



OnPoint CellCast® Mobile Library

The CellCast Mobile Library provides just-in-time access to helpful, thought provoking content you can view online at your desktop, download to your smartphone, or access via virtually any mobile phone.

➤ Overview

With the explosion of cellphones in use by today's mobile workforce, organizations are seeking ways to take better advantage of these devices in order to communicate more quickly and effectively with their team, extending learning and enhancing job performance.

New tools and platforms are now available to assist Marketing/ Communications and Learning & Development teams in creating and delivering mobile-ready content, but there is also a need to make more widely available "pre-packaged" content accessible to mobile phone users as well.

OnPoint has teamed with a number of the industry's top providers of business content to create a site specifically designed for the mobile community. The CellCast Mobile Library offers hundreds of titles in a variety of formats -- from high-res video or streaming video, to standard podcasts, animated slide presentations, and even via phone-in from any touchtone-capable telephone.

Search Hundreds of Titles From Business and Thought Leaders!

Choose from topic areas such as:

- Business Basics
- Sales & Marketing
- Management & Leadership
- Change & Innovation
- Personal Effectiveness
- Industry-Specific Titles
- Individual Development
- Environmental Responsibility
- Human Resources

The CellCast Mobile Library offers an intuitive Web 2.0 interface that makes it easy to view your purchased content online, create playlists, and sync your content selections down to your supported smartphone.



Visit the CellCast Mobile Library Today!

Experience the CellCast Mobile Library by visiting content.mlearning.com today and previewing several content samples from your desktop.

► How Does it Work?

Simply **browse** the list of content categories, or search by keyword/phrase or author. The Library displays all available titles along with the author name and a brief description. Click on any title for additional detail including the running time, full description, and the collection the title is part of. Click the Preview button for a 30-second preview of the title.

When you're ready to **purchase**, click the Visit Ecommerce Site Now button. A view of the full collection will be presented (each collection includes a number of titles, typically between 10 and 25). Simply add the collection you desire to your Shopping Cart and proceed to checkout.

Once you have made your purchases, you will receive your **login** and password to access the CellCast Mobile Library as a registered user, allowing you to review and download your new titles as desired and **start learning**. Instructions for downloading and configuring the CellCast Mobile Widget for supported smartphones are provided in the online library.



What Devices are Supported?

The CellCast Mobile Library supports audio podcasts downloaded to MP3 Players as well as phone-in audio CellCasts from any standard cellular or landline telephone. For advanced smartphones, CellCast Mobile Widgets are provided for the following mobile device types:

Apple iPhone® and iPod Touch®



Windows Mobile® 5/6/6.1 Devices



RIM BlackBerry® Smartphones

