



TMR REPORTS

AUTHORING TOOLS

TRAINING MEDIA REVIEW

OBJECTIVE REVIEWS AND RESEARCH @ WWW.TMREVIEW.COM

02
08 **IN THIS REPORT**
Introduction by Patti Shank
Ratings and Costs

09
11 **REVIEWS**
Adobe Acrobat Professional
Articulate Presenter Pro
and Quizmaker
13 Atlantic Link
16 Authorware
17 Camtasia Studio
18 Captivate 3
24 Director
25 Dreamweaver
27 Design-a-Course
28 Elicitus Content Publisher
32 Flash
34 Flashform Rapid ELearning
Studio Professional
38 Gameshow Pro
41 iSpring Pro
44 LeaderGuide Pro
46 Lectora Publisher
52 Mediasite
55 Noah
57 Outstart Trainer
58 PowerPoint
60 RapideL Enhance
63 Raptivity Standard Version
68 ReadyGo
69 SmartBuilder
72 ToolBook Instructor
75 Unison
78 VoxProxy
81 Wildform Flair

84 About the Reviewers

TRAINING MEDIA REVIEW provides objective reviews of training content and supporting technologies, advice on media-related training issues, research reports, and consulting.

WWW.TMREVIEW.COM EMAIL tmr1@tmreview.com
TOLL FREE 877.532.1838 TEL 617.489.9120

©2009 by TMR Publications. All rights reserved. No part of this publication may be reproduced by any means without the written consent of the publisher.

ABOUT THE AUTHORIZING TOOLS REPORT

by Bill Ellet, Editor, wellet@tmreview.com

Trainers are subject to a glut of advice about teaching materials and technology. Some of the advice has value and some of it does not, or at least it can't be trusted enough to rely on. Vendors exert a powerful influence on the field, and some of that influence is designed to attract favorable notice in the media and from "advice-giving" companies. That effort is fair. Companies need to sell their wares, and marketing is a necessary thing in a market economy. If you don't trumpet your goods and services, someone else will draw attention to theirs.

But like the financial markets, training doesn't have much transparency when it comes to market influence on experts and "objective" sources of opinion. When relationships are transparent, you can assess whether a source is worth listening to. But trainers generally don't have the information needed to make that assessment because of the lack of transparency.

PRACTITIONER REVIEWS

The individuals who review for TMR are practitioners. Their primary motives for reviewing are to learn about training materials and technology and share what they learn with their peers. They don't have a reason to say anything other than what they think. An evaluation needs relevant criteria, and they need to be used by everyone who assesses the same type of product. We provide our reviewers with standard criteria tailored to the medium. In her Introduction to this report, Patti Shank, an internationally recognized expert on authoring tools, walks you through the criteria that all reviewers consider when they write their reviews and decide on an overall rating for a product.

BECOME A SUBSCRIBER

If you find this report useful, consider becoming a subscriber to Training Media Review. Our website (www.tmreview.com) offers new reviews of training-related technology, DVDs, online courses, books, and certain live events and a significant database of published reviews, all by practitioners.

You can begin a search for training products in a few minutes and not waste time trying to sort through vendor sites and find information—like a price, for instance. TMR provides the information, the review, and links to the vendor. You'll start faster, develop a short list faster, and have a better chance of finding quality at a reasonable cost. That's a good combination in a time of financial distress.