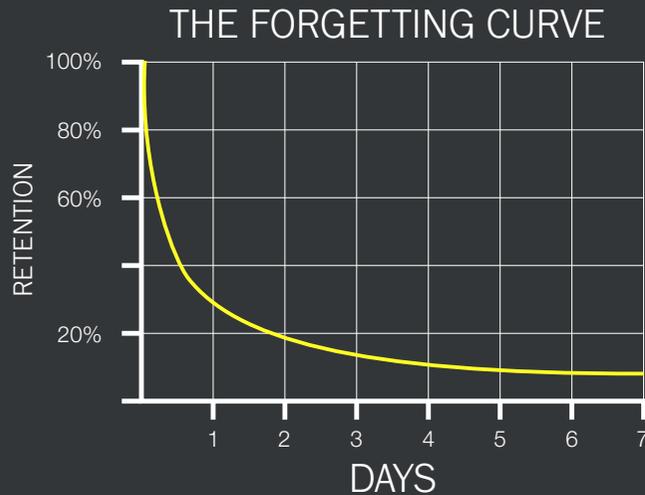




Total Recall - a mix of easy-to-consume video that explains and demonstrates with crystal clarity, followed by recall interactions created and powered by artificial intelligence.

“We forget 50% of what we learn within an hour”



Ebbinghaus' research reveals we forget 50% of what we learn within one hour unless we put it into practice or are continuously supported and provided with access to knowledge.

Total Recall is designed to counteract this effect, ensuring your investment doesn't disappear like a forgotten password.

THE CHALLENGE

In every industry there are processes that need to be taught to a high level of recall. To do this efficiently, quickly and without wasting money is a constant challenge.

TOTAL RECALL

Total Recall is a powerful way to teach processes, procedures and demonstrations. It's quick to produce, guarantees good recall and provides an engaging experience.

THE VIDEO ELEMENT

Engagement starts with video.
Video is attractive to most learners.
Just sit back and:

- **Engage learners**
- **Show processes**
- **Share insights**
- **Shift attitudes**
- **Make emotional impact**

THE AI ELEMENT

The artificial intelligence engine analyses the video and creates learning interactions from it in seconds. The AI is incredibly effective because it rigorously puts learning theory and research into action:

- **Chunking** – practical response to the severe limitations of working memory
- **Active recall** – pulling something from your memory is more powerful than simply selecting from a list
- **Open input** – a means to engage and reinforce active recall
- **Gamification** – green, amber and red provide feedback
- **Personalisation** – the AI creates links to external content, helping to embed the learning

The AI creates open input interactions – either words or complete sentences. It also semantically interprets the learner's open input answers. Far more engaging and effective than multiple choice, it needs cognitive effort, has deeper processing and therefore better retention and recall.



FEATURES & BENEFITS

Quick and Easy

The method of making a process video is well-established and straightforward. With the video complete, the AI creates interactive learning from it in seconds. Now curation - in which the initial content is tweaked in response to client input. This can occur remotely or face-to-face.

Engaging

According to Forrester Research, employees are 75 percent more likely to watch a video than to read documents, emails or web articles. Video is perfect for getting an audience's attention.

Sticky Learning

Video engages emotionally and is visually memorable. AI uses scientific method to embed concepts, facts and figures. The combination is a complete learning solution ensuring excellent levels of retention and a good return on your investment.

USE CASES

The clear use-case for Total Recall is teaching a compliance-critical process. Film it precisely with a clear commentary. Then watch it back in chunks and the AI helps you embed the learning. Here are more examples:

- **Teaching a laboratory technique** – video shows the procedure, AI reinforces the recall.
- **Accountancy procedure** – video explains the high-level learning, AI reinforces recall from the video and also from the actual procedure document.
- **Product knowledge** – a film to explain a new product to a sales team is enhanced with AI to ensure the important learning points are embedded.
- **Medical procedures** – from watching the video people will recall the main actions, with AI they also recall dosages and other details. Especially useful where 100% compliance is mandatory.
- **Health and safety** – a video shows emergency evacuation procedures in action and makes you feel the danger. AI embeds the must-know facts.