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**Lectora®**

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# THE MOST POWERFUL AUTHORING TOOL



**itcLearning**  
will take you there >>>>>>>>>>>>>>>>>>>>>

[www.itclearning.com.au](http://www.itclearning.com.au)

# Rock Your Organizational Learning and Performance

Not all rapid authoring tools are created equally.

When investing workplace resources, it's essential to step back from individual features and consider how well the tool is suited to advance your overall organizational learning and performance goals. Think of it like this: what makes a tool this year's headliner may not be what you need to amp your business performance all the way up to 11.

How does Lectora® stand out from the crowd?  
See for yourself.

	<b>Lectora® by eLearning Brothers</b>	<b>Other Authoring Tools*</b>
<b>Key Differentiators</b>	Powerful, Scalable, Robust, Efficient; Collaborative; New ID to Expert Dev	Widely Adopted, Adobe integration (Captivate); PowerPoint-like; Template Limitations (Articulate 360)
<b>Authoring Environment</b>	Windows Desktop or Lectora Online for Mac, Linux, and Windows; similar authoring experience across platforms	PC Desktop (Storyline, Captivate) or Cloud (Rise); distinctly different tools across platforms
<b>Skill Level</b>	Beginning Instructional Designer to Advanced eLearning Professional	Beginning Instructional Designer (Rise); Intermediate ID (Storyline); Intermediate to advanced ID or web developer (Captivate)
<b>Rapid Authoring Methodology</b>	Modular Development (ModDev); Develop quickly and retain complete control	Player (Storyline) and Templated (Captivate, Rise)
<b>Mobile Approach</b>	Responsive Course Design (RCD) with WYSIWYG views; create once, adjust as needed to control the mobile experience	Fluid Boxes (Captivate); Adaptive Player (Storyline); Templates (Rise)





