



# Digital Solutions for Your Education Business

- Digital Content & Learning Products
- Digital Publishing Solutions



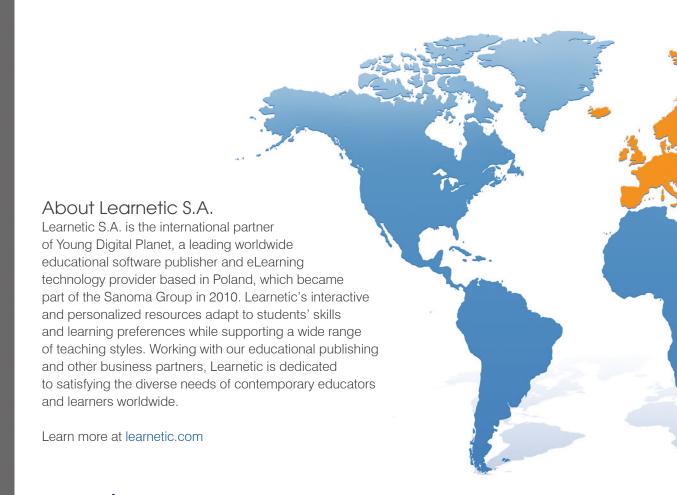


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#### About Us

Learnetic & Young Digital Planet offer digital educational content and eLearning products that improve learning, as well as digital publishing solutions and development services that help educational publishers address the growing market need for digital products and services. Our combined sales and marketing efforts span the globe. Learnetic is proud to operate in North and South America, South East Asia (except India and China), Australia, the Middle East and Africa, while YDP covers the rest of the world.









Young Digital Planet is one of the world's leading educational ePublishers with 20 years of experience and a track record of success in meeting the evolving needs of education and educational publishers. YDP helps its education partners and publishing clients achieve their business goals by providing proven digital content solutions, publishing solutions, and cost-effective development services that allow them to address their customers' needs and capitalize on market opportunities.

Learn more at ydp.eu



# Digital Solutions for Your Education Business

Whether you're new to digital publishing or it's already an integral part of your business, we offer a broad range of digital educational content and products, digital publishing solutions, and development services that can help jump-start your digital publishing efforts or complement and expand your current capabilities and digital business.

DIGITAL CONTENT & LEARNING PRODUCTS

Our ready-made digital content and scalable, customizable, publishing solutions allow you to control your publishing cost and time-to-market while maximizing your return-on-investment for digital both now and into the future.

DIGITAL PUBLISHING SOLUTIONS



DEVELOPMENT SERVICES

Math & Science Math for **Special** for Middle and **Elementary School Educational Needs High School** Content Learning Students' Platform Teachers' Platform Management Learning & Workspace & Workspace System (LMS) & Delivery **Platforms** Assessment Interactive Interactive eBook & Mobile **Content Editor** Converter & Editor **Content Editor Authoring Tools** Mobile & Assessment ePublishing Solution Integrated Comprehensive **ePublishing** ePublishing Solution **Solutions eContent Development Software Development Services** Services **Services** 

# DIGITAL CONTENT & LEARNING PRODUCTS

Searching for ways to quickly expand your digital product offerings and revenue? We offer a variety of licensing, distribution, and partnership opportunities for our extensive collection of digital educational content and proven eLearning products.

Building on our twenty years of experience developing digital instructional content, Learnetic brings to market a depth and breadth of digital content that publishers and other content providers can leverage in many ways.

Our products are prepared in two formats: interactive whiteboard lessons for teachers and multimedia activities for students. Focused on Math, Science and Special Educational Needs our digital content can be combined with a publisher's own digital products, provide the digital accompaniment to a print product, or be released as stand-alone products.

Learnetic's engaging and effective eContent and products can be leveraged "as is" or customized to address your specific markets, customer needs, and publication plan.





