

FOR IMMEDIATE RELEASE

University of East London Shortlisted by e-Learning Awards for Toolwire Learnscapes First of its kind data reveals impact of immersive experiential learning on student experience

Pleasanton, CA and London, UK – September 13, 2011 – The University of East London (www.uel.ac.uk/) has been shortlisted by the prestigious [e-Learning Awards](#) for immersive learning environments developed jointly with Toolwire (www.toolwire.com), a global leader in experiential learning solutions. The University's submission featured data, presented recently at Columbia University's [International Conference on E-Learning in the Workplace](#), on how immersive experiential learning impacts the student experience.

The University of East London's Legal Learnscape, launched in October 2010, allows learners to experience a day-in-the-life "virtual internship" as a junior barrister making a plea in mitigation. UEL recognized that [Toolwire Learnscapes](#) offered an ideal technology solution for enhancing clinical legal education for degree students and also for learners in the workplace.

Among UEL's noteworthy findings, 97% of respondents indicated that immersive learning environments were either "very useful or extremely useful" in preparing them for their assessment and 94% found them more effective than learning from a book.

Three-quarters of the students indicated that working at their own pace was a key feature with one student saying, "I could learn when I wanted to, not when [others] thought I should." Additionally, 82% of students appreciated the ability to revisit the module as often as they needed in order to achieve understanding. A total of 94% reported returning to scenes and assessments to reinforce learning.

The characters within the storyline positively contributed to the experience according to 92% of students and 84% felt the story was true to life. Focus group comments included, "I liked the characters; they were real. I could just imagine meeting them," and "I went on a visit to a chambers in London and met someone just like Bainbridge [one of the Learnscape characters]."

The inclusion of these learning solutions also appears to have positively impacted student performance. The mean average student mark and the pass rate for the course's practical role assessment both increased substantially from the previous year.

Toolwire Learnscapes are now in use at Higher Education and corporate training institutions across 71 countries. "As news about the learner response to Toolwire Learnscapes spreads, all organizations aspiring to be truly learner-centric will be compelled to seriously consider integrating these learning solutions into their programmes," noted Sarah Frame, Director EMEA Business Development.

Toolwire has garnered significant attention this year for its development of immersive learning environments. Recipient of the [Red Herring 100 North America](#) as one of the top emerging Information Technology companies in America, Toolwire was recently recognized by Inc. Magazine as one of the [1500 fastest growing companies in America](#).

"We are thrilled for the University of East London that Learnscapes have made such a positive impact," commented John Valencia, Toolwire's President and CEO. "We are also gratified to see the University

receive recognition by one of the premier sources for future trends in technology-based learning. This is the kind of positive outcome that we seek for all of our partners.”

About the E-Learning Awards

The [E-Learning Awards](#), recognized for their high standards of independent judging, are *the* acclaimed industry standard celebrating e-learning success. The awards are sponsored by Bizmedia, the leading European magazine and website for e-learning users and the e-learning industry.

About UEL

With over 23,000 students from 120 countries worldwide, UEL is one of the UK’s most diverse and fastest growing universities. Located at the heart of Europe’s largest regeneration area, UEL plays an integral role in local development, inspiring thousands of people with an enthusiasm for new ideas and new ways of learning. A Global Learning Community with internationally recognised research, UEL has strong links with local and national businesses, and an outstanding record in widening access to students from a vast range of diverse backgrounds. For more information, visit <http://www.uel.ac.uk/>.

About UELconnect

UELconnect, a unit within the University of East London, offers flexible learning solutions for external clients as well as for students and staff. These learning solutions include distance and e-learning programmes, short courses, bespoke training for business, work-based learning and e-learning consultancy. For more information, visit <http://www.uel.ac.uk/uelconnect/>.

About Toolwire

Toolwire is a learning solutions provider specializing in products and services for [experiential learning](#). Toolwire empowers Higher Education and corporate training institutions to deliver immersive "virtual internships" across a broad range of subject areas including Business, Health Care, Legal, Applied Science, and Information Technology. Enabling "learning by doing", [Toolwire Learnscapes](#), [StudentDesktops](#), [Scenarios](#), and [LiveLabs](#) provide the quickest, most effective way to develop skills, improve knowledge retention, and enhance student success. Toolwire’s award winning solutions “bring learning to life”. For more information, please visit www.toolwire.com.

Media Contact:

Peyton Williams

Toolwire, Inc.

1-646-352-2525

pwilliams@toolwire.com