# Simpleshow wins two gold awards at Brandon Hall Group Excellence in Technology Awards



On January 8, 2025, simpleshow, a prominent player in the eLearning sector, announced its recent accolades at the prestigious Brandon Hall Group Excellence in Technology Awards, where it was honoured with two Gold awards. The recognitions celebrate the company's innovations in content creation and educational technology.

simpleshow secured a Gold award in the category of "Best Advance in Content Authoring Technology" for its Simplifier feature. This functionality is integrated within the simpleshow video maker platform, enabling users to convert various content types into concise and engaging explainer videos with minimal effort. The Simplifier works by analysing and extracting essential information, which significantly accelerates the video production process, leading to enhanced efficiency.

Additionally, the company was recognised with a Gold award in the "Best Advance in Education Delivered Through Technology" for its development of a tailored learning course that integrates smoothly with a client's Learning Management System (LMS). This innovative course includes interactive videos, animated explanations, gamified elements, and real-life scenarios, all crafted to engage new hires, current employees, and external stakeholders. The design of this course is focused on providing an effective and memorable educational experience concerning the brand.

Dr. Sandra Boehrs, the Chief Marketing Officer at simpleshow, commented on the achievements, stating: "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 honour underscores the impact of our innovations in achieving that goal."

As the company forges ahead, it remains focused on pioneering advancements in eLearning and content authoring, continuously striving to empower users with state-of-the-art solutions that simplify complexity and improve learning outcomes.

Founded with the mission to enhance modern communication, simpleshow has established itself as a leader in creating digital products and services centred around explainer videos. Its AI-powered software-as-a-service (SaaS) solution allows users to produce professional-grade explainer videos in more than 20 languages rapidly. With a wealth of experience producing tens of thousands of videos and eLearning courses across over 50 languages, simpleshow supports diverse clients from various global locations, including offices in Berlin, Luxembourg, London, Miami, Singapore, Hong Kong, and Tokyo. Many major international companies regard simpleshow as a valuable partner for its proficiency in delivering clear and effective explanations.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://simpleshow.com/press-releases/content-to-video-introducing-simplifier/> - Corroborates the introduction of the Simplifier feature by simpleshow, which converts various content types into explainer videos.
2. <https://simpleshow.com/blog/content-to-video-simplifier/> - Provides details on how the Simplifier works, including its ability to analyze and extract essential information from uploaded content.
3. <https://www.globenewswire.com/news-release/2025/01/02/3003622/0/en/Brandon-Hall-Group-Opens-2025-HCM-Excellence-Awards-Program.html> - Mentions the Brandon Hall Group Excellence Awards, which is relevant to the context of simpleshow receiving awards from this organization.
4. <https://brandonhall.com/brandon-hall-group-opens-2025-hcm-excellence-awards-program/> - Further details about the Brandon Hall Group Excellence Awards, including the categories and the rigorous evaluation process.
5. <https://simpleshow.com/press-releases/content-to-video-introducing-simplifier/> - Highlights simpleshow's mission to simplify complex information and its capability to produce videos in over 20 languages.
6. <https://simpleshow.com/blog/content-to-video-simplifier/> - Explains the benefits of the Simplifier, including saving time and effort, and improving communication effectiveness.
7. <https://simpleshow.com/press-releases/content-to-video-introducing-simplifier/> - Mentions simpleshow's global presence and its support for clients across various languages and locations.
8. <https://brandonhall.com/brandon-hall-group-opens-2025-hcm-excellence-awards-program/> - Details the categories of the Brandon Hall Group Excellence Awards, which include content authoring technology and education delivered through technology.
9. <https://simpleshow.com/blog/content-to-video-simplifier/> - Describes the process of creating videos using the Simplifier, including uploading content, generating scripts, and customizing the video.
10. <https://simpleshow.com/press-releases/content-to-video-introducing-simplifier/> - Quotes from Karsten Böhrs, CEO of simpleshow, emphasizing the importance of simplifying complex information for effective communication.
11. <https://brandonhall.com/brandon-hall-group-opens-2025-hcm-excellence-awards-program/> - Provides information about the annual Awards Gala and the recognition of past winners, which is relevant to simpleshow's recent accolades.
12. <https://elearningindustry.com/press-releases/simpleshow-wins-brandon-hall-gold-for-tech-and-elearning-innovation> - Please view link - unable to able to access data