



Gregory L. Adams
Director, Learning Strategies and
Founder of iLearn Systems

iLearn Systems

The history of *iLearn Systems* is firmly rooted in the birth and growth of the interactive industry. These roots grew out of research conducted by Greg Adams for the Ford Foundation in the mid 1970's and his involvement in helping design the first interactive laser discs in the world.

Out of this research evolved new, interactive theories—theories that have been successfully applied to the design and production of interactive programs for training, marketing, and public information systems.

Birth Of Interactive

In the early 1970's Mr. Adams worked out of Honolulu, Hawaii as an international film and multimedia producer/director for clients in the US and 15 foreign countries. While developing advanced surgeon training films for the Ford Foundation, the client noticed that Mr. Adams' products were significantly more effective than those being developed for them by other training companies.

An examination of his development techniques uncovered a unique and highly effective behavioral approach to the development of communication materials. With this discovery, the Ford Foundation asked Mr. Adams to conduct a research program specifically designed to study the human behavior aspects of communications development.

The seeds of interactive theories resulting from this research landed on their most fertile ground in 1974 with the invention of laser disc technology. This optical media was developed under NASA contract as a backup for magnetic storage systems in spacecraft computers.

In 1975 a Federal grant was awarded to the Educational Television Network (ETV) at the University of Nebraska to develop commercial uses for NASA's invention...specifically, to find business and educational uses for this new optical media. It was here that Mr. Adams recognized the potential of this new technology. Working with the ETV staff, he began to apply the results of his Ford Foundation research to the design and development of the world's first interactive laser disc programs.

Growing Years

In the decade following these first laser disc applications, the interactive industry began to grow in many areas of the country. Mr. Adams stayed at the center of this development by continuing to apply his research findings to many of the largest and most important interactive projects in the country.

For Ford Credit's *PC Teach* interactive library, the Alive Center's *Knee Injury Diagnosis* laserdisc, Chrysler's *SET*, *Service Advisor*, and *FAST* interactive libraries, and the UAW-GM's *Skills 2000* kiosk, Mr. Adams helped develop the learning strategies, instructional architectures, production and management processes and tools, and even proprietary authoring systems. To date, he has designed more than \$60 million dollars worth of interactive programs.

Present and Future

iLearn Systems, under its parent company Interactive Communications Inc., has advanced the design of interactive applications by continuing to evolve cost-effective solutions from new behavioral and neurological research.

New interactive learning models have been specifically designed for interactive hardware systems, the internet and intranets, and for classroom delivery environments. These new models have been utilized to create some of the most effective training materials in the industry. Recent projects that contain these new designs and models include:

- *DRIVING*, Allstate Insurance Company's driver education initiative to redesign how driver education is taught.
- *Competing for Customers*, Chicago Transit Authority's prototype for interactive learning in the transit industry.
- *Detroit Supervisors Academy*, City of Detroit's interactive seminars for training 12,000 supervisors and managers.
- *A&W University*, a complete redesign of A&W Restaurant's training systems and materials for new franchise owners and all existing franchise operations.
- *A Commitment to Excellence (Ethics)*, first in a series of experience and performance-based interactive training CD's for the Michigan Judicial Institute.

"To be successful, interactive applications must create experiences for its users which cause whatever has to be accomplished...whether its teaching, selling, or modifying attitudes or behaviors.

Our skill at creating meaningful interactive experiences is the key to our success. After thirty years of interactive design and over 60 million dollars in products, who better to help ensure the success of your next project."

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61 Douglas Drive
Bloomfield Hills, MI 48304

Phone: 248.334.8556

Fax: 248.334.4520

E-mail: iLearn@iLearnSystems.com