

Auto-Mobile

2009-1-SE1-LEO05-02273

<http://www.adam-europe.eu/adam/project/view.htm?prj=5929>

Project Information

Title: Auto-Mobile

Project Number: 2009-1-SE1-LEO05-02273

Year: 2009

Project Type: Transfer of Innovation

Status: completed

Country: SE-Sweden

Marketing Text: On every new car models there are some new fancy electronic control systems. It is very difficult for a mechanic to keep up with this fast pace in developments. Therefore the need for training is extremely high and there is never time enough....

A part of the solution is to have a truly mobile solution for this on-going training of mechanics. Infocar is in this project developing a number of m-learning titles in the automotive area. You can easily run these modules on your mobile - normally you always bring your mobile, even on the way to/from your job. You can spend a quarter on this journey to learn some new electronic system in the car.

Summary: The car models of today are more like a "computer on wheels" than a mechanical product that has been the case before.

The fact that a new car model has a number of electronic systems means that the demand for easy accessible training tools has increased a lot during the last years. Normally a mechanic is not a great fan of reading heavy books with theory - he/she is more interested in working on a car.

These facts has opened up a good market for e-learning which makes the learning more fun and you do not have to leave your workshop and business to go away on courses.

Infocar has already released a number of automotive training titles in different languages.

Until now the sale has been focused on the Scandinavian market but we are starting to expand the sales to other EU-markets this year. Within the on-going Leonardo project we will release a number of new titles in different languages which can improve the sales on export markets.

A drawback with e-learning production is that the development costs for each title is rather high.

Infocar has received a number of requests for a real mobile solution for training that should contain short effective training modules. They should be possible to go through on your spare time, for example on the bus on your way to/from the job.

A logic inexpensive hardware to use for this purpose is your mobile phone - until now the display has been small and the memory in the phones has been too small etc. . During 2008 Apple released their iPhone in Europe, including a perfect display and enough performance which makes it possible to implement training modules in the phone. Furthermore it has a very intuitive user interface that makes the use of the phone very simple.

In the beginning of this year all major producers of telephones have released competitive products to iPhone so today the prices are going down on these "smart phones" thanks to the competition.

To be able to develop these new training titles on the m-learning platform there is a demand for partners in the project with a good mix of background and experience in the field of pedagogics, multimedia production, graphic design, automotive technology and mobile phones.

We have in the on-going project a good mix of knowledge so we have planned to keep 3 of the old partners, adding one new partner.

The new partner Christiani from Konstanz, Germany has a very long background of developing training books and tools for the automotive area. They also have an extensive sales network in Europe and also on some markets outside Europe.

As we are entering a completely new area, the mobile phone platform, we have planned to use a consultant for developing a user interface that should be attractive and easy to use. We have already taken the first contacts with a Swedish company

Project Information

called TAT in Malmö - they are specialised in the development of user interfaces for mobile phones.

The outcome from this project is planned to be a large number of short automotive training modules in at least 7 different languages.

The modules can either be downloaded to your phone or you can run them via the mobile network and a user log-in.

Some of the modules will be converted from the existing Infocar e-learning library and some will be completely new.

We are quite sure that this new product will be the first really mobile solution that can attract every automotive mechanic or student so he/she can spend a quarter of time to/from the job to learn about some new automotive system. You normally never find a mechanic reading automotive books on the way to the job - it is also not so common that you have a lap-top on the bus or tra

Description: Infocar will develop a number of short, effective training modules for the m-learning platform. These mobile training can be run on several mobile platforms in the future but we will start with Apple iPhone as this platform today gives you a very good user interface.

Themes: *** Lifelong learning
*** Open and distance learning
*** Initial training
** Language training
** Continuous training
* Higher education

Sectors: *** Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles
** Education

Product Types: website
teaching material
open and distance learning
material for open learning

Product information: Information about the new titles will be displayed on the project web-site as soon as they are fixed. Some titles will be downloaded to your phone and you will run them locally. There will also be a web-based solution where you run the modules hooked up to Infocar server. The training titles will be developed in several languages, for example English, German, Swedish and Norwegian.

