Learning structure
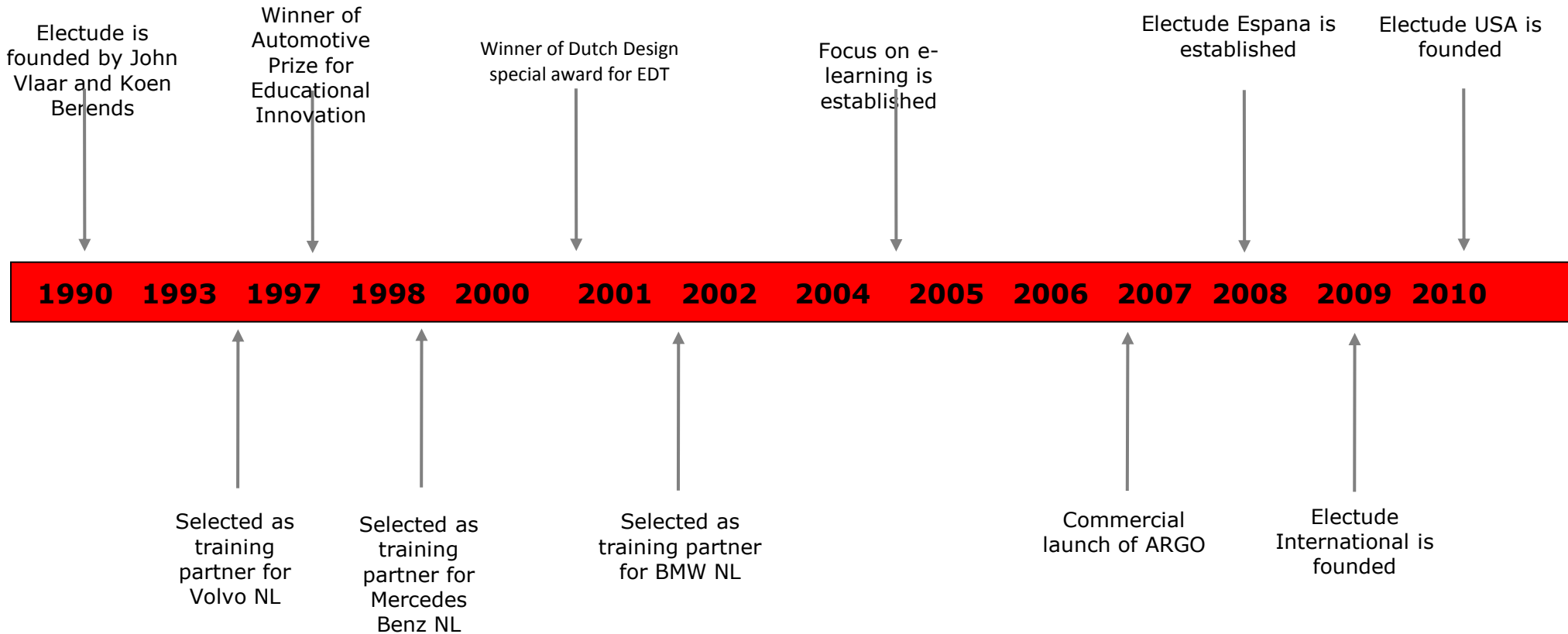# for skills and knowledge

ELECTUDE

ELECTUDE

History

- It began in a garage...by two students...

- Electude was founded by John Vlaar (L) and Koen Berends (R) in 1990, while studying at University.

- Electude was set up to apply a new approach to automotive training.

- The first e-learning development began in 1999.

- After almost 15 years of developing automotive training programmes and content, Electude shifted its focus to e-learning.

- In 2007, Argo te e-learning product was launched commercially.

