



# A new vision of learning.

Heidelberg Engineering supports customers with visual eLearning programs designed with Adobe Captivate.



*"Adobe Captivate is easy to use yet offers infinite possibilities."*

*Chris Fischer, eLearning Manager, Heidelberg Engineering Academy*

## SOLUTION

Adobe Captivate  
Adobe Creative Cloud

## RESULTS



**SIMULATE** interfaces for realistic training



Create **INTERACTIVE** courses efficiently



**RESPONSIVE** modules for any screen size



**SUPPORT** 100K eye care professionals worldwide with eLearning



## Heidelberg Engineering

Established in 1990

Employees now: 250 in Germany;  
approx. 350 worldwide

Heidelberg, Germany

[www.heidelbergengineering.com](http://www.heidelbergengineering.com)

### CHALLENGES

- Provide customers with support and training to get the most out of their products
- Reach a growing number of worldwide customers with eLearning programs
- Create eLearning programs for a variety of devices

## Simulating the medical experience

Today, doctors and medical professionals in every specialty rely on advanced technology to help diagnose, treat, and manage disease. Heidelberg Engineering designs, manufactures, and distributes high-tech imaging solutions for eye care professionals. Its products are used worldwide by ophthalmologists and optometrists to identify diseases that could lead to blindness.

Like the diseases themselves, Heidelberg Engineering devices and software can be complex, and eye care professionals—including doctors and their staff—need a deep understanding to get the most out of the technology. With that in mind, Heidelberg Engineering assembled a team to provide quality training, courses, and continuing education for all products: the Heidelberg Engineering Academy. The Academy supports approximately 100,000 eye care professionals by helping them integrate new technologies into daily workflows.

“We have trainers who offer in-depth knowledge and training, but as our customer base has grown worldwide, we need new ways to reach customers,” says Chris Fischer, eLearning Manager at Heidelberg Engineering Academy. “We saw that eLearning had great potential to reach a wide audience quickly and efficiently.”

One challenge for eLearning was finding an authoring tool that Fischer and her team could use to develop complex, visually compelling training courses. Heidelberg Engineering envisioned a visual eLearning program, but many authoring tools only offered basic functions for simple text and tests.

Heidelberg Engineering Academy was already working with Adobe Creative Cloud to develop visuals. Adobe Acrobat Pro is an essential part of the review and approval process. Teams use Adobe InDesign CC for projects such as PDF tutorials, while Adobe Photoshop CC is used daily to edit images for the homepage or eLearning programs. Based on these experiences, Fischer decided to take a look at what Adobe could offer for eLearning solutions.

“Adobe Captivate immediately seemed like a great fit. It was the only solution we saw that is flexible enough to create eLearning programs for any device, while using intuitive creative and editing tools we’re familiar with from Adobe Creative Cloud apps,” says Fischer. “We can deliver programs in any number of formats, including SWF, HTML5, and mobile output, to reach the maximum number of people.”

## Seeing infinite possibilities

Learning how to use complex technologies such as those provided by Heidelberg Engineering is often best achieved through hands-on experience. Using Adobe Captivate, Heidelberg Engineering Academy developed eLearning programs known as “Interactive Video Tutorials” that accurately simulate software user interfaces to give eye care professionals a highly realistic training experience.



## SOLUTION AT A GLANCE

- Adobe Captivate 9
- Adobe Creative Cloud. Apps used include:
  - Adobe Photoshop CC
  - Adobe InDesign CC
  - Adobe Acrobat Pro DC

For more information

[www.adobe.com/products/captivate.html](http://www.adobe.com/products/captivate.html)



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“Adobe Captivate allows us to create unique eLearning programs that combine demonstrations with interactive simulations for the best possible learning experience,” says Fischer. “Captivate is just as easy to use as Adobe creative software, enabling our team to design any lesson that we can imagine without needing a lot of technical know-how.”

While software simulations are created for viewing on desktop computers, Captivate opens the doors for learning on any device in the future. Responsive design helps resize the Interactive Video Tutorials for any desktop screen size. Captivate supports multiple output formats, including mobile, making it possible to create programs that can be viewed on desktop computers, tablets, or even smartphones.

## Evolving support

Interactive Video Tutorials and other eLearning modules keep Heidelberg Engineering connected to its customers long after a sale. The company’s biggest eLearning project to date, “Glaucoma Module Premium Edition”, is available in eight languages, and it was downloaded about 4,500 times in the first 16 months.

“Adobe Captivate allows us to create eLearning modules that maintain our high training standards,” says Fischer. “In places like the U.S. where the population is spread out, it could take a long time for trainers to tour the country, which could delay customer access to training. eLearning allows customers to immediately download a session and start training soon after purchase.”

Heidelberg Engineering Academy hopes to continue producing successful Interactive Video Tutorials and expand into a variety of cross-device eLearning modules. “eLearning programs give us the speed and flexibility to reach all of our customers quickly,” says Fischer. “Like other Adobe solutions, Adobe Captivate is easy to use yet offers infinite possibilities.”