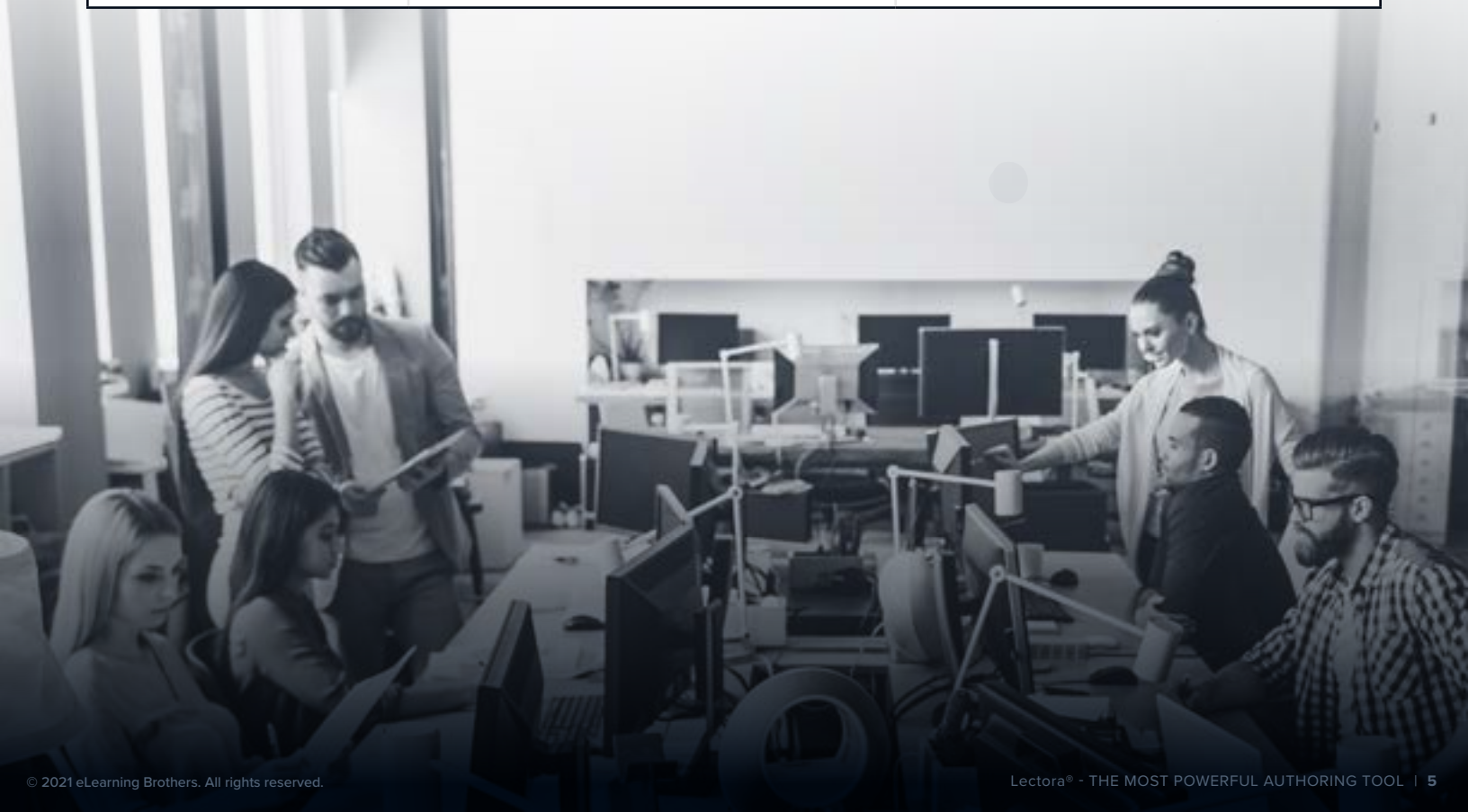
## LEADER OF ACCESSIBILITY

	Lectora® by eLearning Brothers	Other Authoring Tools*
<b>Accessible Experience</b>	Guided by WCAG and people who use assistive technology for internet access	Author-enabled magnification and browser controls (Storyline); MSAA IE only (Captivate)
<b>WCAG Compliance</b>	Built-in WCAG 2.0 compliance checker and guidance	Dependant on author knowledge and implementation
<b>Accessibility Community</b>	Dedicated Lectora Accessibility User Group	General community support
<b>Narration</b>	Automated Text to Speech (TTS) and closed captions; language support	Automated Text to Speech (TTS) and closed captions



## QA & WORKFLOW

	Lectora® by eLearning Brothers	Other Authoring Tools*
<b>SME Reviews</b>	Robust preview, markup, and issue tracking for unlimited reviewers across all devices using ReviewLink—Included with any subscription, no license or installation required	Storyline 360 hosted site is shared with Rise; may result in a long course list to manage  Adobe Captivate Reviewer requires a special publish format and reviewers must install a separate app
<b>Collaborative Authoring</b>	Multiple authors can work on the same project globally. Assign tasks and communicate changes to remote team members	Storyline 360/Rise, Elucidat, Gomo, and some others offer collaborative authoring
<b>Version Control</b>	Automatically log course revisions, track version history, and completion; check-in and check-out changes (Lectora Online)	None



## ADVANCED ACTIONS & ASSESSMENT

	Lectora® by eLearning Brothers	Other Authoring Tools*
<b>Quizzing &amp; Assessment</b>	11 graded and non-graded question types; most accessible questions and surveys; CSV Import and editing of question files for SME input	Limited options in Rise; requires heavy “workarounds” to customize feedback; 20 types of form-based graded and survey questions (Storyline); 10 question types and import support (Captivate)
<b>LMS Integration</b>	SCORM, xAPI, HTML5, AICC, and cmi5; publish directly to CourseMill, SABA, Docebo, Healthstream, and any PENS-enabled LMS like SCORM Cloud	Captivate requires some set-up, supports SCORM, AICC, xAPI. Limited customization in Rise makes LMS publishing more straightforward
<b>Analytics xAPI</b>	Java, JavaScript, HTML, CSS, ASP, JSP, PHP; web objects; send and receive external variables in published projects	Adobe Connect Web Services (Captivate); web objects and limited JavaScript (Storyline); not supported (Rise)
<b>Triggers, Actions, &amp; Sequenced Events</b>	Most robust custom events and interactions; easy behavior-based personalization for Adaptive Learning	Other tools have timelines and limited events models



## ASSETS & INTEGRATIONS

	Lectora® by eLearning Brothers	Other Authoring Tools*
<b>Design Assets</b>	Entire eLearning Brothers AssetLibrary; 120+ million assets, including royalty-free images, video, audio, icons, cutout characters	Cut-out people Adobe Stock images cost extra; 6+ million assets; content library for Cloud-Based Tool only
<b>Virtual Reality (VR)</b>	Easy VR scenario creation and integration with CenarioVR	Limited to none natively; some integrate with CenarioVR objects
<b>BranchTrack</b>	Fully integrated	Scenarios can be inserted in Storyline or Captivate
<b>Screen Recorder &amp; Video Editor</b>	Easiest screencasting with video editing features most used by Instructional Designers; or embed video or animation created using third-party tools	Native editing requires Adobe Creative Cloud (Captivate); limited video editing in tool (Storyline); or embed video or animation created using third-party tools

\*Primary authoring tools considered: Articulate 360 (Storyline and Rise); Adobe Captivate



# Lectora®

INVEST IN A TOOL THAT GROWS WITH YOU

- » The #1 choice of instructional design professionals, performance consultants, and the US government for a reason.
- » More productivity boosters than any other authoring tool.
- » Other authoring tools are easy to outgrow quickly. They may be flashy, but lack depth and trap you with inaccessible templates and timelines.
- » The best long-term ROI.

**BOTTOM LINE:  
MAKE A SMARTER  
INVESTMENT**

**TRY LECTORA FREE »**