

simpleshow wins Brandon Hall Gold for tech & eLearning innovation

simpleshow receives top honors for excellence in content authoring and education technology.

January 8, 2025 – [simpleshow](https://www.simpleshow.com), the AI-powered platform for creating engaging explainer videos and interactive eLearning content announces its recognition with two Gold awards at the renowned Brandon Hall Group Excellence in Technology Awards.

simpleshow received Gold in the "Best Advance in Content Authoring Technology" category for the "Simplifier". The Simplifier functionality in the simpleshow video maker platform allows users to effortlessly transform diverse content types into concise, impactful explainer videos with just a few clicks. By analyzing and extracting key information, the Simplifier streamlines the video creation process, making it faster and more efficient.

simpleshow also received Gold in the "Best Advance in Education Delivered Through Technology" category for developing a fully customized learning course tailored to seamlessly integrate with a client's Learning Management System. This innovative course features interactive videos, animated explanations, gamified elements, and real-life scenarios, all designed to engage and educate new hires, employees, and external stakeholders about the brand in a highly effective and memorable way.

Dr. Sandra Boehrs, Chief Marketing Officer at simpleshow, remarked: *"These awards recognize the passion and dedication of our team in revolutionizing the way organizations approach learning and communication. At simpleshow, we aim to make the complex simple, and this honor underscores the impact of our innovations in achieving that goal."*

As simpleshow continues to push the boundaries of eLearning and content authoring, the company remains dedicated to empowering users with cutting-edge solutions that simplify complexity and enhance learning outcomes.

About simpleshow: simpleshow is the pioneer platform for digital products and services around explainer videos. Guided by the mission to make modern communication simple and concise, the market leader enables everyone to explain complex topics in a clear and engaging way. The AI-powered SaaS solution, simpleshow video maker, allows users to create professional explainer videos in more than 20 languages within just a few clicks. A magic that comes from years of experience in producing tens of thousands of videos and eLearning courses in over 50 languages. The simpleshow team caters to clients from offices in Berlin, Luxembourg, London, Miami, Singapore, Hong Kong, and Tokyo. Large international companies value simpleshow as a partner for the ability to provide simple, effective explanations.

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