

For Immediate Release:

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**Education Technology Innovators Sought for Incubation Program
at the 2012 SIIA Ed Tech Business Forum**

*Finalists Will Receive One-on-One Access to Industry Leaders for Expert Advice,
Mentorship, and Growth*

Washington D.C. (Aug. 9, 2012) – The Education Division of the Software & Information Industry Association (SIIA) is accepting applicants for its Innovation Incubator Program. Selected developers of promising new technologies in the K-12 and postsecondary space will be invited to participate in SIIA's Innovation Incubator program at the 11th annual SIIA Ed Tech Business Forum in New York, Nov. 26-27, 2012. **The deadline to apply for the Innovation Incubator program is Sept. 26, 2012.**

SIIA's Innovation Incubator program identifies and supports entrepreneurs in their development and launch of innovative learning technologies. The program began in 2006 and has helped dozens of companies enrich their efforts to improve education through the use of software, digital content and related technologies. The Innovation Incubator program uniquely employs a peer-review process to identify the most innovative and most likely to succeed products. Successful industry leaders and peers also provide one-on-one mentorship to support the growth and success of identified innovators.

"SIIA has showcased over 100 innovative new technologies in 10 full Innovation Incubator cycles," said Karen Billings, vice president of the Education Division at SIIA. "Our SIIA members are among the first in the industry to witness these innovations; each cycle brings a new group of exciting companies and products that each have the potential to shape the future of K-12 and postsecondary education."

All education technology companies are encouraged to apply - from start-ups to established innovators. A panel of industry professional judges will then select finalists and alternates to present their products during the Ed Tech Business Forum. One winner and one runner-up will be for the "Most Innovative" and "Most Likely to Succeed" categories.

Past Innovation Incubator winners include:

- Filament Games, developer of education games designed to increase students' interest in science
- The Language Express, creator of interactive multimedia products that teach social and life skills

For more information about the Innovation Incubator Program or to apply, go to <http://siaa.net/etbf/2012/incubator.asp>.

About SIIA's Education Division

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 to more than 500 leading software and information companies. The **SIIA Education Division** serves and represents more than 200 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. For more information, visit www.siaa.net/education. To learn more about the Innovation Incubator Program and the Ed Tech Business Forum, visit <http://www.siaa.net/etbf>.

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