



January 16, 2014

Raptivity to provide a sneak peek of its upcoming ‘Interactive Experience Builder’ at ASTD

TechKnowledge 2014

The Raptivity team will be exhibiting at the prestigious ASTD TechKnowledge conference being held at Caesars Palace, in Las Vegas, from January 22-24, 2014. Raptivity will be exhibition at booth #210. Visitors to the booth can get the first look into ‘Experience Builder’, an innovative offering by Raptivity - which is scheduled to be launched by the March 2014. The idea is simple yet very powerful – going from a single modular interaction, to providing the ability to create a logical and meaningful sequence of interactions. The Experience Builder would allow users to thread together stand-alone Raptivity interactions and use them as a unified block. It is aimed at enabling learning-arcs to be built from Raptivity, to provide unified learning experiences that deliver a higher level of interactivity and learning.

ASTD TechKnowledge® is one of the largest e-learning conferences and expositions in the industry. The expo is a networking hub for leading industry thinkers and people who are focused on the intersection of technology and training. Besides the Experience Builder, visitors to the Raptivity booth will also get a chance to see some of the recent enhancements in Raptivity that customers are talking about, such as the suite of HTML5 interactions and the new and improved User Interface.

Janhavi Padture, Vice President, Strategy and Innovation, Harbinger Knowledge Products, is excited to be a part of ASTD TechKnowledge. “This is one event we make sure never to miss and I am excited to be a part of the 2014 conference. This year we plan to showcase the Experience Builder, a unique solution that is bound to change the way we think of interactive learning today. I encourage attendees to stop by the booth for a sneak peek at the Experience Builder. We are eager to hear your comments. Raptivity, as a product, works on a model of sustained innovation that leads to productivity. And in that sense we find ASTD to be a ‘like-minded’ network of people who support innovation in learning technology”, Janhavi says.

To meet the Raptivity team and have a first look at Experience Builder, visit booth #210.

About ASTD

ASTD (American Society for Training & Development) is the world’s largest professional association dedicated to the training and development field. In more than 100 countries, ASTD’s members work in organizations of all sizes, in the private and public sectors, as independent consultants, and as suppliers. Members connect locally in more than 120 U.S. chapters and with 15 international partners. ASTD started in 1943 and in recent years has widened the profession’s focus to align learning and performance to organizational results, and is a sought-after voice on critical public policy issues. www.astd.org



About Harbinger Knowledge Products

Harbinger Knowledge Products is recognized as a global leader in interactivity solutions for knowledge-sharing applications including learning, presentation and web development. Harbinger Knowledge Products is a part of Harbinger Group, which serves customers in over 60 countries through its offices in Pune (India), Redmond (WA, USA) and through its partner network worldwide.

For three consecutive years, Deloitte has named Harbinger Knowledge Products among the fastest growing technology companies in its Technology Fast 500 Asia Pacific and Technology Fast 50 India programs. Red Herring named Harbinger amongst world's top 100 private technology companies. Harbinger's patented technology and sound thought leadership have resulted in groundbreaking products, including market-leading Raptivity®, innovative YawnBuster, and cutting-edge SiteJazzer and TeemingPod.

For more information, visit www.raptivity.com