- 1. Ability to quickly expand digital content and product offerings and revenue.
- 2. Reduced development costs, time-to-market, and impact on development staff.
- 3. Ready-made eContent and curriculum developed specifically for the education market.
- 4. Flexibility to leverage eContent and products "as is" or customize as needed.

#### DIGITAL CONTENT & LEARNING PRODUCTS

# Math & Science for Middle and High School

#### **Key Features**

- 1. The world's largest set of over 1000 interactive Math and Science lessons.
- 2. Already implemented in 25 countries.
- 3. Customizable activities for learners and interactive whiteboard presentations for teachers.
- 4. Multipurpose material.

#### What is it?

Learnetic Math and Science is a full collection of over 1000 digital Math and Science lessons covering all the key national standards for the North American middle and high school market. Originally developed by European teachers, the program is currently being used successfully in over 25 countries. A portion of the content has already been carefully aligned to meet the needs of American students and classrooms by an experienced team of US educational experts.

#### Learn more:

Try it:

http://www.learnetic.com/content/math-science-middle-and-high-school

http://ltp.learnetic.com

# Sample screens





#### Breadth and Quality

Our materials cover basic national content standards as well as reinforce a wide range of standards-based topics. They offer a huge bank of resources to select from: over 700 science lessons and over 300 math lessons. Learnetic Math and Science includes many real-world examples and relevant activities. Interactive explorations, simulations, animations, colorful videos and images, and immediate feedback appeal to today's digitally savvy learners. Whether students view the lessons as a class via a teacher-led whiteboard presentation or at their own pace using the computer-based student lesson, they will find the program to be an engaging and motivating tool for learning science and math.

#### **Teaching & Learning**

Learnetic Math and Science lessons come in two formats: materials specifically designed for teachers to use on interactive whiteboards and self-paced lessons for students' independent study. Teachers can also make individual homework or class assignments for students. The material can either be used as a standalone digital curriculum or as a supplement to other classroom resources. While Learnetic Math and Science lessons are interactive, compelling, and fun, their key objective is to build mathematical understanding and scientific knowledge by providing continuous feedback to students.











#### Multi-modal

Learnetic Math and Science content is appropriate for interactive whiteboard presentations to the whole class and for use with individual students and cooperative groups. Activities are designed to appeal to all learning styles. You will find audio support for auditory learners, interactivity for kinesthetic learners and video and high quality animation for visual learners.

And, the interactive whiteboard lessons can be used with a wide range of teaching styles.

#### Flexibility

The large bank of Learnetic Math and Science activities can be used for multiple purposes, including pre-assessing student readiness, reinforcing concepts, rebuilding weak student foundations, as well as for homework or make-up assignments. Lessons or activities can be chosen based on the needs of students rather than by grade level; offering a great way to reteach concepts that students are struggling with.

#### DIGITAL CONTENT & LEARNING PRODUCTS

# Math for Elementary School

#### **Key Features**

- 1. Elementary interactive math program created by Finnish authors with the world renowned Finnish methodology.
- 2. Dedicated Interactive Whiteboard handwriting recognition.
- 3. Fluid intelligence development.

#### What is it?

Learnetic Math for Elementary School is an excellent mathematical program written by Finnish authors. Its Finnish origin provides an excellent pedagogical foundation and provides a successful teaching methodology proven world-wide. Although it was originally created in Finland, the matching of the content to the new US Common Core Standards for Mathematics is extraordinarily high. The program focuses on foundational understanding of number and operational skill mastery in the same way as the new Common Core State Standards.

