

IMC AG takes over Dynamic Media eLearning GmbH

Saarbruecken/Graz, 19 June 2008 – As of 16 June 2008, IMC AG, Europe's leading provider of learning technology, has taken over Dynamic Media eLearning GmbH, the eLearning specialists based in Graz/Austria. This was announced by Dr Wolfgang Kraemer, the chairman of IMC AG, at a press conference held during the 9th Learning World. "Following eleven years of organic growth, the acquisition of Dynamic Media is the result of our decision to accelerate internationalisation through company acquisitions", said Kraemer, explaining the takeover. "The acquisition of the Austrian market leader will decisively strengthen our company's position in Germany, Austria and Switzerland (DACH)."

The new 100 per cent IMC subsidiary will operate under the name of "IMC Information Multimedia Communication GmbH". The Austrian subsidiary will be managed by the founder and previous director of Dynamic Media eLearning, Wolfgang Raback. The 25 members of staff will continue to be employed in the IMC Group, thus bringing the total number of employees to 175.

According to Kraemer, negotiations with Dynamic Media eLearning GmbH proceeded very constructively, due to similar approaches in terms of business model and corporate philosophy. "We both offer technology-based learning solutions and our excellent services, highly-motivated employees and strong brands help to improve our customer's learning processes. We are perfectly matched", said Kraemer confidently.

Founded in 1996, Dynamic Media eLearning GmbH contributes a proven product portfolio with over 300 customers and approximately 500,000 users of these solutions to IMC AG. The company is a full service provider specialising in the production of high-quality, customised eLearning content, and also produces the authoring tool "Dynamic PowerTrainer®" and the Electronic Performance Support Systems "LiveContext®". In addition, the comprehensive range of offered services includes a number of high-quality, sector-specific and sector-spanning standard learning courses in numerous languages, plus the possibility of simple content adaptation for corporate customers. "The 'Dynamic Media eLearning GmbH' product portfolio perfectly



imc information multimedia communication AG
Altenkesseler Straße 17 / D3
66115 Saarbruecken / Germany

Public Relations

Phone +49 (0) 681 / 9476-302
Fax +49 (0) 681 / 9476-530

eMail: presse@im-c.de

complements and extends our solutions, such as the Learning Management System CLIX® and the authoring tool LECTURNITY®”, explained Frank Milius, product chairman at IMC.

All involved are confidently looking towards a mutual future. “Dynamic Media’s objective was to globally position their core products, the authoring software Dynamic PowerTrainer® and EPSS LiveContext®. The integration into IMC AG opens new possibilities for product development and international marketing”, explained Wolfgang Raback. “Together we can achieve much more – and in a far shorter period of time.” IMC Chairman Dr Wolfgang Kraemer’s objective is clear. “With the integration of Dynamic Media eLearning GmbH, we will become an even more powerful unit in the eLearning sector on our path towards becoming an international leading-edge company.”

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Press contact:

Ulrike Jungmann
PR/IR-Manager
Phone: +49 (0) 681 9476 0
Fax: +49 (0) 681 9476 530
E-mail: presse@im-c.de

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Editor’s Note

IMC is an international leader in providing services and technology for advanced learning and content solutions. A considerable number of large, medium and small enterprises currently benefit from the products and services provided by IMC in achieving training and education for HR development in online academies or corporate universities. These include KPMG, E.ON, Daimler, UBS and NOKIA. Professional training providers and institutions of higher education are further clients of IMC.

With CLIX®, IMC’s learning management system, LECTURNITY®, IMC’s interactive rapid authoring tool, and SLIDESTAR®, an open content platform, IMC is able to provide an integrated and efficient solution framework for learning life cycle management. This not only covers the operation and design of training and learning processes, the management and distribution of learning content, the management of human capital and the development of skills and competencies, but also the planning and improvement of training resources. All these aspects are complemented by a strong focus on learning management processes, including a full range of management activities, such as design and planning, operation, and analysis and assessment. IMC focuses strongly on business processes and therefore regards learning management as an integral part of today’s business needs. IMC clients place great value on IMC’s consulting expertise and excellence in building and implementing learning solutions in the fields of technology and content development.

IMC was founded in 1997 by Dr. Wolfgang Kraemer, Frank Milius and Dr. Volker Zimmermann, together with Prof. Dr. Dr. h.c. mult. A.-W. Scheer, business expert, university professor and founder and chairman of the supervisory board at IDS Scheer AG. The company’s head office is located in Saarbruecken (Germany) and there are further offices in



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Press release

Freiburg, Munich and Berlin (Germany), Kuala Lumpur (Malaysia), and subsidiary companies in Zurich (Switzerland), Graz (Austria), Sevenoaks (Great Britain) and Sibiu (Romania).



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