

Core Competence on top at LEARNTEC: Adventure-based Learning™ sets trends for modern continuing education

Karlsruhe, February 2010 – Core-Competence GmbH presented new possibilities for Adventure-based Learning™ at this year's LEARNTEC. Many experts and executives visited the Core Competence stand to inform themselves about the innovative training methods of the industry-leading service provider. Karl Berger, managing director of Core-Competence GmbH, came away with a positive impression of his company's presence at Europe's leading trade fair for professional education management and emphasized how important it is for companies to improve the knowledge and sales skills of their employees.

“Core Competence GmbH set a new benchmark for education management with Adventure-based Learning™,” said managing director Karl Berger at this year's LEARNTEC. The innovative method meets the increasingly demanding requirements of companies, employees and trainees. In Karl Berger's opinion, companies absolutely must develop the full potential of their employees in order to meet increasingly stiff competition. For just that reason, **Core-Competence GmbH** offers interactive role-playing games that are tailored to the individual needs of clients and which can be adapted to meet the requirements of specific target groups. In this way, the knowledge and sales skills of employees and partners can be improved more efficiently and more cost-effectively than with other training methods. The experts at **Core-Competence GmbH** focus above all on advantageously combining the interests all parties - motivating employees to learn, and therefore expand their knowhow, leading to success for their employer.

“Education connects!” is the motto of this year's LEARNTEC. Digital learning methods can no longer be ignored by companies that wish to remain competitive,

confirm the directors of the trade fair. Human resources directors rely increasingly on learning games. Especially for “Generation Gameboy”, these methods stimulate the desire to learn. Additional benefits: Such trainings are more cost-efficient and easier to evaluate. The latter is increasingly important for companies, says Peter Henning, Professor of Information Science at the Karlsruhe University of Applied Sciences and member of the **LEARNTEC** conference committee. “Educational success must be measurable.” The goal is not to make education less expensive but rather to find the most efficient, effective means of education. Only in this way can companies keep up with the global education competition. Finally, users expect that training systems will adapt to their backgrounds, needs and progress.

Core Competence GmbH meets exactly these modern educational challenges with **Adventure-based Learning™**. In realistic simulations that, thanks to the Software-as-a-Service architecture, can be accessed via a standard browser anywhere in the world at any time, participants can employ new knowledge in practical situations and directly develop their sales skills. Every player can control and adjust his or her learning process and speed. At the same time, supervisors can monitor and evaluate the progress and success of **Adventure-based Learning™**.

“People are people”

People are always the focus. “Our long-term strategy relies on making people more competent,” says Christian Steinkampf, Vice President of Production at **Core Competence GmbH**. This approach is increasingly employed in the company. Steinkampf’s presentation attracted one of the largest audiences of any event at the crowded fair.

The 18th **LEARNTEC** took place from February 2nd through 4th at the Karlsruhe Trade Fair. Approximately 160 companies and organizations from 10 countries presented their solutions for corporate continuing education, eLearning, and



knowledge management. More than 5600 visitors visited the leading international trade fair for professional education and IT solutions to experience the full spectrum of innovations from businesses, universities and NGOs. The number of visitors this year increased by 8% - further evidence of the growing resonance of education for companies. The 19th **LEARNTEC** will take place next February 1st through 3rd in Karlsruhe.

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Core-Competence GmbH was founded in 2007 by managing partner Karl Berger and is the leading provider of Adventure-based Learning™. With this method, specialists at Core Competence develop custom-made, individualized interactive role-playing games to meet the unique needs of each client for training and continuing education. The resulting solution, available in any browser thanks to the Software-as-a-Service model, strengthens the knowhow of employees and partners more efficiently and cost-effectively than other eLearning method. Major corporations like Microsoft, Deutsche Telekom and Coca-Cola rely on Adventure-based Learning™.