INTRANET project: marketing aspect

IN.TRA.NET. will allow to realize an universal E-Learning Portal for every kind of electronic equipment that can be controlled and used through a computer. In this way, every person that needs to learn or to have any kind of training on a complex electronic instrument, will be able to do it from home, from the usual workplace, simply connecting to the portal, and using in a "realtime" and realistic mode, every kind of complex and expensive electronic instrumentation. By remoting the access to such operative equipments, workers can

- be trained on them even before they are available in the company (or they are available only in few sites or the Corporate),
- improve their technical skills related to the operating processes using that equipments;
- contribute to the same sectoral innovation processes.

IN.TRA.NET., as integrate distance learning system guarantees two fundamental expected impacts:

- **Training impact** - each user can repeat the same experiment several times in order to learn using pieces of equipment not present in their enterprise.
- **Economic impact** - each SME will obtain a significant economic advantage from the learning environment due to the possibility of using by remote very expensive electronic apparatus and of eliminating the moves and updating costs of workers and parcel costs of experts.

The most important impact of the proposal is the possibility for involved European SMEs to improve own competitiveness and for their workers to better their specific skills and qualification. The target groups will be the SMEs linked to proposal partners during the design phase and to the end of the project every SME that is interested to acquire new and innovative knowledge concerning the use of last generation apparatus necessary to improve own international competitiveness.

The benefits from the implementation of the proposal at an European level is the realization of an buniversal web portal delivering both theoretical and practical formative services, managed by a learning management system, and accessible with a simple authentication phase. In this way the dissemination of the results is very easy and it's possible to improve the competitiveness of users (SME), to improve the skills of the workers and to guarantee a better cooperation between different European countries. Anther add value of INTRANET proposal is represented by the Multilanguage characteristic that will favour the cooperation between the partners and in particular between the users involved by the proposed e-learning environment.

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The IN.TRA.NET. is well placed in respect of the current background in the field of the distance learning of didactical laboratory activities. At present the state of art is represented by virtual laboratories that allow the students to execute still several simulations because they don't use any real electronic instrumentation. The IN.TRA.NET. distance learning environment is well placed in that context because of the following main reasons:

- it allows remotely use of real electronic instrumentations to make experimentations in real conditions;
- it uses a centralized LMS (Learning Management System) platform that is both able to manage the learning path of the users and to interact with the remote real apparatus;
- it realizes an appropriate didactical methodology for distance learning laboratory activities.

The project IN.TRA.NET. addresses to the Leonardo da Vinci priority no. 4 of the call for proposals namely "Skills development of adults in the labour market", addressed to the sectorial transfer of innovation. Other important added value at an European level is that a user can access the remote laboratory functionalities through standard Web browsers, without the necessity of specific software components on the client-side form any place of Europe or the world. Remote environment access will be controlled by the LMS executed on a central server that will deliver several functionalities to users through Web Services technologies. The platform, in fact, will on one side deliver the typical functionalities of a common LMS, but on the other side it will deliver several innovative functionalities due to a specific module for remote control of measurement equipment.

It is important to note that, in accordance with the general approach of the call for proposals, this learning environment will not only be used for measurement equipment but also for all other computer controlled electronic equipment such as those for biomedical, telecommunication and environmental applications and so in this way to involve other European SMEs and to execute the transfer of innovation in other different industry sectors, delivering the improvement of skills of other European workers.