

Workpackage N 5 – Technical presentation, commercialization and advertising of the innovative virtual laboratory technology

Related assumption and risks (max 400 characters)

It is imperative that the IP copyrights of the joint VMML product of the consortium are correctly identified and legal documents signed. However, at the sustainability level when each IMCDVL will produce independent virtual packages the IP issues will have to be solved independently by each SCU. The risks associated with breakdown of communication or gross managerial failures are highly unlikely.

Description of the workpackage (max. 2000 characters)

Distance learning and the e-learning industry are growing phenomenally, and the market is ripe to introduce software that virtually simulates any part of the learning processes.

The products created by national IMCDVLs will be copyrighted by the following members of the consortium: National Intellectual Property Center of Georgia (SAKPATENTI). These organizations will provide legal grounds for trademark protection.

The first pilot product, VMML, created by the consortium of IMCDVL triangles will be placed onto local VLEs and recorded on DVD, I-pods and other information carriers for commercialisation of this product based on innovative technology.

The product advertising material will be published on the consortium members' web-sites and Search Engine Optimization (SEO) will be carried out by the IT-teams. The advertising campaign will include the information leaflets and booklets, TV and radio broadcast.

This WP is associated with further sustainability. Alongside an active advertising campaign, we will create a web-site for introduction of the new IMCDVLs for Biomedical education and research and for the presentation of developed products to the wide audience. We anticipate that this pilot product VMML will be followed by the development of other virtual laboratory teaching material for other courses. This project will contribute to each SC country's experience in this area which is still new for these restructuring countries.

We also envisage that webspaces of the national IMCDVLs will facilitate search for simulation package description, the virtual laboratories guides, the software installation instructions and etc. Simulation packages will be downloadable from individual web-sites, the commercial value of each product being defined by the copyright holder(s).

This Workpackage will be completed during the months 28 -36 of the project.