

Virtual Worlds News

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Visual Purple And BTS Partner To Transition Computer-Based Training For Virtual Worlds

Earlier this month, [Visual Purple](#) and [BTS](#) partnered to [release a demo](#) of a virtual world training environment developed from an existing computer-based training (CBT) module. For those not familiar with the difference, in many ways it comes down to push versus pull.



CBT programs typically push users down one path, like a tutorial. Translating that into a virtual world puts users in an immersive environment, often one typical of a real life work environment, where he or she can roam free (with a bit of guidance) and encounter lessons in a more natural fashion. It encourages exploration rather than rote learning. Together BTS and Visual Purple are working to help companies make that transition from existing CBT lessons to virtual environments.

The demo, *Winning in Wireless (WiW)*, follows a newly minuted CEO in a landscape of interactive characters and executives prepping for a board presentation. Instead of CBT's strictly by-the-numbers approach, here the user is free to navigate and explore the world and situation.

The cost to make that switch, because it's working with established assets and within an existing framework, is roughly 1/3 of the typical costs associated with Visual Purple's services, said Megan Rutherford, Business Development, Visual Purple. BTS is also looking at the option as a cost-effective training solution, improving on existing resources and making training both more enjoyable and sticky.

And, for both, the opportunity represents a version of virtual worlds that are more palatable than the form many companies think of.

"Going along this line was important as a stepping stone for us," said Rutherford. "Most organizations when you go and mention 'virtual worlds' all they have in their mind is Second Life. And that scares them. They don't want their employees to go free in the virtual world with no controls. But this is private and secure and we can incorporate any of their training tools through a proprietary technology."

Visual Purple offers three different training services. Embedded training is typically meant to train users on specific applications and operates within the operational software. Decision-based training works within a narrative framework, asking users to make choices as the situation unfolds. Virtual worlds are still the newest option, but the open-ended approach is building steam.

Rutherford says several organizations have approached Visual Purple about switching from a CBT to a virtual world and that there's increasing interest from the government, which typically opts for embedded training, but it's still a novel effort. It is gaining attention, though.

"I'm really excited about the advances in business simulations that BTS and VP are making. *WiW* leverages the business expertise of BTS with leading-edge virtual technology from VP, taking the world of bus sims to the next level of player engagement," wrote Jan Wilmott, Wilmott Consulting, LLC, in an emailed statement.

You can download *Winning in Wireless* and try it yourself or watch a video tour [here](#).