



National Association of College Stores Joins IMS Global Learning Consortium

National Trade Association joins to work on eTextbook and Dynamic Instructional Content Exchange

Lake Mary, Florida 14 November 2007. The National Association of College Stores (NACS) today announced that it has joined the IMS Global Learning Consortium (IMS GLC) as a Contributing Member to support development of interoperability standards for digital learning materials. NACS will provide co-leadership of IMS GLCs new Dynamic Instructional Content Exchange (DICE) workgroup.

“DICE will develop use cases and end-user requirements for a digital substitute for the traditional printed student textbook and apply the IMS Common Cartridge for developing and distributing the resultant dynamic, interactive instructional content” said Rob Abel, CEO of IMS GLC. “We look forward to the National Association of College Stores, with their wealth of knowledge on textbooks and retail operations, being an integral addition to this group.”

“We are glad that we are able to join IMS GLC to participate in the progress being made in digital content alternatives,” said Mark Nelson, Ph.D., digital content strategist for the National Association of College Stores. “We are all aware of how digital content may change textbook delivery in the future and our participation in the IMS consortium will enable NACS to give its member stores key insight into the Common Cartridge standard.”

The Dynamic Instructional Content Exchange group is one of several project groups in IMS GLC that are part of the Learning Technology Advisory Council (LTAC). The LTAC provides leadership in IMS GLC activities by exchanging information on critical priorities and best practices for adoption. Other LTAC groups include Technology-enabled Flexible Learning, Learning Enterprise Leadership and Information Analytics- Student Learning Data. More information about the LTAC can be found at: <http://www.imsglobal.org/ltac.html>

About NACS

Headquartered in Oberlin, OH, the National Association of College Stores (NACS) is the trade association representing the nearly \$11 billion higher education retail industry. NACS is the leading resource and advocate for the industry while ensuring the vitality of higher education retailers through education and research, the provision of critical programs and services, and the development of strategic partnerships that enable members to better serve their customers.

About IMS Global Learning Consortium (IMS GLC)

IMS GLC is a global, nonprofit, member organization that strives to enable the growth and impact of learning technology in the education and corporate learning sectors worldwide. IMS GLC members provide leadership in shaping and growing the learning industry through community development of standards, promotion of innovation, and research into adoption practices. For more information, including the world's most comprehensive set of learning technology interoperability standards, information on the annual Learning Impact conference and awards program, and free community resources for learning technology leaders, visit www.imsglobal.org.

For More Information:
Contact Lisa Mattson
lisa@imsglobal.org