#### Learn more: Try it:

- http://www.learnetic.com/content/math-elementary-school
- http://ltp.learnetic.com

# Sample screens





#### Brain Based Learning

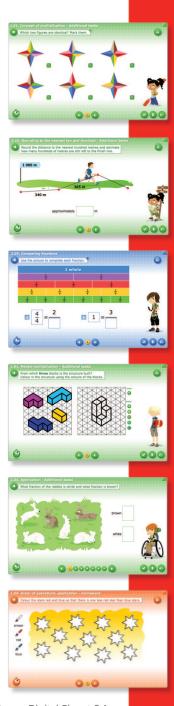
Learnetic Math for Elementary School is filled with activities that develop fluid intelligence. Fluid intelligence deals with general cognitive functioning: working memory, attention control, pattern recognition, categorization, distinction, rule-based transformation, decision-making, problem solving, and etc. The focus on problem-solving and real life applications will be welcome in US classrooms.

#### Focus on Key Concepts

Unlike many current mathematics programs, Learnetic Math for Elementary School includes fewer concepts, but goes deeper into procedural experience, skills development and real world application of the concept. Additionally, like Singapore and Japanese math programs, it presents "manageable bites" of content in a focused, straightforward way.

#### Intrinsic Motivation

Learnetic Math for Elementary School intrinsically motivates students and stimulates their natural interest through the use of puzzles and games and other engaging content types. While some activities may at first glance look like a typical set of exercises, a closer look reveals the use of logic and extra elements that makes them more engaging and helps motivate students to learn and achieve results.



#### DIGITAL CONTENT & LEARNING PRODUCTS

# Special Educational Needs

#### **Key Features**

- 1. A 6-strand e unique learning environment for children, parents, teachers and therapists.
- 2. Over 4,000 educational resources within appropriate developmental categories.
- 3. A combination of multimedia resources, educational movies, songs and poems.
- 4. Helpful guidelines, descriptions and printable books for parents to make the most of the resources outside the classroom.

#### What is it?

Special Educational Needs are one of the main focuses of ministries of education and educational decision makers today. These programs are designed to support teachers and specialists in their everyday work, providing support for speech, cognitive, perception and motor disorders. Consisting of over 4,000 resources combined into six interactive courses, the Special Educational Needs package constitutes a comprehensive and unique offer for our Partners. The solution provides a wide range of quality educational materials together with a broad selection of functionalities to help parents, teachers and therapists actively fulfill each child's potential.

#### Learn more: Try it:

- http://www.learnetic.com/content/special-educational-needs
- http://ltp.learnetic.com

Sample screens







#### Step by Step

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is a multimedia software program divided into four parts, designed to be used over the course of the year: Spring, Summer, Fall and Winter. The methodological basis for the program focuses on shaping the key skills required for a child's development.



#### Logo Games

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contains interactive games designed for the improvement of articulators, shaping the proper prosodic speech qualities and supporting appropriate vocal emission. The product uses the child's voice to control elements he sees on the computer screen.



#### Talking Pictures

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is an interactive educational program aimed at exercising the vocal organs and supporting children's linguistic development. It makes use of onomatopoeic expressions in the first stage and allows training of all vocal functions.



#### **Word Games**

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puts emphasis on the process of language acquisition as well as the proper development of lexical, grammatical, expressive and pragmatic aspects of language. The product's objective is to let the child achieve a level of language advancement sufficient for free communication with the child's immediate environment.



#### Logo Rhythmic

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uses the influence of music therapy and aims to improve or correct language communication as well as prevent delays in this area. Additionally, it can act as support in the comprehensive development of the child through motor, auditory and verbal-musical stimulation.



#### Look & Say Dictionary

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is a multimedia vocabulary collection divided into 30 categories, each accompanied by a number of screens and activities at different levels of difficulty. Its main focus is to expand a child's knowledge of specific vocabulary and master communication skills and competence. The program uses the "look and say" method - a method of teaching beginners to read by memorizing and recognizing whole words, rather than by associating individual letters and sounds.

# DIGITAL PUBLISHING SOLUTIONS

Digital publishing has increasingly become a core activity for educational publishers. Our digital publishing solutions were designed specifically for creating, managing, and delivering digital educational content and learning products to educational customers.