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ELECTUDE

Company milestones

Electude is founded by John Vlaar and Koen Berends

Winner of Automotive Prize for Educational Innovation

Winner of Dutch Design special award for EDT

Focus on e-learning is established

Electude Espana is established

Electude USA is founded

| 1990 | 1993 | 1997 | 1998 | 2000 | 2001 | 2002 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |

Selected as training partner for Volvo NL

Selected as training partner for Mercedes Benz NL

Selected as training partner for BMW NL

Commercial launch of ARGO

Electude International is founded

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Facts & Figures

- Servicing hundreds customers in more than 30 countries

- Over 30,000 users world wide

- 5 sales offices and more than 10 resellers

- R&D based in Eindhoven, The Netherlands

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ELECTUDE

Some Key Corporate, Trade & Governmental Customers

People's Liberation Army of China	Mercedes	AES Training	Mantra Learning
DAF Trucks	Volvo	ANWB	Ikas Auto
Kwikfit	SVOB	SEAT	CarXpert
Mitsubishi	Prins	InstallersNed	Nissan

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Key resellers and distributors:

Edutech

iGroup

Wuerth

Meca

Innovam

Access Dunia

Lucas Nuelle

Training Systems Australia

Eins Verlag

Group Auto Nederland

Beijer Automotive

Daesung

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Management team

John Vlaar, Chief Vision Officer
John is one of the two founders of Electude. John studied both Electrical Engineering and Didactics. He founded Electude with his university friend, Koen Berends. An avid pilot, John was one of the first people to see the potential of automotive e-learning in a flight-simulator-like, gaming environment.   A frequent speaker at major industry events, John is widely seen as leading visionary in automotive education.

Hans van de Riet, Chief Technology Officer
Hans joined Electude in 1994 and developed the company's first simulation based e-learning platform. Later on he also became the software architect of Electude's automotive data products. He has been instrumental in transforming the e-learning technology to a fully web based SaaS model. Hans graduated with a MSc from the Delft University of Technology after studying Industrial Design Engineering and Applied Mathematics, specializing in user interface design and 3D graphics.

Koen Berends, Chief Development Officer
Koen is the other of the two founders of Electude. After graduating with an Electrical Engineering degree he specialized in automotive electronics and the impact of electronics on the automotive technician profession. He is currently one of the main Dutch thought leaders on the training and testing of automotive mechanics. Within Electude, Koen is responsible for the didactical method and content of Argo.

Thomas Snyder, Chief Commercial Officer
The former CCO of Royal Swets & Zeitlinger, Thomas joined Electude in 2009. His experience includes being Director of the Business Unit E-Media for European Directories and as European Vice President for Marketing and Sales at Priority Telecom. Earlier in his career, he worked for VNU where he founded Tutch, the mobile portal and content provider. Thomas earned his BA from the Claremont Colleges in California and his MBA from the Solvay Business School in Brussels.

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Vision & Mission

Our vision to create highly effective e-learning materials & tools for the automotive market which make full use of today's and tomorrow's technologies.

Our mission to make excellent automotive education accessible and affordable for all.

9-04-11

What was going on in 2003?

One year after launching the E-class (W211) in the Netherlands, many customer complaints were noticed.

The number of warranty claims was excessive.

The dealer organisation lost faith in the manufacturer and the product.

Is there anything wrong with one of us?

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The Mercedes mechanics
In the Netherlands

Maintenance technician (European level 1-2)

Repair technician (EU level 3)

Diagnostic specialist (EU level 4)

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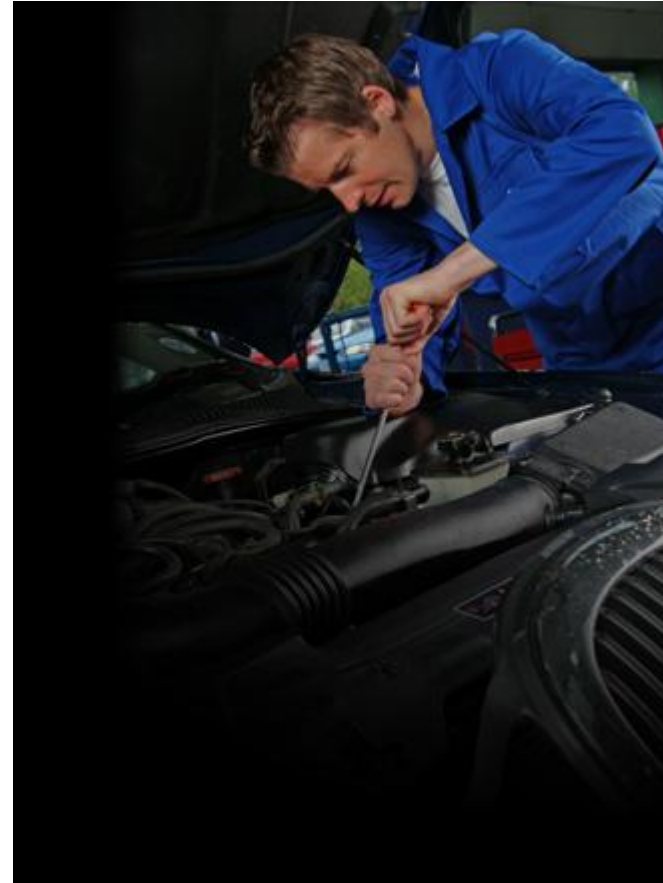
The Car W211

