

For Immediate Release:

SIIA Communications Contact: Laura Greenback, 410.533.1943, lgreenback@siia.net
PR Contact: PR Contact: Charlene Blohm, C. Blohm & Associates, 608.216.7300,
charlene@cblohm.com

SIIA Issues Call for Innovators in Education Technology

Selected applicants will be invited to participate in annual Ed Tech Industry Summit, May 6-8

Washington, D.C. (February 14, 2012) - The Education Division of the Software & Information Industry Association (SIIA) is now seeking applications for its Innovation Incubator Program. Developers of innovative K-12 and postsecondary, technology-based educational products or services will be reviewed, and ten participants (along with one alternate) will be selected to participate in the annual SIIA Ed Tech Industry Summit this spring. **The deadline for applications is March 9, 2012.**

The Innovation Incubator Program connects developers of promising new technologies with industry leaders, potential investors, and established companies seeking partnerships or acquisition candidates. 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 educational technologies.

While prototypes and very early-stage innovations will be considered, products or services submitted must be past the conceptual phase. Applicants will be assessed on a broad range of selection criteria.

"Since our first program was launched in November of 2007, we have increased the number of applicants, creating more competition for participating in the conference itself," said Karen Billings, Vice President for the Education Division of SIIA. "We're pleased to see the increased focus on innovation within the ed tech community and proud to have supported that growth over the past four and a half years."

Participants selected for the program will present their innovations during the Business Profiles

Presentations that open the Ed Tech Industry Summit in San Francisco on May 6. Immediately following these presentations, they will be on hand to provide product demonstrations during the Innovation Showcase & Welcome Reception. Throughout the Summit, Innovation Incubator participants will receive recognition, peer-to-peer mentorship, and access to hand-selected prospects for partnership, acquisition, financing, and veteran advice.

SIIA is again partnering with **Blackboard Inc.**, lead Innovation Incubator sponsor, to give elevated visibility and support to the finalist that best exemplifies technology innovation in service to education. "These are challenging and exciting times for education. Institutions are facing more demands than ever before, and user expectations for learning technology are at an all-time high," said Ted Hopper, VP, Business Development. "At Blackboard we're proud to be driving innovative technologies that enhance and enrich the education experience. The SIIA Innovation Incubator Program is a great way for talented developers of new technology to get exposure and visibility. We look forward to working with these companies to further improve the education technology industry."

One Innovation Incubator participant will be selected by Blackboard to receive a 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 on the partnership, and participation at members-only events. Learn more about Blackboard Partnerships at www.blackboard.com/Partnerships

For more information about the Innovation Incubator Program, which is also sponsored by Texthelp Systems, visit siia.net/etis/2012/incubator.asp.

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.siaa.net/education .

*Subject to additional terms and conditions.