Our proven tools and platforms provide ready-made and customizable solutions that educational publishers can leverage to address specific needs and aspects of the ePublishing process or as a comprehensive digital publishing and delivery solution.

Whether you're looking to capitalize on the growing demand for digital content and use of new technologies to help grow your education business or looking to reduce your publication and distribution costs, we have the proven solutions to help you get there.





- 1. Allows you to control your investment, time-to-market, and maximize your ROI by leveraging proven development tools and delivery platforms versus building. Efficiency in creating eContent educational customers want, including interactive activities, simulations, whiteboard activities, assessment, eBooks, and online courses.
- 2. Supports creation and delivery of interactive content to multiple devices, including PCs, tablet PCs, smartphones, iPad™ and iPhone™, eBook readers and Interactive Whiteboards.
- 3. Offers SCORM-compliant eContent packages, self-adapting scaling technology to fit any resolution, and compliance with Accessibility Guidelines.
- 4. Built using open technology standards to provide longevity; ease in development and content and platform integration; and interoperability with other platforms.
- 5. Supports in-house and outsourced development, reuse of content, and a variety of product and eCommerce models.
- 6. Learning & Delivery platforms that address key needs of specific educational customers.
- 7. Effective and stable; refined over 20 years with educational implementations worldwide.
- 8. Flexibility to use delivery platforms "as is" or customize functionality, features, look and feel, and branding to meet your specific needs and customers' requirements.
- 9. Ability to license comprehensive solution or individual tools and platforms.

# **Learning & Delivery Platforms**

#### >>>> Teachers' Platform & Workspace

The Teachers' Platform & Workspace platform is dedicated to teaching professionals. It provides an eLearning platform that educators can use to manage all of their digital content and resources, including publisher-provided and teacher-created content. Teachers can easily browse and search for content using a variety of criteria, access resources, create and customize "playlists" for interactive lessons and whiteboard presentations, make homework assignments and view student results. The teacher tools within the platform allow teachers to create interactive content that can be used to address specific needs in their classroom and to share resources with other teachers. Our Teachers' Platform & Workspace lets the publisher control who gets access to their products and resources, for how long, and at what cost. It gives publishers the flexibility to use a wide variety of different business, product, and eCommerce models.



#### Key Benefits:

- Allows teachers to quickly search and access digital resources by providing a variety of search options, including curriculum area, subject, topic, standard, grade level, resource type, and table of contents.
- 2. Ability to create customized lessons, presentations, and assignments by resequencing and adding digital resources to "playlists."
- 3. Simplicity in creating assignments and verifying results.
- 4. Innovative and intuitive authoring tool for teachers with fully graphical mode, a wide range of exercises, flexible layouts, and feedback options.
- 5. Accessing and using interactive eBooks from the platform.
- 6. Autonomy in uploading any electronic resources.
- 7. A unique "eCredit" system that supports customer choice, "free with order," and the sale of premium content and add-ons.
- The ability to export resources to third-party SCORM-compliant learning management systems.
- 9. License and access control from within the platform.
- 10. Ease of integration with popular open source and other learning management systems.

Learn more:

http://www.learnetic.com/content/digital-interactive-publishing-solutions

Try it: http://ltp.learnetic.com



#### Students' Platform & Workspace

The Students' Platform & Workspace is a platform dedicated to students. This easy to use platform and workspace allows students to access digital courses and resources, projects, and assignments. It provides anytime, anywhere access to learning materials and allows teachers to track students' progress and communicate effectively with students and parents working with their children at home. The Students' Platform & Workspace can be easily integrated with our Learnetic Teachers' Platform & Workspace and Learning Management System to provide a comprehensive learning solution for educational stakeholders. It can also be used as a standalone platform solution for selling and delivering digital products and content to parents and homeschoolers.

