Software & Information Industry Association
www.siia.net

SIIA Education Division News

SIIA Communications Contact: John Crosby, 202.789.4469, *jcrosby@siia.net*
PR Contact: Brittany Dorfner, C. Blohm & Associates, 608.839.9800, *brittany@cblohm.com*

SIIA Honors Promising New Education Technologies

Two products recognized through Innovation Incubator program

Washington, DC (Dec. 1, 2010) – The Education Division of the Software & Information Industry Association (SIIA) has announced the results of its Innovation Incubator program, held in conjunction with the 10th annual Ed Tech Business Forum in New York City. For the first time, one product swept the honors as "Most Innovative Product/Service" and "Most Likely to Succeed in the Education Market."

Participants in the event selected **Panopto Focus** as the top choice in both categories among eight finalists. Panopto serves the corporate, government, healthcare, and education markets with innovative knowledge capture software. The product empowers instructors, corporate trainers and students to capture and broadcast lectures, mini-lessons, training sessions and presentations with slides, audio, video and screen capture components. It includes search capabilities as well as note-taking features to maximize learning time, productivity and student achievement.

"We are incredibly honored to receive this award from SIIA and from the Forum's , says Eric Burns, co-founder and CTO for Panopto. It's gratifying to see such strong validation of our efforts to bring powerful, easy-to-use capture and search technology to everyday users, whether they're knowledge workers in corporations or instructors at universities. Panopto's goal is to change how people think about knowledge capture and communication, and we hope this award means that we're succeeding."

For only the second time ever, one product took the runner-up award in both categories. **Motion Math** creates learning games that fuse educational theories and advanced mobile technology to give learners a physical experience of math. First conceived at the Stanford School of Education, and drawing on research in embodied cognition, Motion Math is creating a gaming and data platform. Under its physical/digital hybrid games, a unified architecture will individualize learning in real-time and provide detailed progress reports for kids, parents, and schools.

According to Karen Billings, Vice President for SIIA's Education Division, "Both the finalists and winners of the Innovation Incubator Program showcase how passionate individuals can create original and market-changing technologies. These innovations will help educators and administrators offer students the technology-rich learning environment they need to be successful in the 21st century."

Assessed based on key selection criteria, this year's selection of finalists showcased a 'sea change' in thinking and the potential to positively impact education by way of enhanced student achievement, teacher effectiveness, cost reduction and efficiency. In addition to the winners, SIIA would like to thank the finalists, including:

- Atmotivate for *I Can Do That! Kids*
- KidZui for *K2 Browser*
- MetaLogic, Inc., for *MetaCatWorks*

- NCTAF for *NCTAF Learning Studios*
- Vital Knowledge for *P.E.T. Learning Styles System*
- TRintuition, LLC for *The Workbench*
- Education Sports Mentoring LLC for *www.ESMZone.com*

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. For more information regarding the Ed Tech Business Forum and this year's Innovation Incubator program, please visit www.edtechbusinessforum.net.

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 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. For more information, visit www.siia.net/education.

# # #