



News Release
For Immediate Release

For more information contact:

Tim Ridgway
Califone International, Inc.
800-722-0500 x428
timr@califone.com

Tami Porter
GradeCam Corporation
925-960-9560
tami@GradeCam.com

Charlene Blohm
C. Blohm & Associates, Inc.
608-839-9800
charlene@cblohm.com

Califone and GradeCam Form Strategic Partnership to Promote Informed Instruction

GradeCam and Diggiditto Smart Document Camera from Califone combine to provide teachers with critical data in real-time

SAN FERNANDO and LIVERMORE, Calif. (Aug. 24, 2010) – Califone International, Inc., and GradeCam Corp. have formed a strategic partnership to empower educators to use real-time data to inform instruction. Combining *GradeCam* with the *Diggiditto Smart Document Camera* from Califone allows educators to immediately assess student knowledge to gain critical insight into reinforcement needs.

“*GradeCam* provides educators with a unique perspective to their student’s needs, and the *Diggiditto* allows them to access this data seamlessly and efficiently,” said Roscoe Anthony, president of Califone. “We believe the integration of these two products offers schools the intelligence they need to develop informed instruction.”

When paired with an affordable web or document camera, such as the *Diggiditto* (DC596), *GradeCam* allows classroom teachers to scan and grade multiple-choice tests and other assignments instantly, helping to ease a time-consuming administrative burden. Regular assessments provide a framework for understanding each student’s challenges and successes, and the assessment data provided by *GradeCam* allows a teacher to tailor instruction to meet each student’s learning needs.

“Through the *Diggiditto*, educators have access to a powerful tool for improving the quality of their day-to-day instruction. The document camera easily scans the data needed for *GradeCam* to analyze and report the information each teacher needs to assess his or her students,” said Tami Porter, co-founder of GradeCam.

The *Diggiditto* is a USB-powered camera mounted on a flexible, conveniently sized pedestal, which may be detached for handheld operation. The camera has a 2-megapixel resolution with auto focus, and adjusts to lighting conditions. In addition, it features 3x optical zoom, image stop, rotation and movement as well as annotation capabilities, audio-visual recording, and a

horizontal/vertical mirror. The *Diggiditto* also is equipped with an internal microphone to record speech and music.

The *Diggiditto Smart Document Camera* is available for \$599, and comes with a one-year warranty for school use and service support available through authorized dealers nationwide. 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 Califone catalog.

Visit www.gradecam.com, or call 866-472-3339, to learn more about *GradeCam*.

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.

About GradeCam

GradeCam Corporation is dedicated to making it easy and affordable for educators to collect timely student information in the regular classroom. GradeCam's Web-based scanning software turns any educator's camera-equipped computer into a data-collection and reporting station, linking daily instructional practices directly to student outcomes. The company is based in Livermore, Calif. For more information, visit www.gradecam.com or phone (866) 472-3339.

###