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Media Release

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SIIA Ed Tech Industry Summit Announces Participants for Cutting Edge Innovation Incubator Program

Ten participants and two finalists were selected from 26 applicants

Washington, D.C. (April 16, 2009) – Innovation and growth of new education technologies will be the focus, particularly among those organizations represented during the acclaimed *Innovation Incubator Program* at the annual Ed Tech Industry Summit, sponsored by the Software & Information Industry Association (SIIA), May 3-5, 2009, at the Palace Hotel in San Francisco, Calif.

SIIA Education Division committee members reviewed 26 applications, and then voted for 10 entities based on the key selection criteria, including the alignment to SIIA's Vision K-20 Benchmarks around: 21st Century Tools, Anytime/Anywhere Access, Differentiated Learning, Assessment Tools, and Enterprise Support.

SIIA's 2009 *Innovation Incubator* participants represent pre-revenue companies, established companies, non-profit groups, R&D agencies, and academic institutions, and will officially be introduced during the upcoming conference.

The Ed Tech Industry Summit provides visibility for these innovators through three key events during the conference: Innovation Business Profiles Session, the Innovation Showcase and Networking Reception, and the One-to-One Business Connections Meetings.

Focusing on how critical innovation is to the future of the education industry, the SIIA Education Division narrowed the list of 26 applicants to 10 selected participants and two finalists. They are as follows:

- **Adobe** – *Adobe Flash Catalyst*, a new professional interaction design tool for rapidly creating application interfaces and interactive content without coding.
- **ArchieMD** – *Archie MD Interactive 3D Platform: Virtual Autopsy*, an innovative state-of-the-art 3D interactive platform ideal for the K-20 markets, enhancing the study of forensics and biology.
- **ClassLink** – *ClassLink Inquiry*, takes the guesswork out of instructional technology decisions by accumulating and analyzing instructional technology usage data.
- **Kidos Computer** – *Kidos Computers*, similar to iTunes for children's content with the added benefits of "scaffolding" the content with interactive tools and applications for both kids and parents.
- **Math Learning Exchange** – *MathLearningExchange.org*, designed as an online community for improving K-12+ math education with a moderated wiki of user-generated videos for math instruction.

- **MixedInk** – *MixedInk Collaborative Writing Tool*, a fun and collaborative way for students to grow as writers, building on student's online behavior outside the classroom.
- **Filament Games, LLC** – *PLEX Labs*, a series of educational science games designed to parallel existing classroom activities.
- **Child'sMind Publishing** – *The Predictive Assessment of Reading*, a breakthrough, universal diagnostic test for students in K-4th grade that is based on 20 years of NIH-funded research.
- **Quantum Learning Technologies** – *Skatekids Online / Ramps to Reading*, virtual online worlds filled with games and activities that teach kids literacy, reading comprehension, and critical thinking skills.
- **SMARTHINKING** – *Straighterline*, combines on-demand tutoring from SMARTHINKING with off-the-shelf content to create developmental and general education courses.

2009 Ed Tech Industry Summit *Innovation Incubator Finalists*:

- **edWeb LLC** – *edWeb*, a professional, social networking Web site for the education community that helps educators discuss issues, share resources, and collaborate.
- **GradeCam Corporation** – *GradeCam*, advanced image recognition software that works with a camera to grade tests and post scores to any electronic grade book.

SIIA has extended the visibility of all applicants by hosting the *Innovation Incubator Virtual Environment.* Built with the support of member company Educational Systemics, it provided a venue for the voters to review each innovation by visiting the online exhibit hall. To provide visibility for all applicants during and after the Summit, the public is invited to view their booths by visiting http://k-12.veplatform.com.

According to Karen Billings, Vice President for SIIA's Education Division, "We are both excited and impressed by this year's line-up of *Innovation Incubator* participants. These organizations represent different stages of company maturation and will have exciting new curriculum, administrative or productivity solutions for both K-12 and post-secondary markets. Their ability to build original and innovative solutions will help lead the charge into the next generation of technology-rich learning, and we were excited to place them front and center at this spring's Ed Tech Industry Summit."

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 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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