



NEWS RELEASE

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Discovery Education Collaborates with SMART Technologies, Adobe, eInstruction and Inspiration Software to Help Teachers Bring Video to the Classroom

Leading Education Companies Work Together to Provide Integration Solutions for Helping Students Learn Through Digital Resources

Silver Spring, MD (July 3, 2006) – Discovery Education, the leader in digital video-based learning, is collaborating with four of the education industry's top technology providers to make it easier than ever for teachers to integrate digital video technology into their lesson plans and classrooms.

Building on the success of Discovery Education's *unitedstreaming* video-on-demand service for the classroom, the new technological collaborations with SMART Technologies Inc., Adobe, eInstruction Corporation and Inspiration Software, Inc. will provide a robust new dimension for teachers using videos as instructional tools.

Discovery Education, together with each of these companies, will offer user-friendly technology solutions that effectively deploy *unitedstreaming* video to improve student learning. Benefits of the new collaborations include:

- **More interactive and collaborative digital lessons.** The SMART Technologies Inc. and Discovery Education collaboration will showcase effective best practices demonstrating how easy it is for teachers to quickly create effective, highly-interactive lessons using *unitedstreaming* videos with SMART Board™ software to deliver instruction and share ideas on the SMART Board™ interactive whiteboard.
- **Stronger classroom video projects.** The Adobe Systems and Discovery Education collaboration will enable teachers to engage students in learning how to use digital video-editing tools to produce their own multimedia masterpieces — complete with the look and sound of Hollywood productions. Adobe Premiere Elements software makes it easy for students to harness the power of a professional video production studio as they work with special effects, titles, credits, and Dolby® Digital sound.

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- **Increased student engagement and participation in the classroom.** The eInstruction and Discovery Education collaboration will demonstrate effective ways teachers can engage students through media enhanced, formative assessments that incorporate *unitedstreaming* resources. By continually monitoring student performance, teachers can more effectively utilize digital media to reach each child's individual learning needs.
- **Inspired visual thinking and learning success.** As a result of the Inspiration Software and Discovery Education collaboration, teachers have the ability to embed and play *unitedstreaming* digital video within graphic organizers created with Inspiration[®], an essential tool for visualizing, thinking, organizing and learning. By enhancing projects in Inspiration with video and images, students develop a deeper understanding of content and build stronger critical thinking skills, helping them achieve academic success.

“One of the key benefits of these collaborations with Discovery Education is that they provide the means to get technology not only into the classroom, but also into core lesson plans,” said Ron Reed, Executive Vice President, School Services, Discovery Education. “We’re giving educators exciting new ways to incorporate streaming video into their curriculum.”

Exemplary lessons that demonstrate how to use *unitedstreaming*'s digital video content in combination with SMART, Adobe, eInstruction and Inspiration technologies are available in the professional development section of *unitedstreaming*'s website at www.unitedstreaming.com.

About Discovery Education

Discovery Education is a division of Discovery Communications, the leading global real-world and knowledge-based media company. The leader in digital video-based learning, Discovery Education produces and distributes high-quality digital video content in easy-to-use formats, in all core-curricular subject areas. Its award-winning digital learning resources are licensed to more than 70,000 schools across the United States. Discovery Education is committed to creating scientifically proven, standards-based digital resources for teachers, students, and parents. Through strategic partnerships with 25 public television stations across the country, its public service initiatives, products, and joint business ventures, Discovery Education helps educators around the world harness the power of broadband and media to connect their students to a world of learning.

For more information about Discovery Education products and services, please visit www.discoveryeducation.com or call 800-323-9084.

About Adobe Systems Incorporated

Adobe revolutionizes how the world engages with ideas and information - anytime, anywhere, and through any medium. For more information, visit www.adobe.com.

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About SMART Technologies

SMART Technologies Inc. is both the industry pioneer and global education market leader in easy-to-use interactive whiteboards and other group collaboration tools. The award-winning SMART Board™ interactive whiteboard is the most widely installed interactive whiteboard in the world. Many school jurisdictions have standardized on the product, which is used to provide interactive learning opportunities for more than 11 million students in over 315,000 classrooms spanning every U.S. state, all Canadian provinces, every Local Authority in the UK and upwards of 100 countries worldwide.

SMART is a private company founded in 1987. SMART is headquartered in Calgary, Alberta, Canada, with assembly facilities in Ottawa, and offices in Bonn, Tokyo, New York City and Washington, D.C. In 1992 SMART formed a strategic alliance with Intel® Corporation that resulted in joint product development and marketing efforts, and Intel's equity ownership in SMART. For more information, visit www.smarttech.com.

About eInstruction

Headquartered in Denton, Texas, eInstruction Corporation is the market leader in the exploding student response market. With the introduction of the Classroom Performance System (CPS) in 2000, eInstruction is now the unquestioned educational leader in real-time, interactive wireless response pad technology with over 1.8 million response pads now being used in all 50 states in thousands of K-12 schools as well as over 800 universities and dozens of foreign countries. eInstruction was founded in 1981, by Dr. Darrell L. Ward, a long-time researcher and teacher. He recognized a significant need in educational institutions for innovative technology-based products. Many years of consistent cutting-edge research and development have earned eInstruction a reputation of excellence in the education market. eInstruction Corporation is committed to providing innovative products that enhance the learning process in corporations and educational institutions through the use of computer-based technology, software, and the Internet. For more information, visit www.einstruction.com.

About Inspiration Software, Inc.

Recognized as the leader in visual thinking and learning, Inspiration Software, Inc.'s award-winning software tools, Inspiration, Kidspiration® and InspireData™ are based on proven visual learning methodologies that help students think, learn and achieve. With the powerful combination of visual learning and technology, students in grades K-12 learn to clarify thoughts, organize and analyze information, integrate new knowledge and think critically. Founded more than 20 years ago by Donald Helfgott and Mona Westhaver, today the company's visual learning software tools are used by more than 15 million students and teachers worldwide. For more information, visit www.inspiration.com.

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