



The Inside Vue

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Vuepoint Enters Fastest Growing Corporate Learning Market in UAE Through Equity Investment From CERT

Vuepoint is now CERTPOINT



LONG ISLAND, NY – June 4, 2007 – Vuepoint recently announced that the Centre of Excellence for Applied Research and Training (CERT), the largest private training company in the United Arab Emirates (UAE), has taken a minority equity position in the company. As a result, Vuepoint has changed its corporate name to CERTPOINT Systems Inc. to leverage CERT's leadership position in the Middle East's growing education market.

The partnership expands CERT's and Vuepoint's worldwide footprint, combines their technology portfolios and resources, and results in a business that out-sizes the next-largest LMS player in the market today. As a first step in the collaboration, CERT initiated a \$500 million development program for an advanced "education city" to be powered by Vuepoint Technology in the UAE, in addition to its \$35 million investment in learning innovation and technology research. CERT's partners include such industry leaders as IBM, Intel, NYIT, MIT and Thales.

CERT's partnership also furthers exposure of Vuepoint's flagship technology – the Vuepoint Learning System (VLS) – in the Middle East, a locus of business growth with the highest per capita spending on learning in the world. Additionally, CERT will leverage VLS, which is already in use by some of the world's top companies, to transfer knowledge to employees based around the world. CERT will also expand operations to the United States as well as Europe where Vuepoint already operates.

“CERT and Vuepoint share the understanding that the learning dynamic has changed - people are now empowered to seek out the knowledge they need rather than waiting for a scheduled lesson or course to be taught. Gone are the days of a simple student and teacher environment,” said Ara Ohanian, CEO, Vuepoint. “The combination of CERT’s 21st Century learning expertise and Vuepoint’s ability to package and deliver information will dramatically improve productivity, sales effectiveness and general training.”

Vuepoint provides e-Learning suites and systems to a broad client base in a variety of vertical markets, including Toyota, Black & Decker, Whirlpool, The Hartford Insurance and Financial Services, that employ large, geographically-dispersed work forces and channel partners. VLS has enabled these clients to deliver knowledge in a localized, tailored and effective format with measured impact.

“We chose to partner with Vuepoint largely because the company is driven by a similar passion for identifying and leveraging the most effective and innovative learning technologies,” said Dr. Robert Richards, CEO, CERT. “Today’s on-demand business dynamic requires more than simply disseminating information...it requires enterprise-wide delivery of holistic knowledge with accountability for results.”

CERT’s location in the UAE has become a focal point for multinational corporations – marked by dramatic growth and revenue opportunities. As the largest corporate education provider in the Middle East, CERT is a key player in the region’s economic expansion. In combining CERT’s regional footprint with Vuepoint’s strong presence, CERTPOINT is well poised to become the leading provider of learning technologies for the 21 Century Knowledge worker.

Securities America Seeks a Comprehensive e-Learning Solution and Finds it in CERTPOINT’s VLS Suite



CERTPOINT Systems is pleased to announce that Securities America Inc., one of the nation’s largest and most successful independent general securities broker/dealers, has chosen VLS for their e-Learning needs

The VLS suite integrates Learning Management (LMS), Learning Content Management (LCMS), and a Competency Management System (CMS), into a seamless learning system for creating, managing, delivering and tracking all online and offline learning activities.

Securities America Inc. sought a platform with which they could train their financial representatives and home office staff. Specifically, Securities America Inc. required a solution that internal Instructional Designers could utilize to create course content. Being AICC/SCORM compliant, VLS Content Creator was a clear choice. Securities America Inc. also chose VLS for:

- Rapid deployment and response time in support

- Comprehensive Solution
- Functionality of the overall platform

Like many clients who move from traditional training to VLS, Securities America Inc. hopes to save time and money on traveling costs and instructor lead training. Securities America Inc. hopes to expand VLS usage throughout their organization

About Securities America

Based in Omaha, Nebraska, Securities America, Inc. is the nation's fourth largest Independent Broker/Dealer based on total revenues in 2006 according to Financial Planning Magazine. More than 1,700 financial professionals nationwide who have invested more than \$41 billion for their clients have affiliated with Securities America. Securities America Advisors, Inc. is an SEC-registered Investment Advisory firm with more than \$12 billion in assets under management and administration that offers investment management, financial advice and financial planning through financial advisors. Securities America's mission is to foster the success of financial professionals so they can provide quality, objective advice and services to their clients. For more information, go to www.securitiesamerica.com.



VLS 5.5: Upgrades to Content Creator

In March, CERTPOINT was delighted to announce the latest enhanced version of the VLS Suite. VLS 5.5 was created in response to an increasing market need for easy-to-use e-Learning software that can seamlessly provide product and brand training for salespeople at multiple and dispersed locations. We would like to spotlight each month new features that put VLS 5.5 ahead of the e-Learning curve.

VLS's Content Creator has been upgraded so that course authors can collaborate on projects more efficiently than ever before. A selection of new features that have been added to Content Creator are highlighted below.

Page Layout Templates

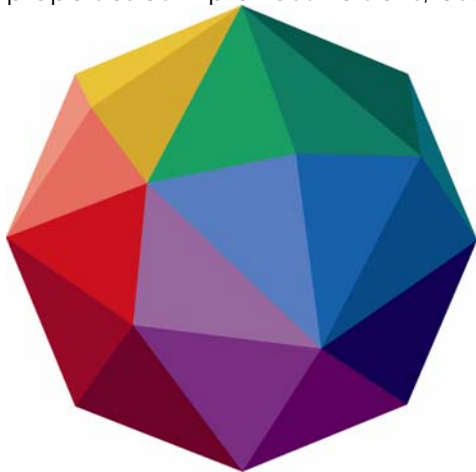
In VLS 5.5 you can save a page as a Page Layout Template. Templates can also be imported from HTML files. This can be helpful, when you want to use a single image or look as the background for all of your course pages.

