

For Immediate Release:

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SIIA Announces Top Innovators in Education Technology

Three technology solutions receive honors in SIIA's Innovation Incubator Program

WASHINGTON, D.C. (May 9, 2012) The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, this week recognized three ed tech solutions with five awards for their originality, innovation, and industry promise.

During SIIA's bi-annual Innovation Incubator program held in connection with this week's SIIA Ed Tech Industry Summit, Language Express and Filament Games were voted by 350 conference attendees as being the *Most Likely to Succeed* (first place and runner-up, respectively). Filament Games and Language Express were also voted as the *Most Innovative* (first place and runner-up, respectively.)

The Innovation Incubator Program supports innovation in the education technology industry by raising the profile of promising new technologies while connecting these innovators with captains of industry for mentorship, expert advice, investment opportunities, and partnerships to support growth.

Overall, 73 applicants were assessed for the Innovation Incubator program on a broad range of criteria, including the education focus, end-user impact, market need for the innovation, representation of K-12/postsecondary market levels, and the level of originality and innovation. Ten finalists and two alternates were selected for the program and their participation was subsidized by program lead and co-sponsors Blackboard Partnerships and Texthelp Systems.

"It has been an incredible experience to see more than 100 presentations from the ten innovation incubator program cycles we have now hosted," said Karen Billings, Vice President for the Education Division at SIIA. "The number of applicants increases every cycle. We are thrilled to support so many original and exciting products and, just as importantly, to provide SIIA members with early access to these technologies."

In addition to the recognitions announced above, Blackboard Partnerships™ continued its tradition of identifying the Innovation Incubator most aligned with their own initiatives, providing Smart Science Education Inc. with a complimentary year-long membership as a Blackboard Building Blocks™ partner in the Blackboard Partnerships program. Among the many benefits, partners have access to the thousands of clients using the Blackboard Learn™ platform. Program membership also includes a developer copy of the Blackboard Learn software, a product listing on the [Blackboard Extensions](#) online directory, personalized guidance and mentorship on the partnership, and participation at members-only events.

“We’re honored to have teamed up with SIIA for the sixth consecutive year to sponsor the Innovation Incubator Program at the Ed Tech Industry Summit,” said Ted Hopper, Vice President, Business Development at Blackboard. “Each participant showcased original developments aimed to enhance personalized learning, but we think the online labs developed by Smart Science Education Inc. best align with our continued efforts to enrich our content repository for K-12 and Higher Education. We’re excited to welcome Smart Science Education Inc. into the Blackboard Partnerships program.”

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 to more than 500 leading software and information companies. The **SIIA Education Division** serves and represents more than 180 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.siia.net/education. To learn more about the Innovation Incubator Program and the Ed Tech Industry Summit, visit <http://www.siia.net/etis>.