



ALISON* is a revolutionary new Free Learning Service online focused on basic and essential workplace & life skills.

The ALISON Learning Platform (www.alison.com) provides free access to high-quality interactive multimedia education for the world's most popular certifications and standards. Launched in April 2007, the service now has Registered Learners in 200 countries worldwide and will shortly become the world's largest interactive multimedia learning site.

ALISON Mission

The ALISON mission is to allow anyone, anywhere, and at any time, to educate themselves via standards-based interactive multimedia e-learning for FREE. ALISON is a collaborative effort to harness the power of information technologies and public / private partnerships. Our goal is to develop performance-based e-learning that is benchmarked according to best international practices and endorsed by leading standards-bodies worldwide.

"Everyone has the right to education. Education shall be free..."
(Article 26 of the Universal Declaration of Human Rights)

ALISON is a for-profit social enterprise. We believe that Article 26 of the Declaration of Universal Human Rights should not just be a slogan but a principle around which the world can unite and one that affirms our dignity as human beings. No matter what their birth or background, everyone should have the chance to bridge the gap between what they are, and what they can become. Education is an important tool in a healthy democracy as it is the basis for full participation in civic life. ALISON reduces many of the current economic barriers to education, allowing masses of people an unheralded opportunity to achieve the highest standards in international training and thus economic, social and political empowerment. We believe the ALISON model of education should be of interest to every government and NGO across the world given its sustainability and scalability.

Features of the ALISON E-Learning Environment

Advance Learning	High-quality, standards-based e-learning, that is quality assured, endorsed and certified.
Interactive	All learning is performance-based, using high-quality interactive multimedia with audio, and a 'hear, see, and do' methodology.
System	ALISON has a Learning Management System with 24/7 Administrative and Technical Support.
Open	ALISON is an ever-expanding open learning portal that is freely available to anyone, anytime, anywhere.
On the Net	ALISON is Internet-based and therefore accessible remotely with 24/7 easy access. Learners can store, track and display the results of their learning on demand.

What ALISON Provides

ALISON provides a single point of access through which educators, trainers, students, and self-paced learners can efficiently access high quality e-learning that is endorsed and leads to an achievement standard. While various learning materials can be found on the Web, ALISON provides a central place where certifiable/standards-based learning can be found with confidence. The educational content is always endorsed by appropriate parties, so a learner always knows the content quality on ALISON can be trusted.

ALISON has a comprehensive Learning Management System which allows a learner to store, track and display their learning on demand.



Digital Literacy	<p>International and European Computer Driving License (ICDL/ECDL) The global standard in end-user computer skills, ICDL offers candidates an internationally-recognised certification that is supported by governments, computer societies, international organisations and commercial corporations globally. Includes modules on Microsoft® Office Word®, Excel®, PowerPoint®, and Access™.</p> <p>BCS Using IT (Unit E) Using IT requires the candidate to demonstrate knowledge and understanding of a series of theoretical elements such as legal issues associated with computing, health and safety and good practice.</p> <p>e-Citizen A new programme for everyone who wants to use the Internet for work, social participation and life.</p>
Finance	<p>Financial Literacy The International Financial Literacy Certification contains seven modules of interactive multimedia learning about personal financial management.</p>
Workplace Essentials	<p>Psychometric Testing An invaluable tool to measure employee suitability for the workplace.</p> <p>Health and Safety Includes workstation/desktop ergonomics training and manual handling.</p> <p>Touch Typing A professional typing tutor that helps you to increase your typing speed and accuracy.</p>
Coming Soon	<p>English Language Learning, Customer Service, Project Management, Accounting, Networking and Workplace Readiness Skills.</p>

How ALISON is Funded

The ALISON Free Learning service is supported by an Advertising Publisher Model much like services such as Google™. We provide a free core service and charge for additional premium services, such as a nominal fee for group registrations. Furthermore, ALISON earns revenue through working with content sponsors who support the development of content for specific target groups. ALISON offers advertising and premium service revenue sharing opportunities for third-party content owners who are willing to allow their content to be accessed for free by individuals worldwide.

The Impact of ALISON

We believe that ALISON can potentially enhance the lives of billions of people who do not currently have access to quality teaching and training. ALISON puts the opportunity to learn directly into the hands of the individual. Any individuals with an Internet connection can now engage in self-paced learning and high-quality interactive multimedia education, via ALISON for free.

