

Case Study



“Flexibility is the most exciting aspect of the Change My Path tool. If you can imagine it, CMP’s platform can help you build it.”

Mark | Research & Development Director



ABOUT LABCON

LabCon is the world's leading manufacturer of environmentally-friendly disposable laboratory products, with over one billion American-made products supplied each year to laboratories around the world. Founded as a plastics manufacturer in 1959, LabCon today is dedicated to the sustainable development and manufacturing of innovative and industry-leading laboratory consumables.

<http://www.labcon.com/>

INDUSTRY

Life Sciences

CHALLENGES

LabCon's new line of CryoPoint™ Cryo Products presented a Product Education opportunity for sales representatives and clients. Unfortunately, eLearning for Product Education generally consists of uninspired and unengaging activities that task learners with simply clicking through slideshows and reading through product specifications. Dry spec sheets and static pictures can struggle to hold a learner's interest for long and retention suffers as a result. Further, images and video can only do so much to represent 3-dimensional products in an accurate way.

SOLUTIONS

Change My Path's 3D Simulation Authoring Platform provided multiple avenues for creating and providing Learners with engaging eLearning material for Product Education. Its interactive environment places Learners in a laboratory setting where they can interact with fully-rendered 3D models of LabCon's CryoPoint™ Cryo Products. With Change My Path's Explodable Model feature, LabCon's own CryoPoint™ 3D CAD models are broken out into their component parts, allowing Learners to investigate exactly how the product is put together.

LabCon's existing content is enhanced by integrating instructional video and documentation seamlessly into the simulated 3D space. Learners can view videos, read documentation, and visit websites without leaving the learning environment, ensuring that engagement is maintained throughout.

RESULTS

LabCon was immediately pleased with the 3D simulation provided by Change My Path's authoring tools. The 3D simulation drives engagement through interaction and the Explodable Models are both eye-catching and effective teaching tools. Being able to leverage LabCon's existing learning materials, specifically PowerPoint presentations and videos, in combination with Change My Path's intuitive Room Creation tools and LabCon's 3D models, resulted in fast turnaround time and impressive results.

Mark | Research & Development Director

A NEW WAY TO TEACH

"CMP's Platform looks very promising for multiple markets and presents a brand new method for employee training, interactive marketing development, and flexibility to create customer-familiar environments that help put them at ease."

UTILIZE EXISTING CONTENT

"The capability of running different existing content on different screens within the animated environment is very powerful."

