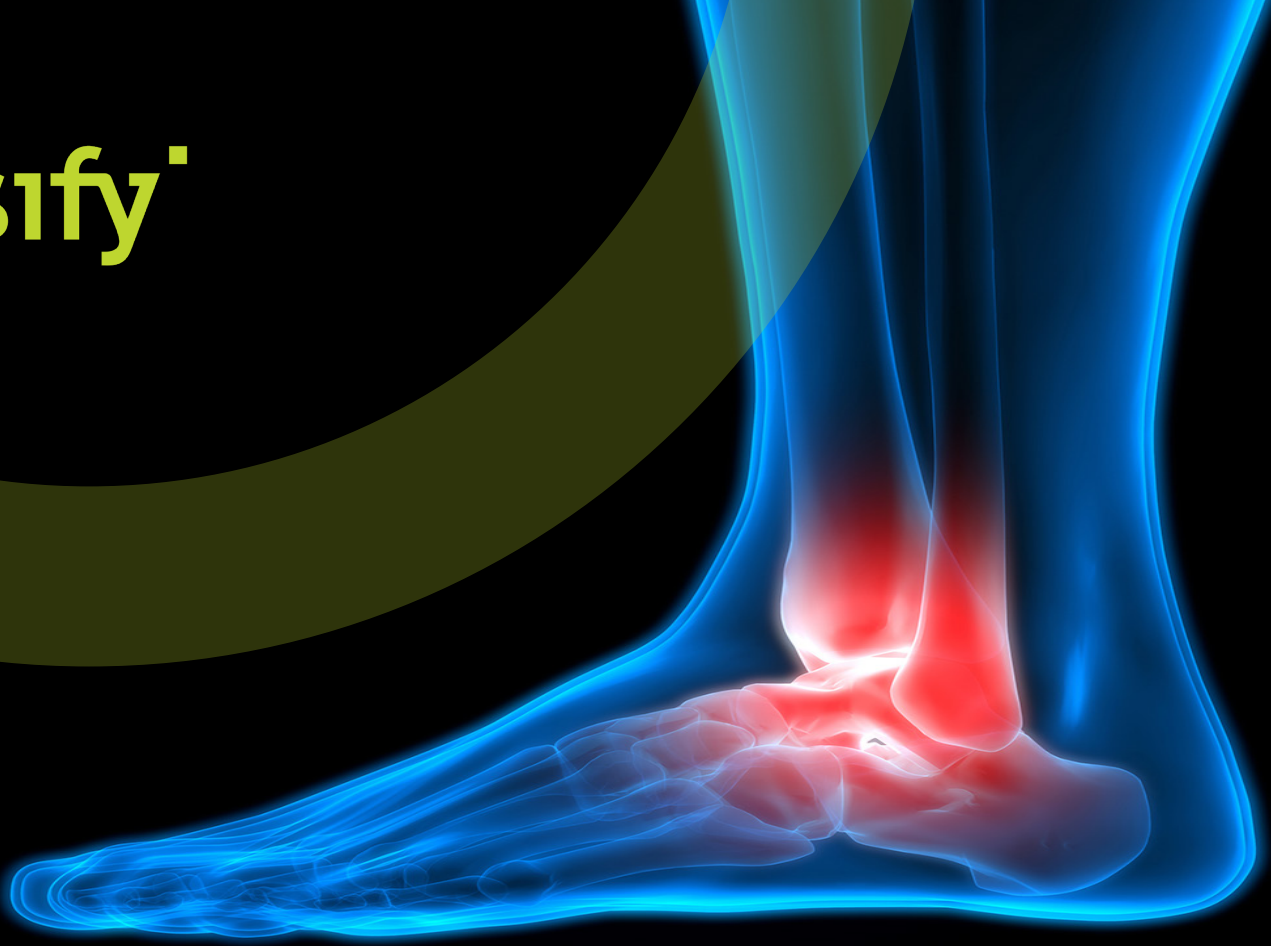


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# **Interactive 3D Learning Solution to Empower Pharmaceutical Reps on Healthcare Information**

**Case Study**

## Background

The client is a Fortune 500 multinational with over 120,000 employees worldwide and a leader in the pharmaceutical industry.

## The Challenge

The client wanted to create a uniform, interactive, learning solution to educate its medical representatives on complex healthcare topics.

## The Solution

Sify designed an interactive 3D PDF application by leveraging its expertise in learning technologies, 3D optimisation techniques, and instructional design strategies. We boosted the visual appeal of illustrations in the course content and enhanced the learning experience.

The PDF had an innovative interface with a 3D image of a human body, with highlighted areas that are prone to cause and be affected by osteoarthritis. The user can rotate; zoom-in, zoom-out, and view the selected section. On selecting each highlighted region, scientific information related to osteoarthritis was explained.

## Key Benefits

- Different 3D functionalities to emphasise key points and retain learner interest.
- Had zoom in and zoom out options to view the human anatomy in different angles and perspectives.
- Smart 3D approach compared to text heavy brochures and information modules.
- Key information of osteoarthritis and its effect across the body optimised by using 3D rotating images and pop-ups.
- Anytime, anywhere access via multiple devices.
- Mini videos to guide users through the various stages of osteoarthritis.

## Sify Digital Learning

Sify Digital Learning is a specialist digital learning partner that offers the complete learning solution you need to attract, nurture and retain the best business talent.

**Schedule a consultation call with one of our experts today to discuss your project and discover how Sify can help.**

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