Teachers and trainers now have a powerful teaching resource at their fingertips. They can not only introduce their students to e-learning in a quality and affordable way, but manage their student's learning through the ALISON Learning Management System. The adoption of ALISON can save governments and NGO's literally billions per annum by harnessing the power of interactive technologies, helping to end the hugely wasteful duplication of educational resources globally.

ALISON is Building a Community of Individual Learners and Global Partners

Our aim is to become the global leader in free online education. Critical to the success of ALISON is the development of quality relationships with international partners worldwide. At this time, we are collaborating with an impressive list of global partners including governments, government agencies, leading NGO's and leading academic institutions. Our partners support our mission through sponsoring new content development, sharing courses and purchasing ALISON premium services.

The dynamic power that feeds ALISON is our large number of individual learners. From Anchorage to Cairo, learners are being attracted to ALISON. We have a historic and an unparalleled opportunity to build on this popularity and to simultaneously expose our partners to a mass community of learners worldwide.



Since April 2007, **ALISON has attracted nearly 200,000 learners from over 200 countries.**

ALISON has a target of attracting one million Registered Learners by the end of January 2008.

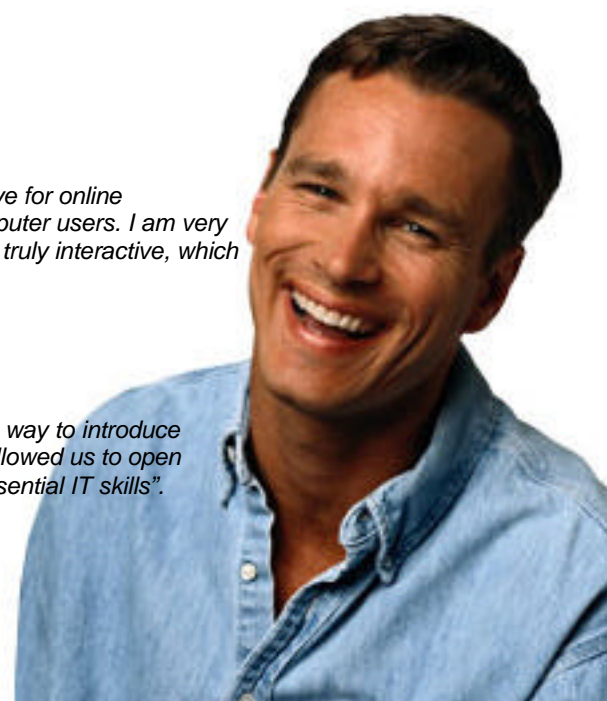
Testimonials

"As an experienced online developer and multimedia designer, I have a critical eye for online learning/training. I was searching for an online solution to teaching first-time computer users. I am very impressed with this site. It is very well designed, very useful, well-structured, and truly interactive, which I know takes a lot of time and effort. Excellent work!"

Kevin Kissack
Ergon Energy (Australia)

"With over 220,000 students, the School District of Philadelphia was looking for a way to introduce our student body to quality online learning in a cost-effective way. ALISON has allowed us to open a new door that has truly revolutionized our teaching, especially in the area of essential IT skills".

Edison Freire
IT Manager School District of Philadelphia (USA)



The ALISON Advantage in the Workplace

Well-trained employees are crucial to maintaining a nation's economic growth and competitiveness. ALISON offers an affordable and expedient way to up-skill large cohorts of people, and train them to the best international proficiency standards.

ALISON is thus an innovative way to educate people, regardless of gender, race or social and economic status.

As the quality and sophistication of interactive training and design has increased, it has become an ever-more powerful way to learn. ALISON brings to the learner the benefits of online learning, which include:

- Flexibility of access - anywhere, anytime.
- Ability to reach an unlimited number of learners.
- Uniformity of delivery of training.
- Substantial cost-reductions in delivery.
- Ability to track and log all learning activities.
- Global connectivity and collaboration opportunities.
- Ability to personalise the training for each learner.

*ALISON stands for Advance Learning Interactive Systems Online.



Galway Technology Centre
Mervue Business Park
Galway
Ireland

Phone/Fax: **Ireland**
+353 91 745 500
UK
+44 20 70993067
USA
+1 267 861-1202
+1 609 935-0808

E-mail: info@alison.com

Web: <http://www.alison.com>