PowerPoint Import

VLS 5.5 has improved its application of PowerPoint presentations. There is a new option to import a PowerPoint presentation to HTML. This converts each slide into a separate HTML file. You can now also edit the PowerPoint presentations that you import to HTML right from the edit tab. You can edit the HTML pages from edit mode or view source mode. Please be aware that the images may appear a bit distorted in edit mode.

Table and Cell Editing Enhancements

Table and cell editing has been enhanced in VLS 5.5. With new dialogs, it is now easier to add and edit tables and cells. There are also more options available to you. You can choose between a table template and a custom table. You can still set the same table properties as in previous versions, but now you can also set the same properties for



individual cells. In addition, you can elect to save the table properties for new tables.

View Source Editor

VLS 5.5 features an improved View Source Editor that makes editing and viewing code much easier. For your convenience, each page has numbered lines, and highlighted tags. This makes it easier to read and locate your codes. Because of this improvement, the View Source tab now looks more like a HTML editor.

For more information or a demo of the new VLS 5.5, contact one of our Sales representatives by calling (888) 883-7646 or by email at sales@certpointsystems.com.



**June Virtual Forum: Creating Customized
Certificates**

Seth Augustover, a Product Trainer for CERTPOINT demonstrated how users can make quick and simple changes to default Certificate Documents and Learner Themes during our monthly Virtual Forum, held Thursday June 7th 2007.

Certifications can be assigned in VLS to users when they complete all of the requirements of a curriculum. Seth demonstrated how easy it is to download a sample certificate document, make minor modifications (such as adding a new border and background), and then upload it as a new certificate document.

Applying a Theme to a VLS course will alter the Learner interface. The Theme is separate from the course content and serves as a skin for VLS courses. Themes contain attributes such as toolbar color, icons, font settings, etc. Seth introduced the process of creating a customized theme. Customized themes allow users to apply a consistent look and feel to course pages in Learner with an additional element of style and interest.

For documents and demonstrations included in the June 7th Virtual Forum on Certificate Documents and Learner Themes, visit our Client Forum Portal at <http://forum.certpointsystems.com/>

Benchmarking Forum: It's Not Too Late to See How You Measure Up

We all encounter situations at work where we wish we could ask others with comparable or more experience how they would approach similar circumstances. At CERTPOINT, we have created a forum where our clients can do just that.

Benchmarking is the process of 'comparing your performance against the practices of other leading companies for the purpose of improving performance'. CERTPOINT hosts a Benchmarking Forum each month where our Client Community meets to discuss how they are using VLS, and to learn ways to improve.

As a Lean organization, we are always seeking ways to add value to your experience with our product. The current members of our Benchmarking Forum are sharing best practices, challenges and success stories in order to learn from one another, and soon they will be doing measurements in key areas.

It's not too late for you to join! Our next Benchmarking Forum will be held Tuesday May 20th from 12-1 pm where the Hartfords Elle Hurley will be presenting. If you are interested in joining, contact Mary Grace by calling our New York offices, or by emailing Mary Grace at msauve@certpointsystems.com.

Genchi Genbutsu- 'Go Look, Go See' to Solve the Problem



When your 'check engine' light comes on in your car, you look under the hood to see what may be causing the warning. When your watch stops working, you remove the back to find what is causing the problem. In mechanical matters, going to the root of the problem is an intuitive 'next step' in the process of resolving troubles.

In matters of work and life, however, going to the source of a crisis is not typically our initial reaction to overcoming obstacles. Think about how many times you have sat with a 'crisis team' during 'emergency meetings' that were assembled to attack a customer issue. Do the answers that you develop in that conference room, perhaps miles from the site of the predicament, always work to recover the setback?

In Lean philosophy, we have the phrase *Genchi Genbutsu* meaning 'Go look, Go see' which reminds Lean Thinkers that the best way to improve a situation or problem is to experience the trouble firsthand. Genchi Genbutsu helps in several ways:

- By going to the 'physical space' it allows us to gather useful information from the stimulus-rich settings of everyday life.
- According to educational psychologists, it helps us understand a problem more quickly and more completely to go to the source.
- Going to the root allows us to interact with other people who provide information and insight into solving our problem. (*Source: University of Toyota*)

Going to the root of the problem will save your company and your customers from MUDA in wasted time, energy and money. Most importantly, the customer centric philosophy of Genchi Genbutsu means that by truly understanding the context of your customer's problems, you will most certainly add value to your products and services.

Come and Experience our Momentum During These Upcoming Events:

June 19-21 | SIFMA (Securities Industry and Financial Markets Association) Technology Management Conference and Exhibit. Over 300 Vendors and 7,000 attendees. Held at the Hilton (Avenue of the Americas) in New York City. Visit <http://www.sifma.org/tmc2007/index.html> for more details

June 20 | Benchmarking Forum with the CERTPOINT Client Community. For further details or to join our Benchmarking group contact Mary Grace Sauve by email msauve@certpointsystems.com or by calling our offices at 1-888-883-7646 x 237

June 24-27 | The Leadership Summit. Presented by Training Magazine. "Training and Leadership Strategies and Solutions for Today's Business." Held at the Sheraton Wild Horse Pass Resort & Spa in Phoenix Arizona. Visit www.trainingdirectorsforum.com for more details.

July 12 | CERTPOINT Virtual Forum. Held at 12 pm EST the first Thursday of every month. Held the second Thursday in July due to the Holiday. Contact Mary Grace Sauve by email msauve@certpointsystems.com or by calling our offices at 1-888-883-7646 x 237 for more details.

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