Gesamtvernetzung E-Klasse
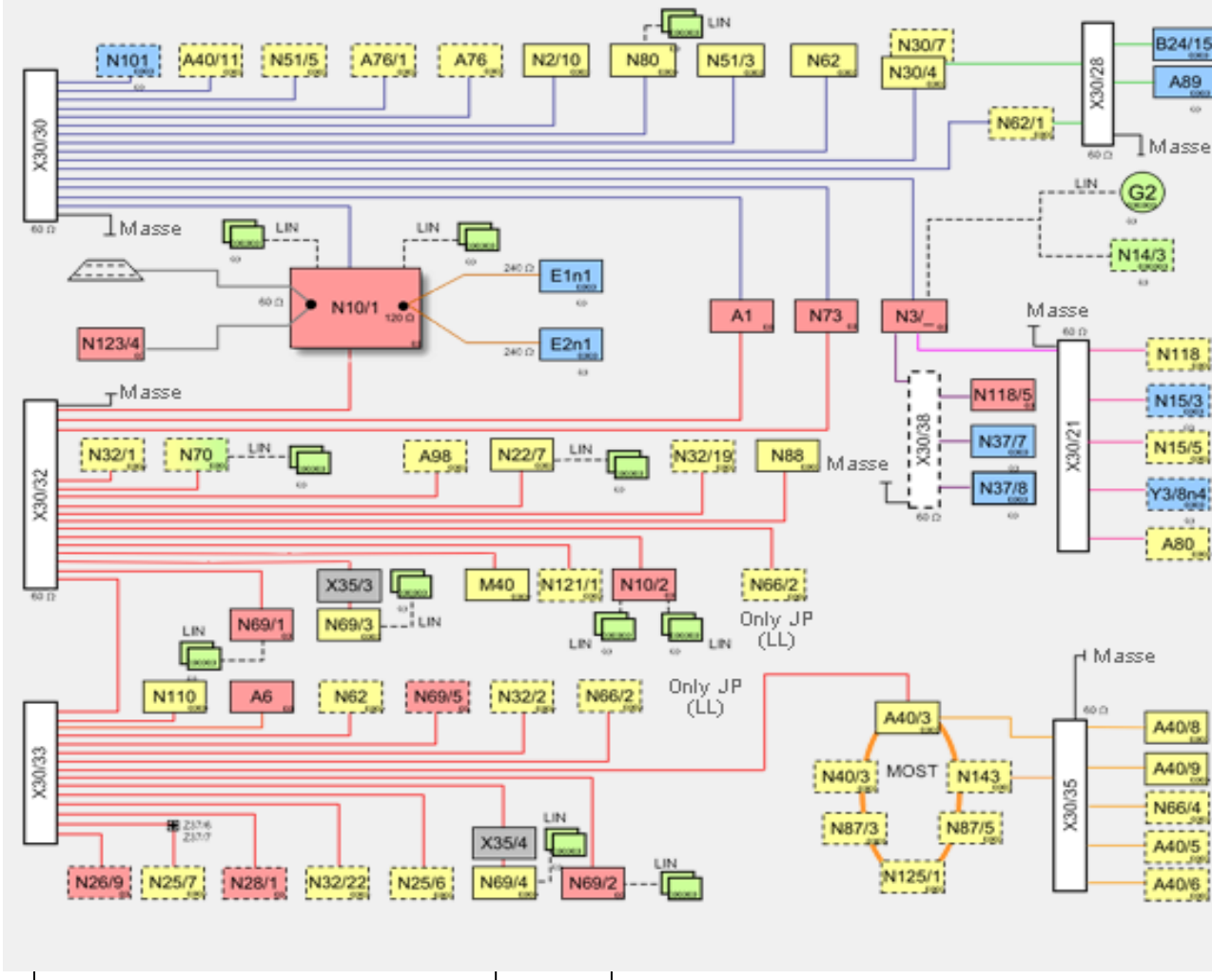
Telematik-CAN (CAN A)
Innenraum-CAN (CAN B)
Antriebs-CAN (CAN C)
Diagnose-CAN (CAN D)
Fahrwerk-CAN (CAN E)
Frontbereich-CAN (CAN G)
Fahrdynamik-CAN (CAN H)
Sensor-CAN (CAN I)

