



News Release

For Immediate Release

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Califone International and RM Educational Software Form Strategic Partnership

Collaboration to promote use of podcasting for both teaching and learning

SAN FERNANDO, Calif. (Aug. 11, 2009) – *Califone* International, Inc., and RM Educational Software, Inc., have formed a strategic partnership to promote the use of podcasting for both teaching and learning.

Podcasts provide new ways for students to interact with the content matter, as well as to demonstrate their learning. By creating podcasts, students can display and extend their creativity using audio as a means of self-expression. In addition, teachers can use podcasts to communicate regularly with parents by posting school updates on their Web site. They also can publish lesson guides in a podcast format to help students who may have missed sections, or who simply need reinforcement when completing homework assignments.

“Podcasting is empowering students to become producers of information instead of consumers,” said Tim Ridgway, VP of Marketing for *Califone*. “In combination with RM Podium, users of the [Califone MP3 Player](#) can participate in and create activities easily and efficiently, including science projects, book reports, interviews, homework, school news, professional development training sessions, and more.”

“RM Podium was designed specifically for teachers and students. It provides an easy way to script, create, edit, publish, and promote podcasts,” said Gino Baffa, Channel Account Manager for RM Educational Software. “With a device like an MP3 player, students and teachers can create and share valuable content with ease. And, since the *Califone* MP3 Player is designed for the education market, keeping in mind the safety of students and the need for durability in the classroom, we feel that these two products are truly complimentary.”

RM Podium and the *Califone* MP3 Player are especially useful in special needs and ELL classrooms, where students may need additional reinforcement or teacher guidance outside the classroom. Recording a podcast in a language learning environment can illustrate to the teacher how well a student’s pronunciation, diction and understanding have progressed over time.

Visit <http://www.rmeducation.com/podium/overview> for more information about RM Podium and to download a free 30-day trial.

The easy-to-use *Califone* MP3 Player includes dual headphone jacks, a built in microphone and a volume playback level restricted to 85dB – all industry firsts – making it ideal for learning centers, language labs and libraries. The company’s teacher-tested 8100-HP headphones are included with the MP3 Player, which is made with rugged ABS plastic for durability and classroom safety.

To order, contact a *Califone* dealer. For more information on the full line of *Califone* products designed for the education market, and safe for school and library use, call 1-800-722-0500, or visit www.califone.com to view and download the entire *Califone* catalog.

About RM Educational Software, Inc.

For over 35 years, RM Education has been a worldwide leader in developing outstanding educational tools, technology and services that engage students and inspire learning. RM Education is part of the RM Group, one of Europe’s largest and most respected suppliers of technology-based curriculum products for education. Founded in 1973 as a high technology startup by two colleagues at Oxford University, RM is a pioneer in the application of technology to enhance teaching and learning. Today, RM Education is a global company supplying educational products and services to thousands of schools in six different countries including the United States.

About *Califone*

Califone was founded in 1947 and continues to be a leader in the design, development and manufacturing of audiovisual and supplemental curriculum products for use in education, presentation and professional markets. The company offers a complete line of audio solutions, wireless systems and multimedia products for small, medium and large presentation needs. *Califone* serves millions of educators and children in the PreK through higher education school environments, and has expanded to serve business and industry, houses of worship, parks and recreation, and other presentation markets as well.

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