

FOR IMMEDIATE RELEASE
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E-FLI Struck Gold at E-Learning Age Awards

Bristol, UK, November 13, 2009 – E-FLI, LINE Communications, BBC and DH e-Learning for Healthcare were amongst the organisations that triumphed E-Learning Awards held at the Park Lane Hotel in London’s Mayfair on 12 November 2009.

The who’s who of e-learning gathered to celebrate the sheer breadth and quality of the best in the industry. 15 award categories produced a record 35 winners.

E-FLI beat off tough competition, including Sky, B&Q, Ford & Legal & General, to win the gold award for Excellence in the production of learning content – private sector. Kate Vose from Biz Media says *“The Excellence – Private Sector category is a very popular category attracting a great number of entries so winning the Gold award is a real achievement.”* Holly Budge, founder of E-FLI says *“This award is great recognition for 6 years of hard work and dedication to get this product to the standard it is today.”*

Barry Sampson, a web technologies consultant and E-Learning Age judge says *“It was obvious from first sight that E-FLI is a truly unique product, that demonstrates excellence in both its content and technical implementation. I was particularly impressed by its flexibility, as it is rare to see a tool that allows so much customisation without compromising on the quality of the output. It was clear to me that E-FLI was a real labour of love, and Holly’s passion for the subject matter and desire to deliver the highest quality training tool, shone through.”*

Caspian Learning were double winners, taking home the gold award for the best learning game, simulation or virtual environment for the second year running, as well as the silver for the most innovative new product or tool in e-learning, together with their client, the UK Navy Maritime Warfare School.

LINE Communications also scooped two awards taking the silver award for excellence in the production of learning content – private sector, with client Ford of Europe. LINE CEO Piers Lea also won the individual e-learning industry award for outstanding achievement

DH e-Learning for Healthcare retained the gold award for best online or distance learning project, making them gold winners in different categories for the 4th year running!

The full results are at www.elearningage.co.uk/awards.aspx.

This year's event was sponsored by City & Guilds, Towards Maturity and REDTRAY. The Champagne Reception was sponsored by Saffron Interactive and LINE Communications sponsored the evening tables, menu and programme. PSP Group were the Judging Sponsor. We would like to thank all our sponsors for helping to make this event so special.

The full results of this year's E-Learning Awards are:

- Most innovative new product or tool in e-learning
Gold Winner: Learnosity Voice
Silver Winner: Caspian Learning for Thinking Worlds
Bronze Winner: SuperConnie Software
- **Excellence in the production of learning content – private sector**
Gold Winner: E-FLI
Silver Winner: LINE Communications and Ford of Europe
Bronze Winner: Legal & General
- Excellence in the production of learning content – public sector
Gold Winner: BBC Academy
Silver Winner: Atticmedia in partnership with learndirect
- Excellence in the production of learning content – not for profit sector
Gold Winner: St George's, University of London
Silver Winner: Family Planning Association and Aurion Learning
Bronze Winner: Royal College of Nursing – Learning Zone
- Meeting the needs of compliance for an external regulator or an internal workforce
Gold Winner: Royal Bank of Scotland
Silver Winner: Learning Innovations, AXA UK
Bronze Winner: The Dental Channel
- Best e-learning project securing widespread adoption
Gold Winner: Information Transfer and Care Management Group
Silver Winner: Boots UK
Bronze Winner: Inmarkets and Aviva

- Best use of mobile learning
Winner: The British Army in partnership with Epic
- Best use of rapid e-learning content
Gold Winner: Autonomy E-learning
Silver Winner: Canon and Kineo
Bronze Winner: NHS 24
- Best use of synchronous e-learning
Gold Winner: Lloyds Banking Group
Silver Winner: Hibernia College
- Best online or distance learning project
Gold Winner: DH e-Learning for Healthcare – e-Learning Anaesthesia
Silver Winner: BBC World Service Trust – ZigZag Academy
Bronze Winner: Hibernia College, Higher Diploma in Arts in Primary Education
- Best learning game, simulation or virtual environment
Gold Winner: Caspian Learning for the UK Navy Maritime Warfare School
Silver Winner: Venture Simulations
Bronze Winner: essential.genius
- E-learning internal project team of the year
Winner: Aviva UK – Commercial Propositions Team
- E-learning development company of the year
Gold Winner: Brightwave
Silver Winner: Nelson Croom
- E-learning industry award for outstanding achievement - individual
Winner: Piers Lea – LINE Communications
Winner: Kishor Mistry – Peak Pacific
- E-learning industry award for outstanding achievement - corporate
Winner: Unicorn Training

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Notes for Editors:

About E-FLI

E-FLI is the brainchild of Holly Budge, skydiver, female adventurer and entrepreneur. Holly has worked in the skydiving industry for over 10 years and remains passionate about the sport. As well as being an adventurer, Holly is an award winning interactive designer. The latest version of E-FLI was showcased at the 2009 PIA Symposium in Reno, USA and was received to great acclaim. E-FLI is now in use on a global scale.

More information

For further information, images or interviews, please contact Holly Budge.

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