



**EdTech Case Study — video2brain**  
Digital Product Design & Platform Development

# An Austrian EdTech company becomes an international player

With Parkside engineering and design, the Austrian video learning company video2brain became a pioneer in the learning management software market and became Europe's leading platform for educational video courses.

video2brain is Europe's market leader in video learning, offering over 70,000 training videos and more than 1,800 courses.

## Key features

Parkside was responsible for the entire platform, including frontend, backend, CMS, API, mobile apps and business intelligence setup.

For web: fully responsive platform / international content in four languages / multiple payment options / subscriptions and single item purchases / multiple license solutions for small and big companies as well as universities / registration via email / SSO (social login and Shibboleth) / recommendation engine / synced profile over all devices / desktop app integration for online viewing / report generation / marketing landing pages template system / analytics and reports

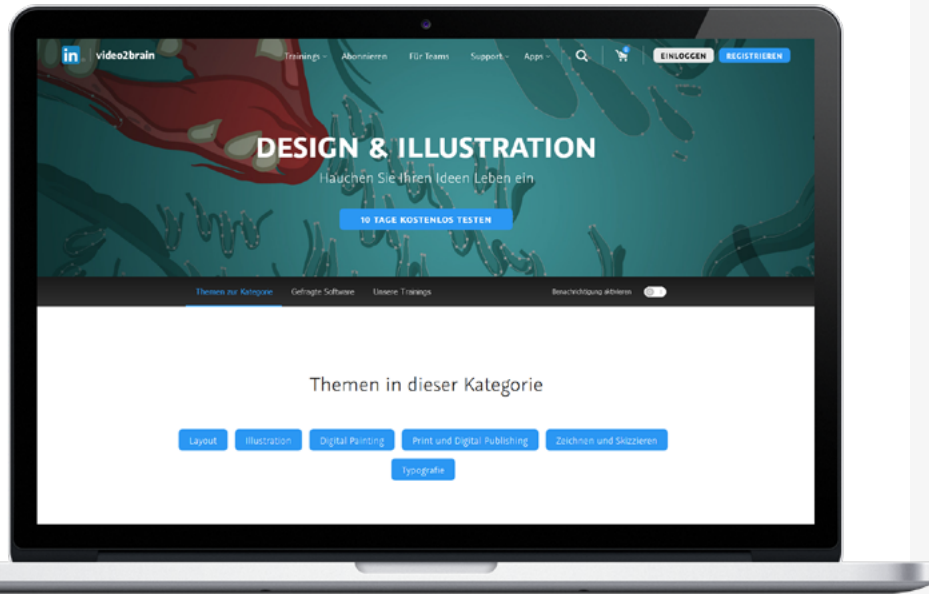
For mobile devices: online viewing / video playback / library browsing / multi-language / playlist management / audio only / progress synced to all devices / Chromecast integration / analytics and reports

## Technologies utilized

ColdFusion / Objective C / Swift / Java / C#

## Project runtime

15 years



Parkside was responsible for the entire video2brain platform and ecosystem, including the design and development of the frontend, backend, CMS, API and mobile apps (iOS, Android, Windows 8, Mac, Windows Desktop). While working on mission critical elements, Parkside helped video2brain to succeed in their aim to grow from being a local startup to becoming an international player.

## Project

Design, engineer and maintain the entire video2brain online video learning platform and ecosystem.

## Parkside approach

Parkside engaged a dedicated UX/UI and engineering team to develop, maintain and improve the whole video2brain ecosystem as well as to help video2brain to succeed in times of major technological leaps (e.g. from DVD sales to a subscription based business model).

## Outcome

Parkside's ongoing work for video2brain culminated in video2brain becoming Europe's leading video learning platform. video2brain was acquired by Lynda.com, which in turn was acquired by LinkedIn in 2015 for 1.5 billion US dollars.

## Want to learn more?

Great digital products and services require detailed research and development. Let's talk about your needs.

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