The tools, Star Diagnose & DAS
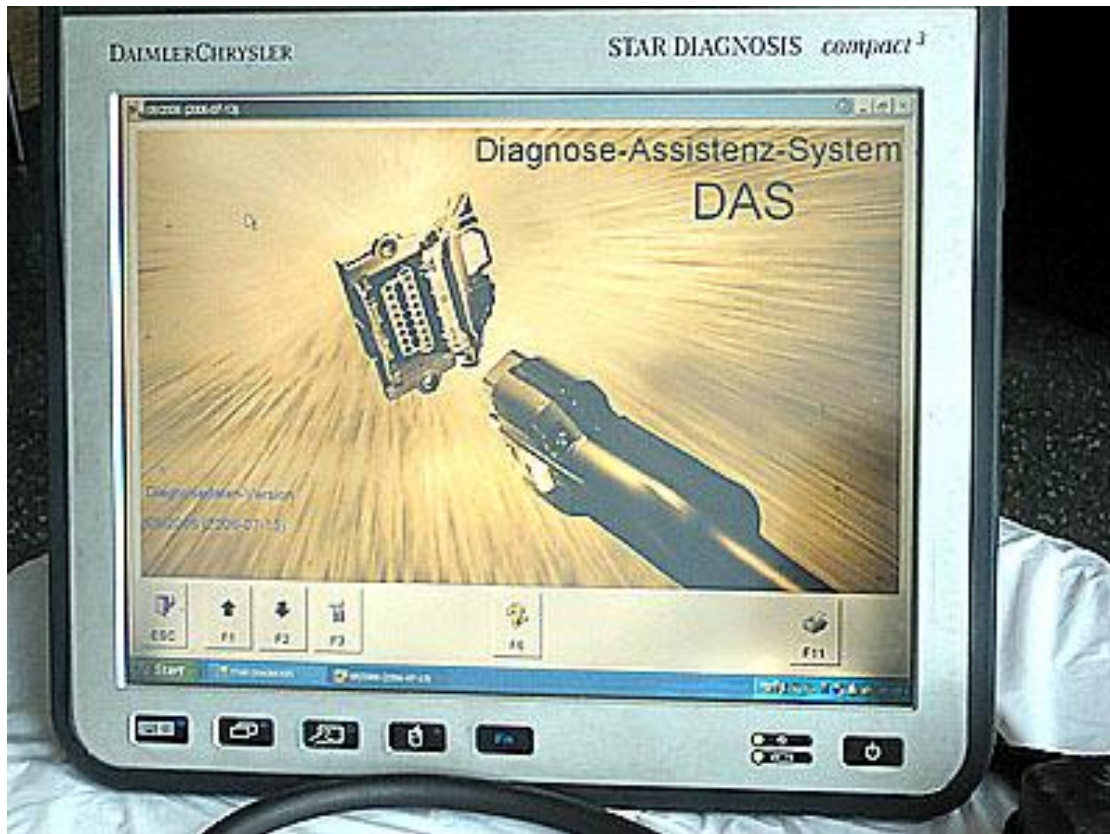
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Cases and their influence on the learning plan:

