

SIIA Education Division News

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SIIA Announces Top Innovators in Education Technology

Qualifiers invited to present at 2012 Ed Tech Industry Summit in San Francisco

Washington, D.C. (April 18, 2012) – The Software & Information Industry Association (SIIA) announces 10 qualifiers and two alternates for its [Innovation Incubator](#) Program, which connects developers of promising new technologies with industry leaders, potential investors, and established companies seeking partnerships or acquisition candidates. The qualifiers will provide brief presentations of their innovative products during the Ed Tech Industry Summit (ETIS) Innovation Incubator Business Profiles Presentations, and participate in the ETIS Innovation Showcase and Opening Reception on Sunday, May 6.

After the initial presentations, Summit attendees will select six finalists to present again at a lunch session on Monday, May 7. Following this second round of presentations, attendees will choose the Innovation Incubator "Most Innovative" and "Most Likely to Succeed" award winners and first runners-up. Winners will be announced during the Education Technology Awards Luncheon on Tuesday, May 8, where the Blackboard Partnership award will also be announced.

Seventy-three applicants were assessed for the program on a broad range of criteria, including the education focus, end user impact and market need for the innovation, representation of K-12/postsecondary market levels, and the level of originality and innovation.

"Our finalists have developed innovative solutions that truly address the changing needs of K-20 students, educators, and administrators," said Karen Billings, vice president of SIIA's Education Division. "I'm eager to see how these organizations leverage their participation in the Innovation Incubator Program to further enhance their products and services for the education technology market."

The SIIA Innovation Incubator program is made possible through support from its lead sponsor, Blackboard Partnerships, and co-sponsor, Texthelp Systems.

Finalists:

3D GameLab

3D GameLab is a Software as a Service (SaaS) based personal learning platform. 3D GameLab uses game mechanics (such as experience points, badges, awards, and rankings) and a quest-based learning approach involving user choice to promote ongoing engagement and improved learning outcomes.

Game-enhanced Interactive Science

Filament Games has developed a suite of digital games (Crazy Plant Shop, You Make Me Sick,

and Cell Command) designed to promote scientific literacy and increase students' interest in pursuing careers in the sciences. They are created to be used in inclusive science classrooms with a diverse range of students using the Universal Design for Learning framework, which is strategically aligned to key state standards and formulated to integrate seamlessly with existing curricula.

GuideK12 - Geovisual Analytics for Education

GuideK12 is a powerful web-based Geovisual Analytic tool that helps school districts solve critical educational challenges. As a disruptive technology, GuideK12 links student data to household information for the purpose of improving learning, forecasting, capacity planning, and optimizing district resources. Providing insight traditionally reserved for demographers, GuideK12 excels at simplifying complex three-dimensional information and visually displaying the results with a few clicks.

Prelude To Learning

Prelude is a group learning game for young and old alike. It fosters 21st century skills like empathy, creativity, collaboration, and diversity appreciation, and reduces conditions for bullying and disengagement. Its current version is a blended learning model, and an all-digital version is planned for virtual teams, distance education, and home schooling. Prelude uniquely integrates several tools: character assessment, EQ training, team building, and diversity training.

Pocket Literacy Coach

Pocket Literacy Coach helps parents be more involved in their childrens' learning by delivering mobile content to parents' cell phones. It provides a SMS-based parent curriculum for parents to build developmentally appropriate skills with their children at home. Its mobile video platform allows teachers to send secure, private mobile video memos to parents, and allows parents to be peer mentors by demonstrating positive parenting to help child development.

PossibilityU

PossibilityU is a platform solution for democratizing college admissions using 21st century technology. It helps students get into the right college using unique and innovative technology, big data, personalized curriculum, and one-to-one coaching. Its primarily goals are to improve admission outcomes for individuals, families and schools to increase the amount of college admission and financial aid support for students in under-resourced schools.

Smart Science Education

Smart Science® Education provides the only real online science labs with interactive data collection anywhere. With almost 4 million labs delivered, the patented technology delivers a superior science lab experience, as proven in many schools. It's embedded in a full learning scaffold with online lab reports, assessments, and supporting materials.

TeachMe

TeachMe allows special education teachers and clinical professionals to record skills acquisition and behavior management student data during or after a session using any Smartphone or Wi-Fi enabled device. TeachMe contains a class of Common Core State Standard curriculum templates and provides a behavior tracking program that meets a States QA requirements. It

records data both in a one-on-one and group setting for multiple programs for each student, enabling administrators to receive timely, reliable data and avoid audit risks.

The Language Express

The Language Express plans to build interactive multimedia products to teach social and life skills to 3- to 21-year-olds. Its first product, The Social Express, is a high-quality animated interactive program featuring original characters. It uses a unique video modeling concept to help students learn the basic first steps to social interaction.

Twisted Physics

Twisted Physics (TP) is an adventure game that teaches physics. Using a principal based approach to learning within a game, TP engages the student in an adventure through Physics that is comprehensive in its treatment of the subject matter, engaging for the student learner, and robust for the teacher. Suitable for any student who knows Algebra 1, TP brings students to the AP Physics B level by seamlessly integrating learning into the game.

Alternates:

Educurious

Educurious develops high school blended learning and project-based core curriculum that connects students to real issues they care about, equipping them with lifelong learning skills for success. Its social media web platform fosters collaboration among students, teachers and a global network of real-world experts through standards-aligned lessons, multimedia elements, gaming, badges, and technology-rich assessments to support trajectories toward mastery and personalized learning pathways.

KEEN 5X

In their efforts to teach curriculum and achieve measurable results, teachers face student disengagement and disruptive behavior daily. Keen 5x turns this negative classroom energy into positive productivity. Rooted in neuroscience, Keen5x is a series five of cognitive-kinesthetic teaching strategies that are easy to learn, effective immediately, and require no other materials or planning. They create full and positive student participation in any subject and in any grade.

For more information regarding the Ed Tech Industry Summit or to register to attend, please visit <http://www.siia.net/etis/2012/>

To apply for free press credentials, please visit <http://siia.net/etis/2012/press.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.siia.net/education .