Project homepage: www.infocar.se/eu-project09

Project Contractor

Name: Infocar Training AB
City: Skärholmen
Country/Region: Stockholm
Country: SE-Sweden
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)
Homepage: <http://www.infocar.se>

Contact Person

Name: Per-Henrik Persson
Address: Fiskarfjärdsstranden 28
City: Skärholmen
Country: SE-Sweden
Telephone: +46-8-53471090
Fax: +46-8-53471099
E-mail: per-henrik@infocar.se
Homepage: <http://www.infocar.se>

Coordinator

Name: Infocar Training AB
City: Skärholmen
Country/Region: Stockholm
Country: SE-Sweden
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)
Homepage: <http://www.infocar.se>

Contact Person

Name: Per-Henrik Persson
Address: Fiskarfjärdsstranden 28
City: Skärholmen
Country: SE-Sweden
Telephone: +46-8-53471090
Fax: +46-8-53471099
E-mail: per-henrik@infocar.se
Homepage: <http://www.infocar.se>

Partner

Partner 1

Name: BCN Net-Translations S.L.
City: Barcelona
Country/Region:
Country:
Organization Type: others
Homepage:

Partner 2

Name: Dr.-Ing. Paul Christiani GmbH and Co. KG
City: Konstanz
Country/Region:
Country:
Organization Type: others
Homepage:

Partner 3

Name: Mid-university
City: Östersund
Country/Region:
Country:
Organization Type: others
Homepage:

Products

- 1 Automotive dictionary for smartphones
- 2 LMS-link
- 3 Platform for m-learning modules

Product 'Automotive dictionary for smartphones'

Title: Automotive dictionary for smartphones

Product Type: teaching material

Marketing Text: Get instant translation of new difficult automotive terms when working in your repair shop is now very simple by using Infocars new app for automotive terms, available for both iPhone and Android smartphones.

Description: This new application for iPhone and Android smartphones contains both a study, self test, quiz and a search function for more than 5000 automotive terms.

Target group: Automotive teachers and mechanics in school and repair shops. It can also be used by engineers at automotive suppliers or car manufacturers

Result: The target groups above can get a quick access to the translation of many new and old automotive words in 7 languages. As you normally always have your mobile phone in your pocket the access to the translation is very quick and cost effective

Area of application: When you work with different car makes, for example Japanese cars in Europe you normally get most of the service information in English and not translated to your local language. Therefore there is a need for both learning a number of new automotive terms in English and also have a possibility to search for a translation when you need it.

Homepage: www.infocar.se/eu-project09

Product Languages: Swedish
Polish
Norwegian
English
Italian
Danish
German

Product 'LMS-link'

Title: LMS-link

Product Type: teaching material

Marketing Text: In this project we have developed a link between our existing e-learning platform and the new m-learning platform. This means that it is possible to exchange results between the e-learning and m-learning platforms.

Description: The LMS-link gives teachers and training managers a good overview of the results/progress from their students/mechanics when studying on either e-learning or m-learning platforms. Also the students/mechanics can easily follow their own progress and see where they are strong/weak and need to do more training.

Target group: Automotive students and mechanics

Result: This LMS links the e-learning platform with the new m-learning platform giving a good flexibility for the students to combine training on both platforms still having a good feed-back of where more training is needed.

Area of application: Automotive training in repair shops and automotive schools.

Homepage: www.infocar.se/eu-project09

Product Languages: Italian
German
English
Danish
Swedish
Polish
Norwegian

Product 'Platform for m-learning modules'

Title: Platform for m-learning modules

Product Type: teaching material

Marketing Text: There is today a large need for a multi-platform possibility when using m-learning on smartphones.

We have in this proejct developed a platform for both the iPhone and the Android smartphones. A large advantage is that the Android phones are today rqather cheap compared to the iPhones.

Description: With this developed platform for future m-learning modules we can easily import adn reuse e-learning titles of contents. We can also add a third platform if needed, for example Microsoft Windows Mobile.

Target group: Automotive workshops and schools, even on a university level.

Result: A mobile training platform (m-learning) mainly for iPhone or Android mobiles. It is prepared for a quick and cost effective change of languages.

Area of application: Automotive training in repair shops or schools.
It can also be used for a life long learning for automotive suppliers or car manufacturers.

Homepage: www.infocar.se/eu-project09

Product Languages: Polish
Norwegian
Italian
German
Swedish
English
Danish

Events

Automässan

Date 19.01.2011

Description A Nordic exhibition for the automotive aftermarket in Gothenburg in January 2011

Target audience Automotive repair shops, automotive schools , suppliers and car manufacturers.

Public Event is open to the public

Contact Information

Time and place Jan 19-22 2011 Gothenburg , Sweden

Auto-Mechanika Frankfurt

Date 14.09.2010

Description The first beta versions of our mobile applications will be displayed at the AUto-Mechanika show in Frankfurt 14 - 19 sep 2010

Target audience car manufacturers
suppliers
repair shops
automotive schools

Public Event is open to the public

Contact Information per-henrik@infocar.se

Time and place Frankfurt Germany 14-19 sep 2010