

Media Release

For Immediate Release:

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SIIA Ed Tech Business Forum Celebrates 'Innovation Incubators'

2008 Incubator Participants Poised to Change the Market, Critical to Ed Tech Industry's Future

Washington, D.C. (Oct. 30, 2008) – Innovation and growth of new education technologies, particularly those represented during the acclaimed *Innovation Incubator* presentations, will play a pivotal role in the 8th annual Ed Tech Business Forum, sponsored by the Software & Information Industry Association (SIIA) on December 1st and 2nd in New York City.

SIIA's recently-selected 2008 *Innovation Incubator* participants represent pre-revenue companies, non-profit groups, R&D agencies, and academic institutions, and will be introduced during the upcoming conference in New York. Focusing on how critical innovation is to the future of the education industry, the Education Division narrowed the list of applicants to ten participants and two finalists:

- Cognitive Tutor Authoring Tools by Carnegie Mellon University
- GoWeb3D Experiences by VRWorkplace, Inc.
- Inetoo by L Point Solutions, Inc.
- Lexcycle Stanza by Lexcycle
- Online Student Rewards and Recognition Program by uBoost
- Physics Geeks Game by Columbia University/National Science Digital Library
- Preview by Intagrade
- Science-Technology Curriculum Teacher Training by U.S. Satellite Laboratory, Inc.
- The HELP Program by Digital Directions International
- You've Been Sentenced! By McNeill Designs
- CAST Universal Design for Learning Solutions by CAST Research (Finalist)
- gWhiz Mobile by gWhiz (Finalist)

According to Karen Billings, Vice President for SIIA's Education Division, "We are more excited than ever about this year's line-up of *Innovation Incubator* participants, who we believe will help lead the charge into the next generation of technology-rich learning. The ingenuity and creativity of these start-ups will revolutionize learning."

The Ed Tech Business Forum is the leading business and finance conference for the K-12 and postsecondary education market. In addition to the celebrated *Innovation Incubator* presentations, other highlights include:

- **An Innovation Showcase**, where attendees can network with leaders of emerging ed tech companies or developers of ground-breaking products.

- **One-to-One Business Connections**, which arranges meetings between ed tech companies seeking revenue, distribution and strategic partnership opportunities.

- **Business Profiles Presentations**, where *Innovation Incubator* participants garner input and evaluations that will facilitate growth and success.

- **Interactive Seminars**, helping start-ups, mid-size and large companies successfully "finance growth" and move into the next stage of their development.

For more information regarding the 2008 SIIA Ed Tech Business Forum, details regarding the *Innovation Incubators*, or to register for attendance, please visit:

www.edtechbusinessforum.net

Early-Bird Registration, which expires **Monday, November 3**, is as follows:

SIIA Members: \$395 / Non-SIIA Members: \$695.

Media representatives interested in attending this conference, email **Eileen Bramlet** at eb Bramlet@siaa.net **asap for press credentials.**

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 more than 500 leading software and information companies. For further information, visit www.siaa.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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