– Command
– Gateway-BSG
– Ground connectors
– Bus Overload
– Diesel Injector
–
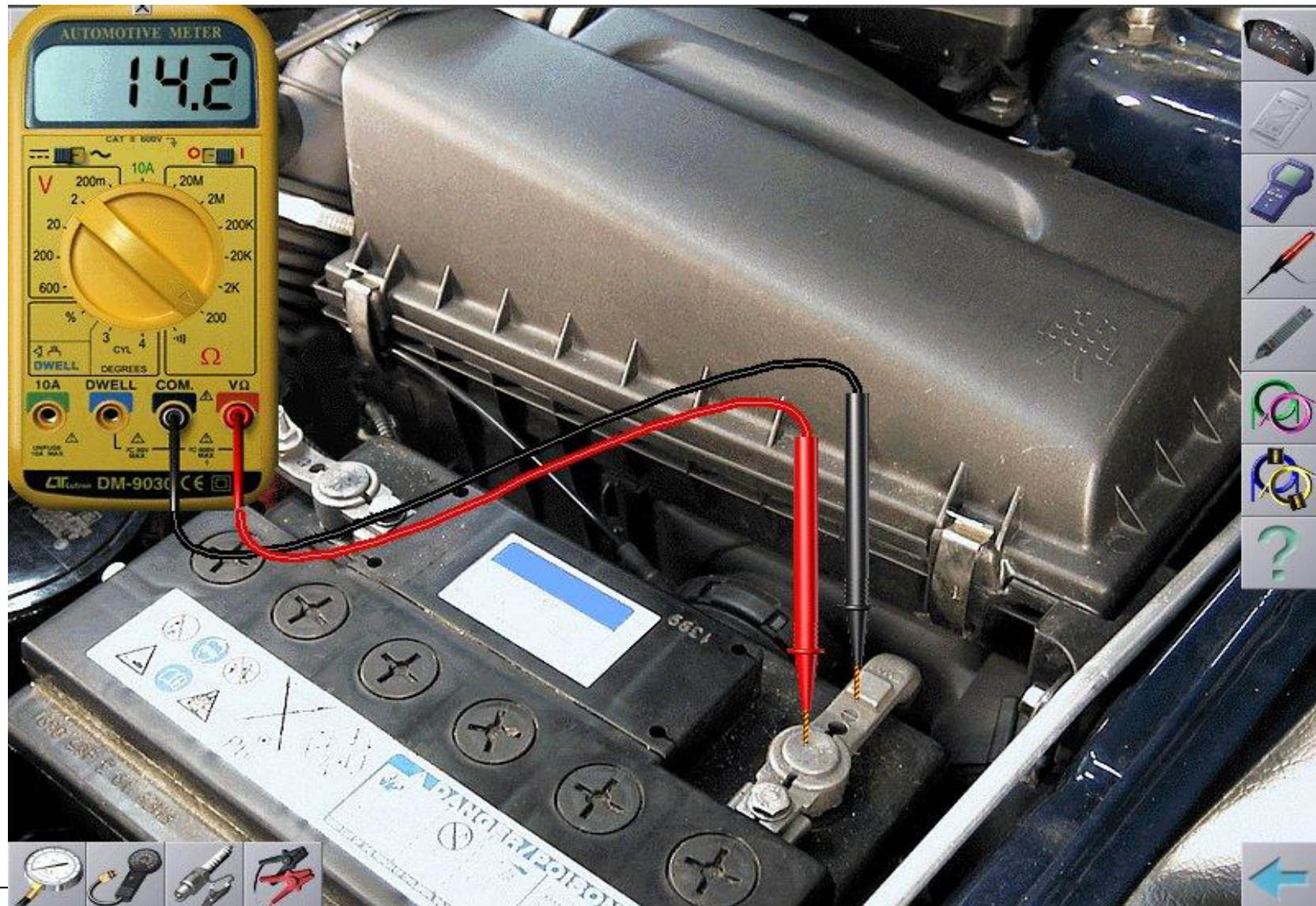
9-04-11

