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SIIA Education Division News
For Immediate Release:
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SIIA Announces Postsecondary Technology Webinar: *When eLearning Goes Mobile*

Ed tech execs to offer insights on booming trend to wireless and handheld devices during free webcast on January 26

Washington, D.C. (Jan. 19, 2011) –The Education Division of the Software & Information Industry Association (SIIA) announces the latest free webcast in its series of webinars for executives in the postsecondary technology industry. The webcast, titled "When eLearning Goes Mobile," will take place on Wednesday, January 26th at 2:00 PM EST. Web access and telephone dial-in information will be sent to registered attendees.

Free Postsecondary Webcast: *When eLearning Goes Mobile*
JANUARY 26 2011 2 pm - 2:45 pm
TOPIC: Mobile learning is a key growth area in the postsecondary market. This webcast will provide actionable information about mobile devices, and the challenges and opportunities of implementing a mobile learning environment. Industry experts will be on hand, joined by an education leader who has implemented mobile learning at her institution. Web access and telephone dial-in information will be sent to registered attendees.

MODERATOR: Robert Iskander, CEO and Founder of EduTone
PANELISTS:

- Karla Berry, Dean, School of Media and Communication at National University
- Supra Manohar, Executive Vice President at Emantras
- Biil Zobrist, Director, Emerging & Online Product Strategy at Pearson

Register for the free Postsecondary webcast, "When eLearning Goes Mobile" at:
http://www.siia.net/events/prereg.asp?eventid=1459

The first Webcast in the series, *Accessibility by Design* held on December 8, 2010, is available on demand.

On-Demand Webcast: *Accessibility by Design*
Available now at: http://bit.ly/siiaaccessbydesign.

MODERATOR: Stephanie Weeks, Senior Director of User Experience, Blackboard.
TOPIC: In this on-demand webcast, Blackboard's Senior Director of User Experience, Stephanie Weeks, outlines an organizational approach to developing accessible products, and answers questions on achieving accessibility within a product development organization, including advice on getting these initiatives off the ground.

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 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, the Postsecondary Sector 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. For more information, visit www.siia.net/education.

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