Software & Information Industry Association
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SIIA Education Division News

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SIIA Announces Innovation Incubator Participants

Finalists invited to present at 2009 Ed Tech Business Forum in New York

Washington, D.C. (Nov. 10, 2009) – The Software & Information Industry Association (SIIA) announces the selection of ten finalist organizations that will participate in its Innovation Incubator Program at the 2009 Ed Tech Business Forum, Nov. 30 – Dec. 1 in New York City.

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 29 applicants were assessed based on key selection criteria, including alignment to 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 Nov. 30, followed by the Innovation Showcase & Welcome Reception for the Ed Tech Business Forum. 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:

- **Big Universe, Inc., for *BigUniverse.com*** – a literacy Web site for grades K-8 using picture books to deliver leveled reading, assessments and writing development, while providing an anywhere-anytime, standards-based, education resource connecting teachers, students and parents.
- **Skill-Life, Inc., for *Cents City*** – a dynamic platform that uses online games, easy-to-use administrative features and real-world rewards to build tweens' (ages 8-14) financial literacy.
- **Engaged Minds, Inc., for *Engaged Minds*** – a collaboration platform, analytical tools and dashboards to help higher education and K-12 institutions identify at-risk students, support interventions and retain students and associated revenues.
- **Flat World Knowledge for *Flat World Knowledge*** – an online offering for open and free college level textbooks and ancillaries, transferring 100 percent control of content to the faculty member and 100 percent control of consumption to the student.
- **National Geographic Society for *The JASON Project*** – project uses rich technologies, including computer games, videos, live interactivity and social networking, to embed its partners' cutting-edge research in rigorous curricula available in print and online.
- **KidsWrite for *KidsWrite*** – a community for kids, with classroom-based book authoring programs that help students learn and improve their ELA and technology skills, and project management proficiencies.

- **Livescribe, Inc., for *Livescribe Pulse Smartpen*** – a computer in a pen that captures handwritten notes, and simultaneously records and links the audio it "hears" to the notes.
- **Coaxis Services, Inc., for *PrazAs Live*** – a touch-based e-learning platform that integrates with existing e-learning technologies, and provides resources for real time and context based learning, publishing and collaboration.
- **Arizona State University for *SMALLLAB (Situated Multimedia Arts Learning Lab)*** – a virtual learning environment where K-12 students interact kinesthetically with visual and sonic media.
- **Waterford Institute for *Waterford Assessment of Core Skills™ (WACS)*** – a solution for testing young learners with an approach tailored to their unique needs, while ensuring in-depth, accurate and real-time results.

Alternates are:

- **KnowledgeBears.com, Inc., for *KBTeachers.com*** – a Web site that offers teaching tools and resources, including printable pages, worksheets and lesson plans, in addition to providing educators and parents with customizable alphabet pages, dynamic math generators and other materials.
- **Inigral for *Schools on Facebook*** – a Lifecycle Engagement Platform that provides a white-label social network to support the entire student lifecycle from first recruitment touch through to alumni involvement and giving.

According to Karen Billings, Vice President for SIIA's Education Division, "As we begin to grow out of the global recession, investment in new ideas and forward-thinking technologies is crucial to the education community. The Innovation Incubator Program is more important than ever to this process, and we are thrilled with the selection of finalists and the spark of imagination they bring to our industry."

The Ed Tech Business Forum is the leading business and finance conference for the K-12 and postsecondary education market. For more information regarding the event or to register to attend, please visit www.edtechbusinessforum.net. Media and bloggers interested in attending the conference should complete the online press registration form or contact John Crosby at jcrosby@siia.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 more than 500 leading software and information companies. For further information, visit www.siia.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.

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