



## PRESS RELEASE

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### *Insite launches new mobile e-learning course*

The international e-learning and consultancy company Insite has launched one of the world's first mobile e-learning courses. **Business Behavior** is a soft skills course that teaches international businesspeople about etiquette, customs and different cultural traditions in other countries. The course can be accessed via a mobile telephone or a PDA.

**Business Behavior** is mobile learning at its best – instant learning on demand. International business travelers typically need this type of information when they are travelling and in areas where they may not be able to connect to the Internet easily. By accessing this wireless course via their mobile phones or PDAs, users can have access anytime, anywhere.

"**Business Behavior** is yet more proof of our new international strategy, combining e-learning with valuable content for our international clients," says Thomas Röckert, CEO and President.

Insite has undergone several organizational and management changes this spring in order to fully implement its new international strategy of becoming the most successful European player for cutting-edge blended solutions.

As an international consultant and e-learning company, Insite supports organizations and their individuals in strategic marketing and sales by increasing knowledge and implementing change. A key part of this strategy is to develop quality content within the area of soft skills by using the core competence within Insite.

Thomas Röckert adds, "We must use new methods of supporting and implementing change for our clients. Mobile e-learning, or **m-learning** as we call it, is one way to do this."

At the moment, **Business Behavior** is available in English and has detailed information about ten countries, including China, Japan, India and Poland. The overall content covers cultural information, dress codes, greeting etiquette, meeting conduct, negotiation strategies and other useful tips. In addition to mobile phones and PDAs, the course can be accessed via a company intranet.

**About Insite:**

Insite AB is one of Scandinavia's leading interactive training companies. Over the past year, Insite has created a strong international presence through acquisitions and organic growth. The company, with its head office in Gothenburg, currently employs 70 people in Gothenburg, Stockholm, Malmö, Barcelona, Oslo, Geneva and Milan.

Insite specializes in supporting companies in implementing change with advanced blended solutions – a client-specific mix of e-learning, coaching and classroom seminars. Insite works all over the world, in all major business languages, enabling a full-scale international training and implementation process. Insite offers tailor-made training for major international companies. Among Insite's clients are blue-chip companies such as Tetra Pak, Alfa Laval, Munters, SEB, Nordea, Bank of America, Danone, Bvlgari, Volvo and Porsche.

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