

Interactive Learning Tools

to

Boost Digital Strategy

Abrams & Company | A Case Study

E-books are gaining more prominence in the publishing industry as it enriches the reader experience by converting plain books into exciting multimedia products. A number of interactive features like audio/video integration, animation, stimulation etc make ebooks more appealing to reader than print books.

Abrams & Company, a renowned publisher of books in K-5 segment, wanted to monetize their content by offering it as digital products. They approached Impelsys to help them leverage their existing content by creating new online products and revenue streams through enhanced content delivery and interaction.

ABRAMS & COMPANY

Abrams & Company Publishers

Abrams & Company Publishers, Inc. is an innovative, quality-driven, early-childhood and elementary education publisher committed to making a positive difference in the lives of children - both in school and at home. Abram & Company publishes reading and language arts materials under the Letter People® brand name. It also publishes an array of supplementary educational material in the areas of reading and literacy, mathematics, science, and social studies under the Abrams imprint.

Challenge

Abrams & Company was motivated to introduce digital products to widen the reach of their programs & services and sought to develop interactive learning tools which would enhance their existing Science and Maths programs and the Letter People® series. As the primary users were Kindergarten students, Abrams wanted to create audio books with:

- Text synchronized to audio with text highlights
- A simple user interface
- Interactive assessments and reports to measure progress
- Synchronized CD-ROM and web delivery

APPROACH

Impelsys was selected to provide e-learning tools, based on responsiveness, high quality work and years of experience in working with publishers. The Impelsys team began by collaborating with the Abrams & Company team to gather important information pertaining to their business, goals, clients and key challenges. Using in-house tools and automation, Impelsys increased the effectiveness and accuracy of the entire process.

SOLUTION

Impelsys used its Talking eBooks solution, running on Impelsys VirtualPages™ technology, to provide an interactive digital solution to Abrams & Company. Talking e-books enabled Abrams & Company to leverage their existing content and create new products designed to maximize their revenues. VirtualPages™ enabled interactivity in the books and presented it in an easy page-by-page flip navigation. It converted books into exciting and interactive multimedia products to be distributed online or on a CD-ROM.

Impelsys Solution:

- Converted content from print to online
- Provided a user friendly navigation and display:
 1. Large child friendly buttons clearly indicated their purpose with a large call-out text on mouse-over
 2. A real book look and feel was created with metaphors like page turning to aid sense of familiarity for children
- Integrated audio with highlighted words for an easy read
 1. Audio was synchronized to play and pause as required when pop-up windows appeared
 2. The audio paused on a window pop-up and continued to play once the window was closed ensuring continuity in narration
- Offered assessments and reporting function
 1. Ensured that learning was measurable and captured when children used the product
 2. Assessments at each page-level along with scoring ensured that learning is re-stressed and refreshed as children read through the book
 3. Reports of scores by individual students were made available to teachers to enable them to pay special attention to slow learners

The solution was designed using reusable components allowing multiple titles to be deployed with huge cost savings to Abrams & Company while retaining the same functionality.

BENEFITS

The Talking eBooks solution yielded significant benefits to Abrams & Company which include:

- Enabled them to expand their product offering with audio CDs and Talking eBooks
- Helped them to deliver an effective tool for children to enhance language skills and understanding
- Provided an effective and engaging learning experience for children through different activities and assessments
- Increased the adoption rate of their products through digital content

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