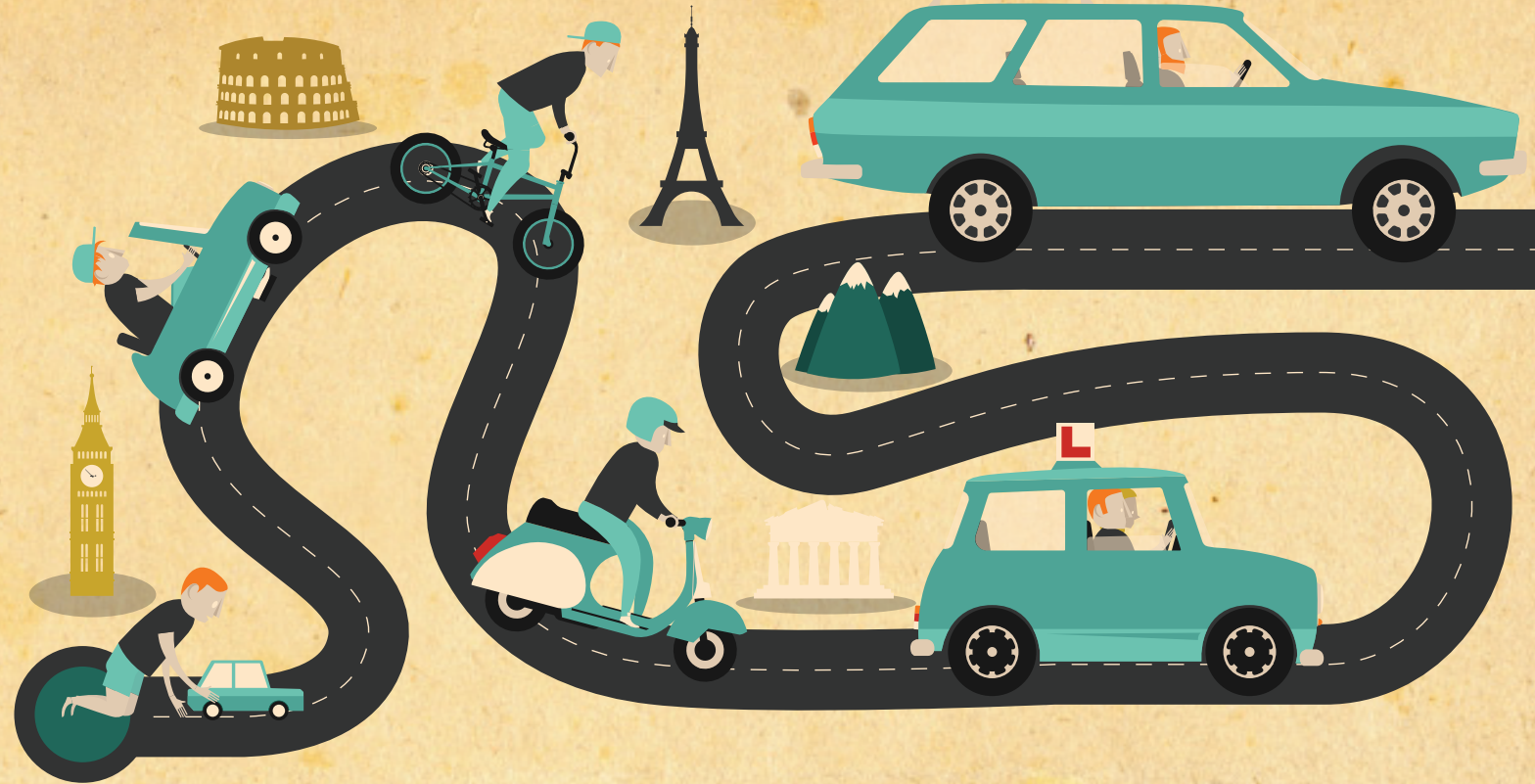


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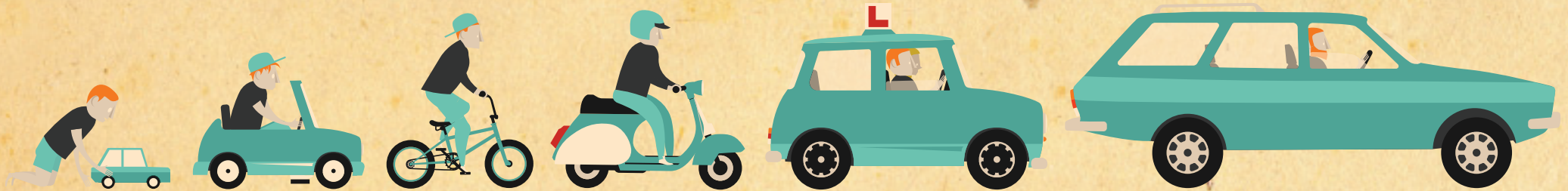
Road Map FOR ROAD SAFETY



Jellylearn present their Road Map for Road Safety, a strategy taking an innovative and creative approach to delivering animated online solutions to people of all ages, irrespective of which side of the road you drive on!

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Building on our heritage as a creative services business, we use our knowledge, partners and technology skills to develop smarter, better content that provides solutions to engage, excite, educate and test people as they go on life's journey, irrespective of what form of transport they choose.



Education

With over 500 children being killed globally on our roads every day, the process of educating road users at the earliest possible age, with appropriate content, is vital. Making this available online will ensure that children learn how to stay safe whilst being mindful of other road users. Much of the content available today to support this initiative is constrained by the use of production techniques that we believe hinder the learning process. During the last 25 years we have completed many projects for private and public sector organisations delivering lifesaving educational information in an easy to read, thought provoking, informative and meaningful way. When you add our experience and knowledge of what constitutes daily hazards for many different types of road users, we believe this puts us in a unique position of being able to produce content that is relevant, engaging, creative and impactful for this worthy cause.

Training

Today, content used for road safety training is being delivered in a variety of ways. This is due to such factors as local country requirements, the move towards visual behavioural and situational analysis and for the need of differing road users. Driving schools in many countries, especially Europe, play a pivotal role in the delivery and teaching of training material. Where hazard perception testing isn't part of a driver licensing programme, a real need exists for high quality content that can be delivered in the classroom to teach perception or prediction driver training alongside that for the theory test. The content today is delivered using 1st generation graphics which can't deliver the immersive user experience needed to fully appreciate or understand the teaching concepts for perception or predictive training. Uniquely, Jellylearn can deliver this capability using CGI technology in a way no other company can.

Testing

Testing students on road theory, as part of a driver licensing programme, is used in all but three countries around the world today. However, the inclusion of hazard perception (HP) testing appears to be changing as governments wake up to the empirical evidence that HP testing does save lives, particularly amongst drivers in their first couple of years after passing their test. The Transport Research Laboratory, based in the UK, who were involved at an early stage of the project to introduce HP testing in the UK, subsequently analysed the results. These showed a statistically significant reduction of 11.3% in accidents on public roads could be attributed directly to hazard perception testing. Jellylearn are world leaders in using CGI technology to produce content for delivering these types of projects either for hazard perception or situational/behavioural based theory tests.

To find out more how the Road Map for Road Safety can benefit you please contact:

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