of classroom and on-line learning, known as “blended” learning.

eLearning focuses on providing solutions to business problems that go beyond the traditional view of training.

How important is eLearning?

- According to International Data Corporation, the value of the Canadian eLearning market was \$250 million in 2001; the market is expected to increase to \$900 million by 2004.
- According to the Conference Board of Canada, 47% of Canadian employers currently use Web/Internet and intranet learning. 82% plan to use it.

Why use eLearning?

The world's best-performing companies use knowledge sharing and knowledge transfer, which is crucial to acquiring and maintaining a competitive edge. eLearning can offer companies improved productivity, and improved innovation and competitiveness.

@Learning: FAQs

What drives progressive companies to choose eLearning?

- **Just-in-time Learning:** The Web makes learning more accessible, equipping people with the tools and knowledge they need, when they need it.
- **Cost-savings:** eLearning costs more to develop than traditional training, but that investment is returned in savings on travel, accommodations and temporary employees. Studies have shown that it generally takes less time (25-60%) to convey the same message using eLearning as opposed to the instructor led classes.
- **Employee control and convenience:** Employees learn at a time, pace, style and location convenient for them. Networking and collaboration is encouraged through e-mail, or through audio or video links. eLearning can be a key tool in employee recruitment; workers are increasingly technologically literate, and expect their employers to offer the latest in learning technologies.
- **Consistent, scaleable and available:** Training a few hundred people on the same 3-day topic can take several weeks. An eLearning solution is scalable to simultaneously accommodate an unlimited number of people, at multiple locations.

How do we learn more?

- **Try out a course:** Most eLearning vendors offer a free sample course from a variety of Internet sites.
- **Enhance your knowledge:** Many universities and private companies offer short-term courses in eLearning fundamentals.
- **Ask around:** Talk to companies who have already taken the eLearning plunge. Save yourself a lot of problems down the road by finding out what they've learned.

@Learning: FAQs

How can we introduce eLearning to our company?

Most companies follow a four-stage process. The steps include:

1. **Assessing needs and developing a strategy:** You need to develop a team, assess your company and employee needs, and figure out your budgets. From there, you can develop a strategy for implementing eLearning. Some courses you may be able to purchase from outside vendors; others you'll want to custom build yourself.
2. **Building:** Start with a small project, test, then slowly scale up to offer eLearning to a broader audience. Align your eLearning with core business needs and use it to train in key areas.
3. **Integrating:** Slowly introduce eLearning beyond your pilot group. Train your trainers, give people time to adjust, and track how it's all going.
4. **Evaluating:** Assess how you've done, what can be improved, then decide whether eLearning makes sense for your company in the long run.

Remember that eLearning is most effective when it is a collaborative process: each participant brings something new to the learning process. Taking advantage of internal, as well as external resources will give your eLearning strategy an advantage that is hard to top.

You will find that many of the companies listed in this directory offer multiple services to help you build a successful eLearning strategy. Taking advantage of their experience will help you to avoid any pitfalls.

Happy Learning!



Info Compiled By

The logo for NewMediaBC features a green sphere with a white highlight, positioned above the text "NewMediaBC" in a bold, blue, sans-serif font. Below the text are three blue, curved lines that sweep from left to right, suggesting motion or a globe.

Email: info@newmediabc.com
Telephone: 604-739-9878
Fax: 604-739-9819
Address: 600 - 515 West Hastings Street
Vancouver , BC V6B 5K3

Website: www.newmediabc.com

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Western Economic Diversification Fund, [sponsor](#)

Ramona Materi of Ingenia Training, [contributing writer](#)
www.ingenia-training.com

Paul Stacey of SFU eLINC, [contributing writer](#)
www.elinc.sfu.ca

Jacque Jung, [directory designer](#)
www.jaxdesignmedia.com



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