#### Key Benefits:

- 1. Intuitive design makes it easy for students to use and to engage in the learning process.
- 2. Anytime, anywhere access for students to learning resources and assignments.
- 3. Allows teachers to track student progress and provide meaningful feedback.
- 4. Facilitates communication between teachers and students.
- 5. Easily integrated with Teachers' Platform & Workspace and LMS.
- 6. Potential standalone platform for selling digital content to parents and homeschoolers.
- 7. Supports multiple eCommerce models and payment methods.

#### Learning Management System (LMS)

Our Learning Management System is a complete online Learning Management System designed to fulfill a multitude of educational needs. It enables the creation of a learning portal in practically any educational institution. The Learning Management System platform's functionalities have been successfully implemented and used as a backend application for the Learnetic Teachers' Platform & Workspace and as a stand-alone application. It offers flexible online school and class management and provides key management functions including communication, user registration, making and managing assignments, monitoring student progress, and reporting on student performance.

#### Key Benefits:

- 1. Simplicity in creating and managing virtual schools and classes.
- 2. Helps manage a variety of roles within the educational community: portal administrator, school administrators, tutors, teachers, students and parents.
- 3. Distribution of eContent by means of a flexible licensing system.
- 4. Ability to use eContent available in our Teachers' Platform & Workspace as well as imported and teacher-created content.
- 5. Supports communication between all those involved in the learning process.
- 6. Ease-of-use in student progress monitoring, performance tracking, and reporting.



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#### DIGITAL **PUBLISHING SOLUTIONS**

# **Authoring Tools**

We offer a wide range of Authoring Tools that help educational publishers build modern, interactive educational content quickly and painlessly. We have the tools you need to create digital content and products educational customers want. From a "one click" conversion of your existing print products to interactive digital eBooks, to creating interactive lessons and assessment content that will run on multiple platforms and devices including mobile. Our intuitive tools and web-based ePublishing Management System make it easy for your product development team, including non-technical personnel to efficiently create and manage a wide variety of interactive digital content and the ePublishing process.

#### **Key Benefits**

- Allows for creation and use of a wide variety of interactive educational content on multiple learning platforms and devices, including web, PCs, mobile, and whiteboards.
- 2. Promotes efficiency in development and the re-use of content by providing existing design and activity templates and functionality, and separating content from design.
- 3. Use of open standards helps ensure "portability" of your digital content and products.
- Supports in-house and outsourced development models and use by non-technical content creators.

#### Learn more:

http://www.learnetic.com/content/digital-interactive-publishing-solutions



#### Interactive Content Editor

Our Interactive Content Editor gives your development team a powerful tool for efficiently creating a wide range of interactive Flash-based content, including interactive lessons and activities, whiteboard presentations, interactive quizzes and assessment, and online courses to name a few. The editor provides an array of user friendly tools, page layout options, and activity templates that allow for the rapid development of high-quality interactive educational content. Designed for use by a wide range of content creators, including editors, authors, and designers, our Interactive Content Editor with its ability to separate content from design and digital publishing management system helps ensure flexibility and efficiency in the ePublishing process.



- 1. Ease-of-use and efficiency in creating interactive Flash-based content including interactive lessons and activities, whiteboard presentations, assessment, and courses.
- Intuitive tools and on-board design and activity templates allow for rapid development of eContent and products by non-technical content creators.
- 3. Ability to customize "look & feel" and "content mix" to address specific customer needs.
- 4. Supports creation of engaging educational content through the use of rich media, including animations, simulations, video, illustrations, photos, and sound.
- 5. Separation of design and content layers allow for simultaneous development on different aspects of digital projects and makes re-use of digital assets easier.



#### Interactive eBook Converter & Editor

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This integrated set of on-line tools enables publishers to automatically convert existing print products and content (textbooks, workbooks, etc.) from PDF format into interactive digital eBooks in one click. Publishers can easily enhance and extend the content and instructional value of their products by integrating media assets, interactive activities, and other content directly into their eBook publications.