Canbus, how to deal with it.
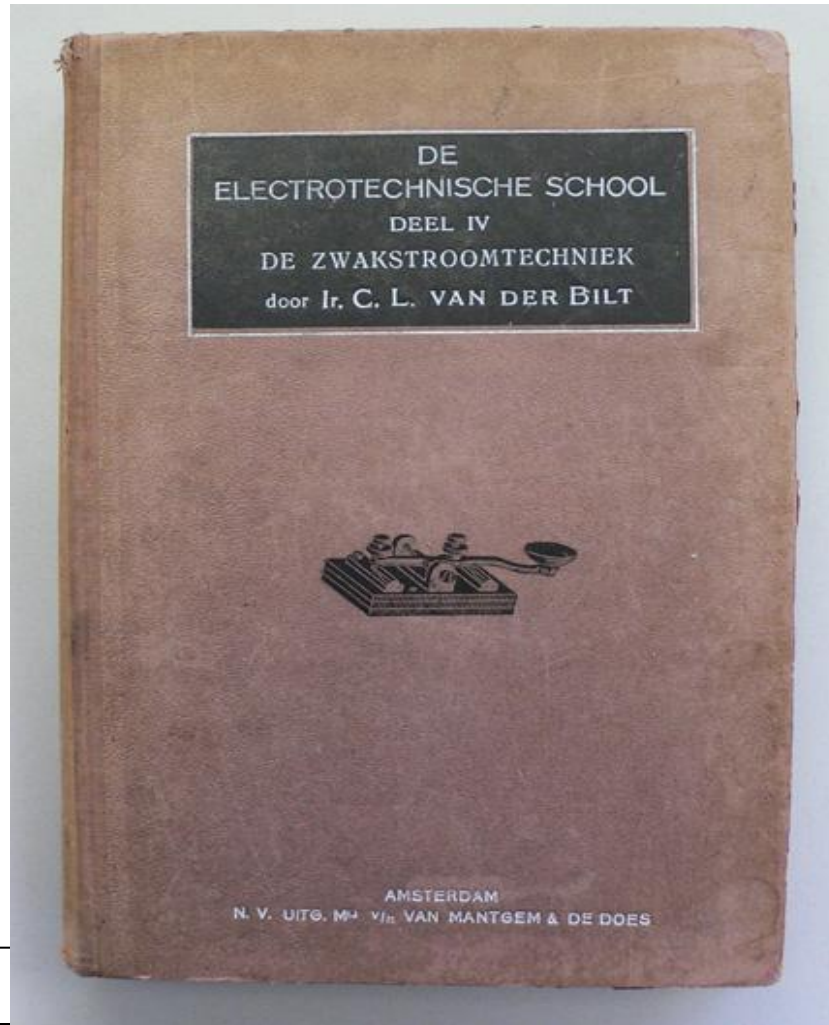
Canbus how to deal with it

§ 6. Eenvoudigste verbinding met Morse-toestellen.

Op de eenvoudigste wijze worden twee plaatsen *A* en *B* telegrafisch verbonden op de manier in fig. 10 aangegeven. Men spreekt dan van eindtoestellen in die plaatsen.
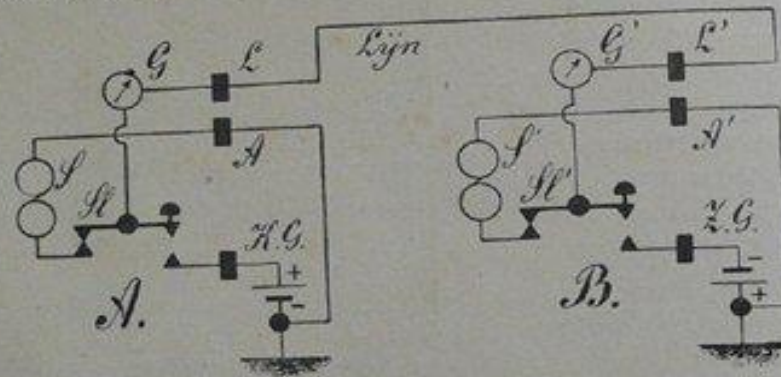
Fig. 10.

Als de sleutel wordt neergedrukt, wordt de daaronder aangebrachte batterijpool met de lijn verbonden, de andere aan aarde gelegd.

