

Serious Factory continues to develop in Canada in partnership with Novaconcept

Suresnes, October 1, 2015 - Serious Factory and Novaconcept have just signed a partnership agreement to target the online training market in Canada. Together, the simulation developer and the e-learning design specialist aim to accelerate the digital transformation of professional training to improve employee performance.

Acquiring knowledge is merely the beginning. Mastering and implementing skills is what completes a successful training program. With the Virtual Training Suite™ software, Serious Factory allows trainees to practice in situations similar to their daily tasks. Developed with educational and gamification experts, this behavioral training simulator helps trainees become more operational based on serious game concepts.

Winner of the 2014 BPI France Prize and the Grand Jury Prize at the Learn'Innov Genius for Virtual Training Suite™ software event, Serious Factory develops engaging simulators of highly realistic situations for companies to accelerate their training processes. The developer has supported 50 clients globally.

Novaconcept, founded in Quebec in 1999 and an e-learning pioneer, has developed an expertise in the design and production of online training programs. The company is renowned in Canada and abroad for high quality products and services in various fields; consulting, e-learning, mobile learning, rapid learning, blended learning, serious games and gamification.

"This partnership with Novaconcept is in line with our recent acquisition of venture capital for accelerating the commercialization of our Virtual Training Suite™ software. Our cooperation will allow us to reach a wider clientele of large accounts and SMEs seeking the key to effective skill development during training programs," said William Peres, Co-founder and President of Serious Factory.

"Partnering with Serious Factory is a great opportunity for Novaconcept to continue innovating in the North American Digital Learning market. With the addition of a 3D simulation developer, we can now offer more innovative educational tools to convey knowledge and skills that will be put to practical use," said Pierre Boucher, Vice President of Novaconcept.

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About Serious Factory

Highly acclaimed by leading industry players (Dassault Aviation, EDF, Janssen, Renault, Richemont, SNCF, Total, Vinci Concessions, etc.), Serious Factory is a developer of immersive simulators for training and sales support to help companies enhance their customer relations. For more information: www.seriousfactory.com