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## Study: 70 Percent of Major US Companies Use Interactive Software to Train Employees

by Nick Breckon Jun 23, 2008 6:01pm CST tags: [Study](#)



The Entertainment Software Association has released the results of a study that shows 70 percent of major US employers use interactive software to train their employees.

The study also notes that the usage of game-like training is set to increase rapidly in the coming years, with 78 percent of companies not utilizing software for training likely to do so in the next five years.

The national poll, conducted by KRC Research, surveyed the management of 150 large US companies and non-profits between March 17 and April 2 of this year.

Among the ESA's exciting examples of companies using game-based training is Canon USA, which uses a drag-and-drop game to train employees in the use of copy machines.

Virtual Heroes' title [Ultimate Team Play](#) was also noted for its use of the Unreal Engine 3 to instruct hospitality workers. The game will be released to Hilton Garden Inn

employees in January 2009. Virtual Heroes also develops training software for the U.S. Secret Service, U.S. Special Army Command, the U.S. Department of Homeland Security, and Discovery Channel Canada.

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