De aardverbinding wordt verkregen met eene z.g. aardplaat, eene koperen plaat, die onder het zomerpeil wordt ingegraven.
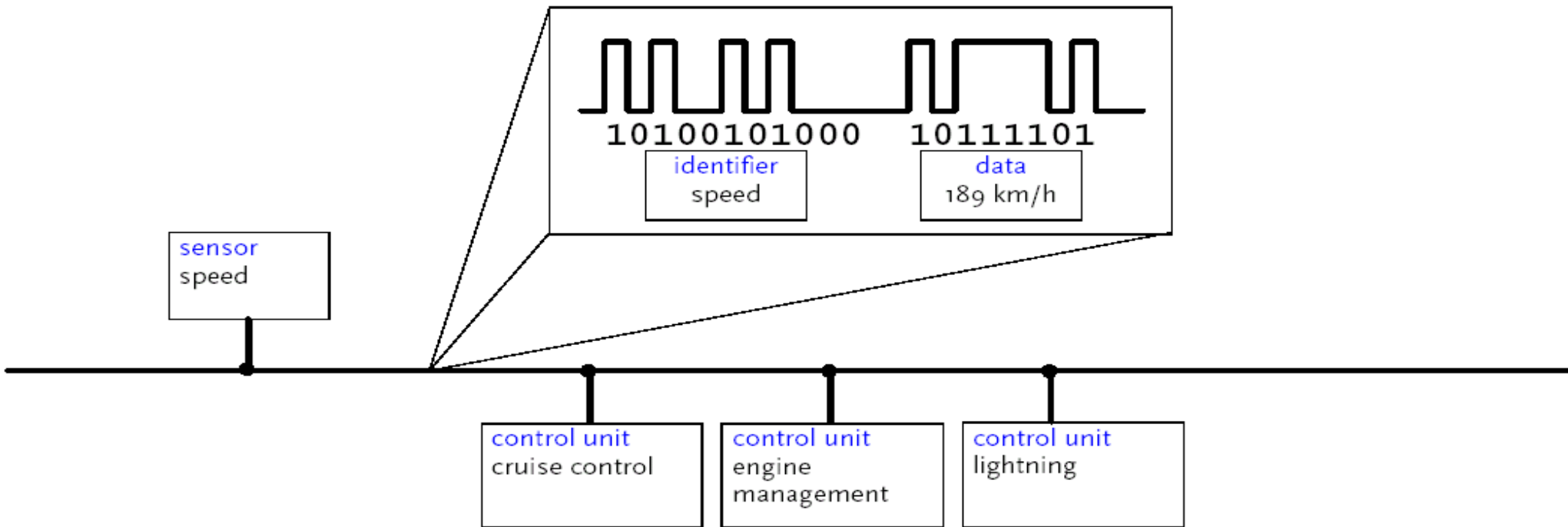
9-04-11