#### Key Benefits:

- 1. Fast, low-cost method for converting existing print products and content to digital.
- 2. One-click conversion from PDF to eBook; no need to outsource conversion.
- 3. Automatic conversion to eBook with page-turning and zoom capabilities without sacrificing resolution or image quality.
- 4. Provides options for reducing publishing and distribution costs for small market products, ancillaries, support and marketing materials, and sampling.
- 5. Increase revenue potential and maximize investment in existing print content and products through low-cost digital conversion and product enhancement.
- 6. Annotation and whiteboard presentation tools extend the usability of eBook content.
- 7. Ability to deliver eBooks online, offline, and as "content packages" on YDP delivery platforms and to third-party SCORM-compliant learning platforms.
- 8. Supports teaching process by providing ability to map eBook content to standards, learning objectives, textbook TOCs, etc.



#### Assessment & Mobile Content Editor

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Our easy to use online application for creating non-Flash, QTI standards compliant cross-platform interactive eContent. This tool lets you create digital educational content that is compatible with a variety of browsers, operating systems and devices, including mobile phones and tablet PCs (including Apple iPhone and iPad). Dedicated features allow the publisher to create tests and manage features such as test plans, test results and test records. Extensive support for curriculum mapping is a key feature of the tool.

- 1. Allows publishers to control investment by addressing multiple-platforms requiring non-Flash content, including smart phones, tablet PCs, and the iPad.
- 2. Supports rapid development by providing multiple activity types including ordering, matching, drop-down, multiple choice, and many others.
- 3. Can support student learning and comprehension through text and audio feedback.
- 4. Provides speed during development by providing out-of-the-box design templates, support for mathematical formulas and science terms, and the ability to "scale."



# INTEGRATED ePUBLISHING SOLUTIONS

# Mobile & Assessment ePublishing Solution

While we offer publishers the flexibility of licensing our authoring tools and learning and delivery platforms individually, our integrated ePublishing Solutions provide comprehensive systems for addressing specific needs and market opportunities.

Our Mobile & Assessment ePublishing Solution provides an integrated ePublishing solution for creating and managing interactive content with a special focus on assessment. Content created with this set of tools can be easily delivered to PC and mobile devices without substantial customization or additional investment. This integrated ePublishing system provides an ideal environment for creating, delivering, and managing Pre-Tests, Chapter Tests, Diagnostic Post Tests and Practice Tests. Content can be accessed both from PCs and small screen mobile devices via the dedicated Learning Platform.

#### **Key Benefits**

- 1. Integrated ePublishing Platform.
- 2. Special focus on assessment content types.
- 3. The output content is sent immediately to PC and mobile devices.
- 4. Easy way to support existing textbooks and supplemental curriculum products with assessment content.
- 5. Includes content delivery platform for mobile devices.

Learn more:

http://www.learnetic.com/content/assessment

Mobile & Assessment ePublishing Solution Students' Platform & Workspace

Learning & Delivery Platforms

Interactive eBook Converter & Editor

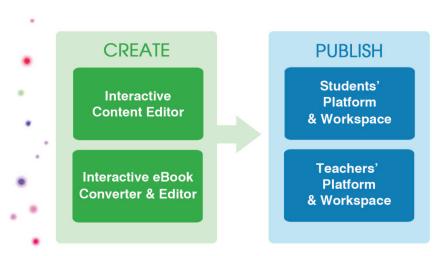
Assessment & Mobile Content Editor

Mobile & Assessment ePublishing Solution

Learning & Delivery Platforms

Authoring Tools







# INTEGRATED ePUBLISHING SOLUTIONS

# Comprehensive ePublishing Solution

While we offer publishers the flexibility of licensing our authoring tools and learning and delivery platforms individually, our integrated ePublishing Solutions provide comprehensive systems for addressing specific needs and market opportunities.

