

Media Release

For Immediate Release:

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SIIA Ed Tech Business Forum Celebrated “Innovation Incubators” and Announced Award Winners

Three Incubator Firms Awarded Top Honors for “Most Innovative” and “Most Likely to Succeed”

Washington, D.C. (Dec. 8, 2008) – Innovation and growth of new education technologies, particularly those represented during the acclaimed *Innovation Incubator* presentations, played a pivotal role in the 8th annual Ed Tech Business Forum, sponsored by the Software & Information Industry Association (SIIA) last week 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 were introduced during the recent conference.

Focusing on how critical innovation is to the future of the education industry, the SIIA 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 for Brighter Minds, LLC
- CAST Universal Design for Learning Solutions by CAST Research (Finalist)
- gWhiz Mobile by gWhiz (Finalist)

SIIA continued the celebration of the *Innovation Incubator* firms during a special awards ceremony held at the conclusion of the Ed Tech Business Forum:

- The “Most Innovative Education Product or Service” award was given to GoWeb3D Experiences by VRWorkplace, Inc.
- The “Most Likely to Succeed in the Education Market” award was given to You’ve Been Sentenced! by McNeill Designs for Brighter Minds, LLC.

- The Runner-up award for “Most Innovative Education Product” and the Runner-up award for the “Most Likely to Succeed in the Education Market” were given to PreView by Intagrade.

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, as well as by those organizations who won *Incubator Awards*. These firms 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 year’s Ed Tech Business Forum meeting in New York City.”

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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