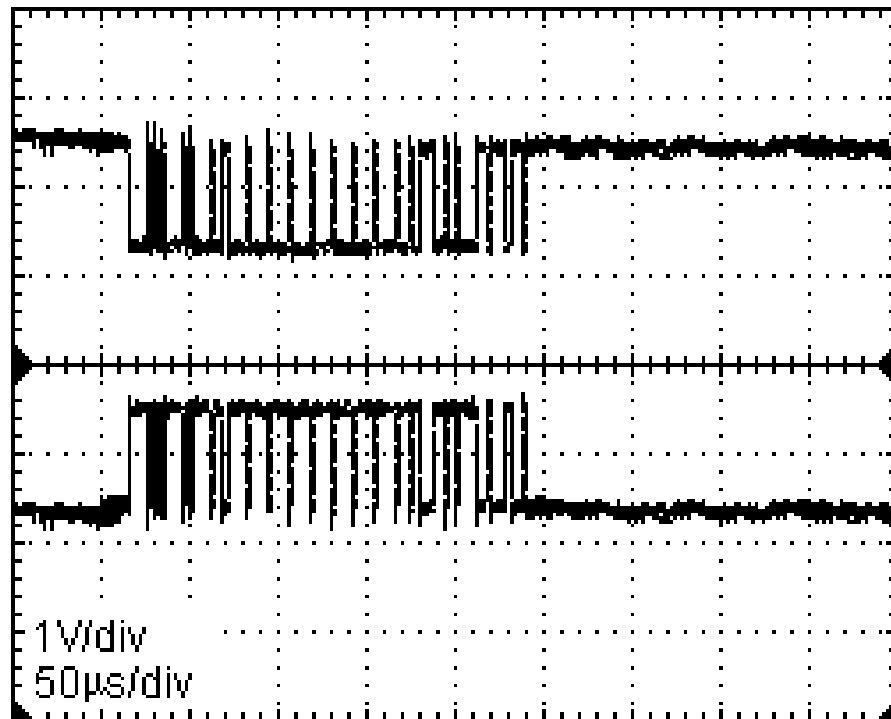# Canbus, the principle
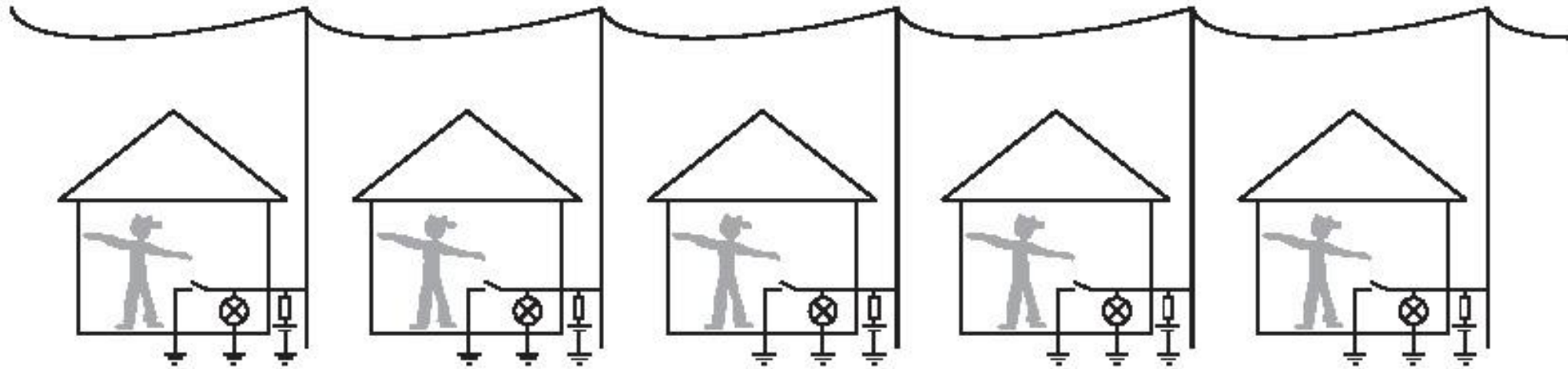
Telegraaflijn met postkantoortjes

9-04-11
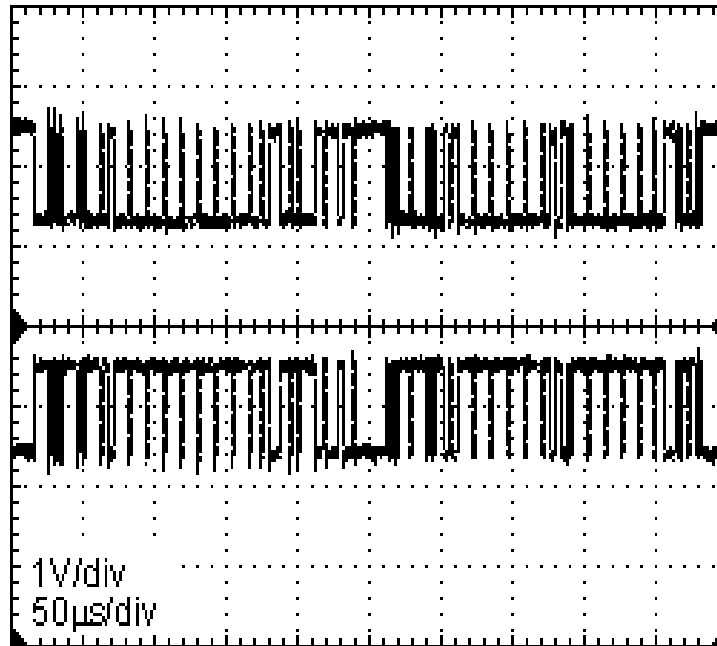
Canbus, the principle

telegraaflijn

1 seinsleutel
2 lamp
3 voedingsbron

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Canbus, the principle

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Canbus, the principle

9-04-11

Canbus, the principle

1V/div
50μs/div

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Canbus, the principle

9-04-11

Canbus, the principle

9-04-11

Conclusions

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