Our Comprehensive ePublishing Solution provides educational publishers with a proven set of tools and technologies needed to support all stages of the ePublishing process. From content creation, through the management of the publishing process, up to delivering final results to customers and users. Whether you want to bring the ePublishing process in-house or outsource it, our Comprehensive ePublishing Solution gives you the ability to deliver the digital content and products your educational customers want in the most efficient and cost-effective manner possible.

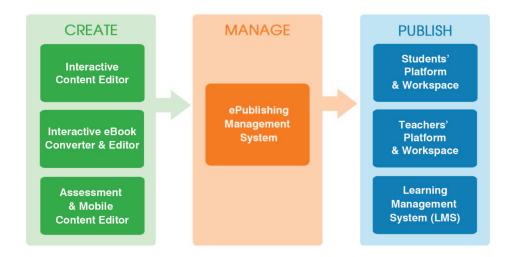
#### **Key Benefits**

- 1. Lower publishing and implementation costs for your digital content and products.
- 2. Allows you to address your ePublishing needs, market opportunities, and competition in the short-term, while giving you the ability to "scale-up" in the future.
- 3. Use of open technology and SCORM-compliant content helps ensure longevity and use of your eContent and products and protects against technology obsolescence.
- 4. Maximizes your investment in digital content and products by allowing you to publish to multiple technology platforms and devices.
- 5. Ease in re-use of digital content to create new and revised products and address new forms of delivery and market segments.
- 6. Provides key features and functionality that educators want in digital products.
- 7. Control over your eContent, products, customer relationships, and business models.
- 8. Use "out-of-the-box" to provide immediate solutions or customize to address specific needs and opportunities.
- 9. Learning & Delivery platforms that address key needs of specific educational customers.
- 10. ePublishing solutions refined over 20 years with educational implementations worldwide.

#### Learn more:

http://www.learnetic.com/content/digital-interactive-publishing-solutions







# **DEVELOPMENT SERVICES**

Our large and highly-experienced Development Services team can assist you with every aspect of your digital
product development from planning and product design, to software and content development, to platform
development and integration, to delivery to the customer.

Our broad range of development services and capacity means that we can assist you with projects large and small. Whether you're looking for turnkey development services for your next eLearning product or assistance with a specific aspect of development we can help. And, our experience in working with educational publishers, large and experienced staff, and use of open source and proprietary development tools means you get great quality and extremely competitive prices.

- 1. Large and experienced team of content specialists, content developers, and software developers from Young Digital Planet.
- 2. Learning & Delivery Platforms, Authoring Tools, and Integrated ePublishing Solutions available for use "out-of-the-box" or ready for customization.
- 3. An understanding of the education market, how children learn, and how to work with educational publishers.
- 4. Large database of ready-made educational resources available for re-use.



In addition to helping our publishing partners customize our digital content, eLearning products, and learning and delivery platforms to address their specific needs and those of their customers, we provide a broad range of software development and eContent development services, including:

#### Software Development Services:

- Software and web-based applications
- Development and customization of eLearning platforms
- · Content delivery platform modifications and enhancements
- Integration of our tools and platforms with existing publisher platforms
- Interactive content add-ons
- Dedicated interactive book viewers
- And other software services based on our technologies.

#### eContent Development Services

- Editorial/Instructional Content Development
- Enhanced eBooks
- eLearning Courses
- Assessment Material
- · Interactive Whiteboard activities
- Digital Assets animations, simulations, video, illustration, audio, etc.
- Mobile Assessment Material
- Mobile Content & Courses
- Storyboarding Scripts, Specifications and Manual writing
- Curriculum or any other Standards Mapping
- Interface Concept and Design
- Project Management
- Knowledge Transfer and Consultancy.
- Learn more: http://www.learnetic.com/content/development-services & http://www.ydp.eu/development services







Learnetic S.A. ul. Słowackiego 173A 80-298 Gdańsk, Poland

Tel. (48) 58 7647 500 Fax (48) 58 7647 501

info@learnetic.com www.learnetic.com