



SIIA Education Division News

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SIIA, JDL Horizons Launch the *Vision K-20 Video Portal*

Platform will share educator-generated success stories on technology use in the classroom

Washington, D.C. (Jan. 14, 2010) – The Education Division of the Software & Information Industry Association (SIIA) and JDL Horizons, LLC, have partnered to offer a comprehensive video platform for the organization's *Vision K-20* Web site (www.siiia.net/visionk20/), providing K-20 educators a portal for sharing best practices with peers worldwide.

"As the voice of the educational technology industry, we have developed a vision for K-20 education," said Karen Billings, vice president of SIIA's Education Division. "With JDL Horizon's EduVision streaming video solution, our member organizations and their customers are able to share video content that demonstrates productive use of technology in learning, while helping other educators accelerate their own learning curves in bringing effective technology to the classroom."

EduVision is a Flash-based streaming video solution and content portal available to schools, districts, and educational agencies and associations. It allows educators to have complete control over video content uploaded to their Web sites, and supports all common Internet browsers, including Windows Internet Explorer, Mozilla Firefox and Safari.

"With EduVision, educators and their students have a new outlet for their creativity – a high-quality media environment where their work can be showcased to their peers, families and communities," said Thomas Lapping, founder and president of JDL Horizons. "It is a perfect complement to SIIA's vision to ensure that all students have access to a teaching and learning environment capable of preparing them to compete globally and lead the world in innovation."

To access the new *Vision K-20 Video Portal*, visit <https://siiia162.eduvision.tv/default.aspx>. Educators and administrators are encouraged to view and upload videos showcasing best practices of technology use in the classroom.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit www.siiia.net.

About SIIA's Education Division

SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market

trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members.

About JDL Horizons

JDL Horizons, LLC, is a Minneapolis-based company specializing in video streaming solutions and project-based learning curricula for K-12 educational institutions, as well as customized Internet broadcasting partnerships with a growing number of public and private organizations. The company was founded in 2007 by Thomas Lapping as a spinoff of JDL Technologies, the K-12 education networking company he launched in 1989 and sold to Communications Systems, Inc. (AMEX: JCS) in 1998. Under his guidance, the previous company delivered more than 5,000 IP networks in K-20 institutions. For more information on JDL Horizons, visit www.JDLHorizons.com.

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