

Media Release

For Immediate Release:

SIIA Communications Contact: John Crosby, 202.789.4469, jcrosby@siiia.net

PR Contact: Sandy Fash, C. Blohm & Associates, 608.839.9800, sandy@cblohm.com

SIIA Announces Finalists in the 2010 Ed Tech Industry Summit Innovation Incubator Program

Ten finalists and three alternates were selected from 28 applicants

Washington, D.C. (April 29, 2010) – Celebrating innovation and growth in the education market, the Software & Information Industry Association (SIIA) announces the finalists for the Innovation Incubator Program. Participating organizations will be highlighted at the annual Ed Tech Industry Summit, sponsored by SIIA, May 23-25, 2010, at the Palace Hotel in San Francisco, Calif.

The Innovation Incubator Program connects the developers of promising, new technologies with industry leaders, potential investors and established organizations seeking partnerships or prospects for acquisition. The program is open to applicants from academic and non-profit institutions, pre-revenue and early-stage companies, and long-standing companies with newly developed technologies. The 28 applicants were assessed based on key selection criteria, including alignment to the conference's theme, "Going Mobile and Global," and SIIA's Vision K-20 Benchmarks: 21st century tools; anytime/anywhere access; differentiated learning; assessment tools; and enterprise support.

The finalists will begin their participation in the Business Profiles presentations on May 23, followed by the Innovation Showcase & Networking Reception for the Ed Tech Industry Summit. During the event, they will receive industry-wide recognition, peer-to-peer mentorship and access to hand-selected prospects for partnership, acquisition, financing, and veteran advice. Finalists are:

edtech systems for *buildmytest* – Buildmytest delivers rich interactive assessments, online learning, and formal pencil and paper benchmark assessments.

<http://www.edtechsystems.com/>

ConnectYard, Inc. for *ConnectYard* – ConnectYard allows faculty, staff and administrators to easily communicate with students across a variety of popular social and mobile media, including Facebook, Twitter and text messaging.

<http://www.connectyard.com/>

DynamicBooks for *DynamicBooks* – Using the DynamicBooks online platform, instructors can customize the content of the most respected textbooks available with audio/video or new content with easy-to-use editing tools.

<http://dynamicbooks.com/>

Critical Links for *education appliance* – Education appliance is designed to support IT intensive one-to-one eLearning environments, while dramatically

simplifying and streamlining student, teacher and administrative activities.

<http://education.critical-links.com/>

Livemocha for *Livemocha Active English* – Livemocha Active English, powered by Pearson, is a premium online course that combines video, grammar and vocabulary content with speaking and writing submissions reviewed by experts for instructive grading and feedback. <http://www.livemocha.com/>

Whizz Education, Inc. for *Math-Whizz Tutoring Plus* – Math-Whizz Tutoring Plus is an online virtual math tutor, used by thousands of schools and homes in the United Kingdom. <http://www.whizz.com/>

Emantras, Inc. for *Mobi21* – Mobi21 offers a unique mobile pedagogy, helping to create learning assets that complement formal learning and extend learning opportunities beyond traditional barriers. <http://www.emantras.com/>

Lightspeed Systems for *My Big Campus* – Offering a filter-integrated and monitored Resource Library along with collaboration tools, My Big Campus balances educational Web 2.0 use with network security and student safety. <http://www.lightspeedsystems.com/>

Turning Technologies LLC for *Progress Monitoring Bundle* – Turning Technologies LLC and Performance Matters have formed an innovative partnership focused on impacting data gathering and management in the education market. <http://www.turningtechnologies.com/>

Impact Education for *SkillsTutor Mobile* – Both diagnostic and prescriptive, SkillsTutor Mobile focuses on K-12 content in reading, math, language arts, and science, while delivering formative assessments and individualized lesson plans. <http://impactoneducation.org/>

Three alternates also were named for the 2010 Ed Tech Industry Summit Innovation Incubator Program:

Follett Software Company for *Cognite* – Cognite is a comprehensive discovery and collaboration technology that empowers teachers and students to more effectively find, access and share resources. <http://www.follettsoftware.com/index.cfm>

Monarch Teaching Technologies for *VizZle* – VizZle is a Web-based SaaS for customized interactive visual curriculum. It is an easy-to-use and cost-effective way to create and share multimedia-rich educational materials for students with autism or other visual learners. <http://www.monarchtt.com/>

XLPrep.com for *XLPrep.com Web-Based Learning* – XLPrep.com provides Web-based learning tools that cover the SAT, GMAT, Math, and the California High School Exit Exam (CAHSEE). <http://www.xlprep.com/>

SIIA extended the visibility of all applicants by hosting the Virtual Innovation Showcase. Built with the support of a member company, LearningTimes, it provided a venue for voters to review each innovation. To provide visibility for all applicants during and after the Ed Tech Industry Summit, the public is invited to view their innovations by visiting <http://home.learningtimes.net/siia>.

According to Karen Billings, Vice President for SIIA's Education Division, "The finalists for the 2010 Ed Tech Industry Summit Innovation Incubator Program showcase how passionate individuals can create original and market-changing technologies. These innovations will help educators and administrators offer students the technology-rich learning environment they need to be successful in the 21st century. We are excited to highlight these new products and services during the Summit this May."

The Ed Tech Industry Summit is the industry conference for the K-12 and postsecondary education technology marketplace. For more information regarding the event, or to register to attend, visit www.siaa.net/etis/2010. Media and bloggers interested in attending the conference should [complete the online press registration form](#) or contact John Crosby at jcrosby@siaa.net to apply for press credentials.

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 500 leading software and information companies. For further information, visit www.siaa.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.

###