

# DISTIL Interactive set to prosper in multi-billion dollar human capital management market

*Digital Games-Based Learning supersedes traditional learning as older, book-bound workers edge closer to retirement, and the more tech-savvy “gamer generation” enters the workforce*

## Fast facts

### Corporate profile

Ottawa-based DISTIL Interactive Ltd., an industry leader in Digital Games-Based Learning (DGBL), uses digital game technology to develop corporate learning tools, such as project management, auditing and emergency preparedness. Using DISTIL's learning game platform, clients create virtual environments to teach and test skills.

### Why Ottawa

DISTIL's technology is well served by its Ottawa location. Ottawa's highly educated workforce allows for the renaissance mix of educational psychology, new media, and software engineering required for this innovative e-learning initiative, access to two leading research universities and a college with a strong new media program make important academic partnerships easy.

### Business advantage

DISTIL's digital game-based approach to learning is profoundly changing professional training and education. Employees benefit from an intuitive, immersive, and interactive experience that motivates learning and improves job satisfaction. Employers benefit from increased skills and knowledge retention, in addition to significant decreases in learning time and costs.

Digital Games-Based Learning supersedes traditional learning as older, book-bound workers edge closer to retirement, and the more tech-savvy “gamer generation” enters the workforce. In today's hyper-competitive business environment, companies must be willing to adapt new technologies to attract, engage, and motivate employees. Ottawa-based DISTIL Interactive Ltd., an industry leader in Digital Games-Based Learning (DGBL), uses digital game technology to enhance corporate e-learning environments.



**Canada's Innovation Capital**

Founded in 2006, DISTIL creates automated teaching and testing solutions to enhance training and assessment. Their highly immersive and interactive learning games provide virtual environments where players learn and then demonstrate appropriate skills and behaviours.

Working with clients like the Canadian Standards Association, DISTIL training programs are designed to engage workers, allowing them to work through procedures and situations repeatedly, in virtual safety, before they have to perform the tasks in real-life.

The ability to perfect tasks virtually is especially important for complex procedures like ISO certification for quality management systems, environmental management, and occupational health and safety.

“You can take an 18-month project and in a couple of hours run through it three to four times,” says Robert Thompson, DISTIL CEO.

In June 2008, DISTIL announced that the Ontario Centres of Excellence (OCE) and Precarn Incorporated will invest \$0.3 million in a partnership with DISTIL and the University of Ottawa. The funding will be used to further enable game-based learning and assessment

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*Shifting demographics are accounting for the continued rise in the popularity of game-based learning as older, book-bound workers edge closer to retirement and younger more tech-savvy workers start to dominate the workforce — bringing an eagerness to use online tools to aid professional growth and development.*

and will be lead by DISTIL senior scientists and the School of Information Technology and Engineering at the University of Ottawa.

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In addition, Ottawa boasts the largest population of software and game developers in Canada — with Ottawa often-dubbed Silicon Valley North. DISTIL has and will continue to draw on this large pool of talent and expertise to help develop and design world-class eLearning content for its clients.

### **Business advantage**

DISTIL's eLearning tools can be used by a broad range of employees — including tradespeople, managers, lab technicians, auditors, and security staff. While current products are focused on national and international standards, such as ISO 9001, 14001 and 18001, DISTIL learning tools can be applied to any industry.

In its 2006 report, the American Society for Training and Development (ASTD) estimated private and public sector learning expenditures in the U.S. at \$109 billion — with one out of every three hours of training now being delivered via some form of technology.

### **Future growth plans**

DISTIL's use of highly intuitive games and interactive virtual environments has it ideally positioned to prosper in the rapidly growing area of technology assisted learning.

International competitiveness and shifting demographics are accounting for a continued rise in the adoption of Digital Games-Based Learning as older, experience workers edge closer to retirement and younger workers need to acquire replacement skills and experience— creating momentum for the use of online tools to aid professional growth and development.

### **Contact information**

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