



11-13 High Street, Lewes, East Sussex BN7 2LN

Telephone +44 (0) 1273 476277 www.tnanet.com

PRESS RELEASE

Issued: October 13th 2010

For immediate release

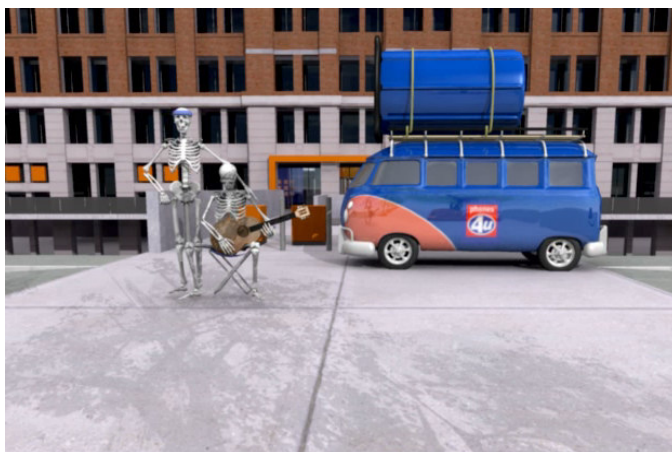
Summary

PHONES 4U ORDERS 3D 'VIRTUAL LEARNING ACADEMY'

eLearning developer TNA Ltd is developing an interactive *Virtual Learning Academy* for use by Phones 4u retail staff. The funky, game-style 3D world will challenge and engage sales staff exploring multimedia product materials and training programs, all of which may be maintained by Phones 4u internally, without re-programming, using a content management dashboard. The system goes live in January 2011.

For further information please contact:

Tim Neill, TNA Ltd tim@tnanet.com Telephone: 01273 476277.



A scene from the opening movie

P.T.O. for full Press Release

PRESS RELEASE: Full version

Issued: October 13th 2010

For immediate release

PHONES 4U ORDERS 3D VIRTUAL LEARNING ACADEMY

eLearning developer TNA Ltd has been awarded a major contract to develop a high impact *3D Virtual Learning Academy* for use in-store by all Phones 4u staff.

'Academy: Online' will exploit the latest 3D modelling technology to create an exciting, interactive learning environment, designed around the company's state-of-the-art Fort Dunlop training facility. Users will 'fly' between Reception and several themed rooms to explore a huge range of multimedia material including product demonstrations, data sheets, animations, audios, videos and training packs.

Since the typical user is a game-player with high expectations, *Academy: Online* will engage and challenge them with stunning imagery and intriguing areas such as an interactive museum, product expo, a whacky lab, a chill area with games and an interrogation room where they can quiz Phones 4u management. For more formal learning, users may log in to the company's Learning Management System to complete eLearning courses and assessments.

“Fort Dunlop is highly impressive and we want our people to have the ‘Fort Dunlop experience’ with all of their ongoing training,” says Mark Glanville, Online Learning Manager at Phones 4u “We already have a catalogue of reference materials on the intranet, ” adds Glanville, “but now we’ll be able to combine all these elements into a single, high impact experience to inspire, entertain, inform, train and measure our people.”

TNA’s Managing Director Tim Neill explains how such a large and constantly changing body of material – literally thousands of files - can be efficiently maintained: *“We’re building the data side of the Academy around a new Content Management System (CMS) with a simple ‘editing dashboard’ to enable Phones 4u staff to add or delete any content **without re-programming or developer involvement**. When new information is available it will literally take only minutes for them to update the content for their users to see from within the Academy.”*

Mark Glanville knows his staff well: *“Above all, it’s going to be fun! No more wading through endless internet pages to find information ... this is going to be the ultimate ‘one stop shop’ for all their needs, at any time. I think our people are going to love it.”*

The ‘Academy: Online’ will be live by the end of January 2011.

Key features

- Developed in Adobe Flash, accessed via internet browser
- Photo-realistic, 3D virtual Academy (based on Fort Dunlop) accessed from Store PCs
- User 'navigates' from Reception to themed rooms to explore learning material
- Wide range of materials: training packs, datasheets, demos, videos
- Virtual interviews with leadership team members and training team
- All discreet content editable by Phones 4u *without* re-programming
- Search and find material using key words
- 'Demonstration Diary' for all stores
- Fort Dunlop classroom course schedule
- Tracking and reporting of Academy visits, by room
- Content streamed to stores from Phones 4u server
- Login to LMS to complete eLearning modules and assessments
- Expansion potential, eg: additional 3D rooms, clickable objects, etc.



A scene from the opening movie (supplied as file: p4u_opening.jpg)

- Ends -

Note to Editors

About Phones 4u

Phones 4u is an independent mobile retailer, offering all networks and handset brands and market leading choice and value. It is part of the Staffordshire-based 4u Group, and the Group CEO is Tim Whiting. Leading the way in the mobile industry through its excellent customer service, award-winning marketing and differentiated in-store experience, Phones 4u has over 470 stores and is still growing. It has recently completed a refresh of its entire store estate, with the focus now on interactivity and making the product the hero. Phones 4u employs circa 6,000 people.

Phones 4u is a truly unique brand within the mobile sector, with a distinctive customer base. It is the leading independent mobile phone retailer among the youth market and is recognised for its success in engaging with this hard to reach audience through its stand-out marketing, social media and its market leading smartphone range.

Passionate about its customers and committed to delivering award winning customer excellence every time, Phones 4u has made its customers' needs the foundation of its business behaviour. Phones 4u was the first mobile retailer to implement NPS and led the industry in making staff accountable for the way they sell and is known for running the largest Ofsted accredited retail apprenticeship programme in the UK. Significant investment in the training and development of its people along with a 'unique to the high street' customer consultation process, delivers quality staff, unrivalled mobile expertise and advice tailored to individual customers' needs. As a result, 1 in 4 new contract smartphones sold on the high street are through Phones 4u.

About TNA Ltd

TNA Ltd was set up in 1988 and specialises in the design and creation of high quality, interactive staff training, simulations and assessment programs for corporate clients. These include National Grid, Phones 4u, Janssen-Cilag, London Underground, Deutsche Bank, BSKyB and Dubai Airport. The TNA web site at www.tnanet.com carries summaries and screen examples of over 150 completed projects.

For further information please contact Tim Neill at tim@tnanet.com
Telephone: 01273 476277 (Out of hours: 0772 596 2512).