



# what's your story?

Introducing LumieLabs by Britannica

Shape a new future for classroom learning with the  
**power of video creation** and **storytelling**.

**4 million**

rights cleared video and sound clips

**Project-based**

lessons linked to curriculum

**Private & secure**

cloud hosting



**lumielabs**<sup>TM</sup>

choose | create | connect



# Why is video critical in today's classroom?

**68% of teachers**  
said they used  
online videos  
for learning

## MOTIVATED STUDENTS

Learning starts here.  
Motivated students are  
engaged students,  
ready to learn.

**82% of all  
Internet  
traffic**  
will be video  
in 2021

Video has  
become the  
**language  
of choice**  
for today's  
young people.

The avg teen  
watches  
**68 videos  
everyday**

## EMPOWERED SCHOOLS

When students  
demonstrate their  
knowledge through video  
creation, educators gain a  
powerful new tool for  
assessment.

**85% of teens**  
use YouTube,  
making it the  
**#1 social  
platform**

## ENGAGED CITIZENS

Video connects us to the  
rest of the world and  
delivers the ability to  
understand critical  
issues of local, national  
and global importance.

**400 hrs**  
of video are  
**uploaded**  
to YouTube  
**every  
minute**



**LumieLabs combines curriculum-relevant, project-based video lessons with 4 million rights-cleared multimedia assets to shape a new future for K-12 classroom learning.**

Using LumieLabs, teachers can harness students' natural engagement with video to meet learning objectives across the curriculum, assess students' mastery of content, promote voice and choice and develop critical media literacy skills.

Featuring millions of royalty-free clips, simple cloud-based editing, secure video hosting and sharing as well as student assignment functionality, LumieLabs is being adopted by educational institutions, educators and students around the world.

# 4 Million

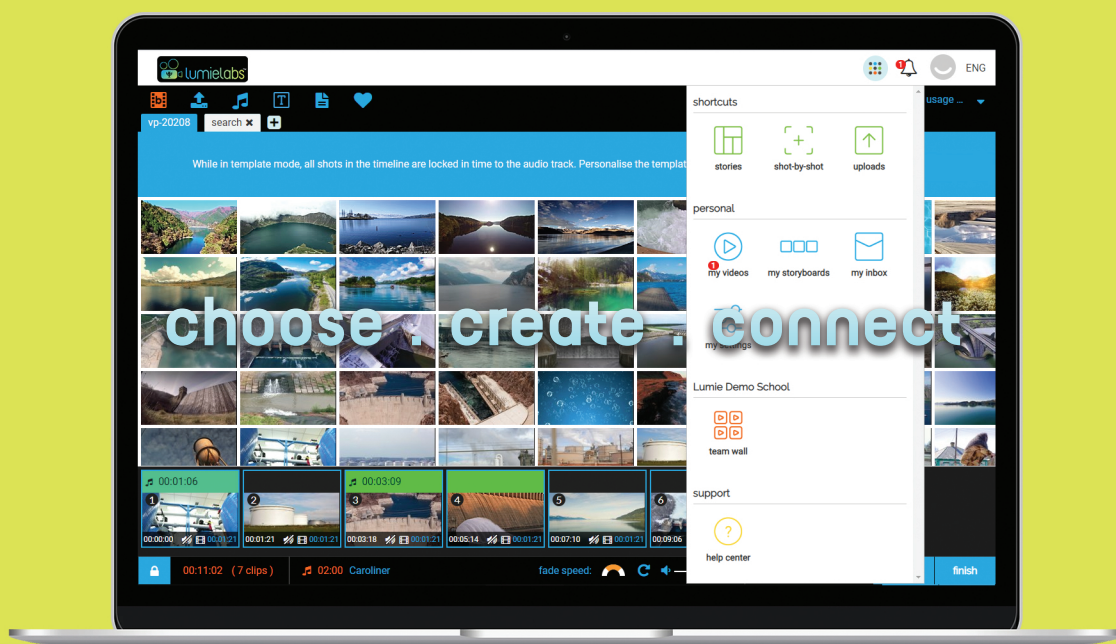
Video Clips

# 8,000

Audio Clips

# Upload your own content

+ Quick, Focused  
Search Capability



## Why Choose LumieLabs?

### Designed for Classroom Learning

Built specifically for classroom learning, LumieLabs lets teachers weave video and storytelling projects into content they are already teaching, across any subject or year level.

### Focus on Content-Area Understanding

A full suite of easy-to-use editing tools and an unparalleled library of rights-cleared multimedia take the hassle out of video production, allowing students to focus on demonstrating their creativity and content-area understanding.

### Secure Hosting & Collaboration

Multi-layered sharing permissions enable students, classes and entire schools to create, share and host their videos within a secure, controlled environment.

## Features

### Rights-Cleared Multimedia Library

Create professional quality videos with 4 million royalty-free, rights cleared multimedia clips and 8000 audio files from best-in-class producers.

### Custom Content

Record, upload and edit your own content, such as webcam captures, videos, images and sound clips, all on LumieLab's secure, cloud-based platform.

### Intuitive Video Editing

Make video production simple and accessible for all ability levels. Educators can focus on content & outcomes while giving every student the power to realise their creativity.

### Educational Projects

Search, customise and assign curriculum-relevant video projects. Teachers can review and comment on students' work.

### Classroom Sharing & Management

Configure classes, groups and permission levels tailored to your school's needs with Administrator access. Students and teachers can confidently view, edit and share user created videos and storyboards in a private & secure environment.