Software & Information Industry Association
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Education Division News

For Immediate Release:

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SIIA Issues Call for Innovators in Education Technology

Selected applicants will be invited to participate in annual Ed Tech Industry Summit, May 22-24

Washington, D.C. (Mar. 9, 2011) – The Education Division of the Software & Information Industry Association (SIIA) is now seeking applications for its Innovation Incubator Program, with a special focus on technologies that facilitate customized learning to meet individual student needs. Developers of innovative K-12 and postsecondary, technology-based educational products or services that support personalized learning will be reviewed, and a select group will be invited to participate in the annual SIIA Ed Tech Industry Summit this spring. **The deadline for applications is March 29.**

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 technologies that enable student-centered, customized teaching and learning models.

"Recognizing that our education system needs to focus on transforming learning for each student, we chose to focus this spring's Innovation Incubator Program on personalized learning," said Karen Billings, Vice President for the Education Division of SIIA. "By identifying those creating innovative solutions that address personalized learning, we hope this technology will be leveraged to meet the individual learning needs of each student, helping to implement a strong model for the future."

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, including the degree to which the submission offers a truly student-driven learning path, flexible anytime/everywhere learning, project-based/authentic learning, adaptive mastery/competency-based progression or pace, and other characteristics of a truly personalized learning solution.

The finalists selected to participate will present their innovations during the Business Profiles Presentations and the Innovation Showcase & Welcome Reception at the Ed Tech Industry Summit in San Francisco, May 22-24. During the Summit, finalists will receive industry-wide recognition, peer-to-peer mentorship, and access to hand-selected prospects for partnership, acquisition, financing and veteran advice.

New this year, SIIA is 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. “At Blackboard, we are committed to improving education through the use of technology,” said Ted Hopper, Sr. Director, Business Development. “The SIIA Innovation Incubator Program is a great way for talented developers of new technology to get exposure and visibility. We welcome the opportunity to help bring these companies to the forefront of the education technology industry.”

The finalist selected for this honor will receive a year-long membership as a 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 edition of the Blackboard Learn™ platform, 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, go to siia.net/etis/2011/incubator.asp.

*Subject to additional terms and conditions.

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.

About Blackboard Partnerships™
Did you know hundreds of partners help Blackboard clients around the globe meet their unique needs? Blackboard Partnerships™ teams with content providers, media and technology companies, system integrators and more. Together, we help clients do more to engage and assess learners, increase safety and convenience, and take the education experience mobile. For more information, visit www.blackboard.com/partnerships

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