

SIIA Education Division News

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SIIA Announces Innovation Incubator Award Winners

'Most Innovative Product' and 'Most Likely to Succeed' recognized at industry event

Washington, D.C. (May 28, 2010) – The Education Division of the Software & Information Industry Association (SIIA) showcased some of the leading growth companies in the education technology market and recognized the best among them as part of the Innovation Incubator Program at its annual Ed Tech Industry Summit, held May 24, 2010, in San Francisco.

Focusing on how critical innovation is to the future of the education industry, the SIIA Education Division narrowed the list of 28 applicants to 10 finalists and two alternates:

- edtech systems for *buildmytest*
- ConnectYard, Inc. for *ConnectYard*
- DynamicBooks for *DynamicBooks*
- Follett Software Company for *Cognite*
- Livemocha for *Livemocha Active English*
- Whizz Education, Inc. for *Math-Whizz Tutoring Plus*
- Emantras, Inc. for *Mobl21*
- Lightspeed Systems for *My Big Campus*
- Turning Technologies LLC for *Progress Monitoring Bundle*
- Impact Education for *SkillsTutor Mobile*
- Monarch Teaching Technologies for *VizZle (alternate)*
- XLPrep.com for *XLPrep.com Web-Based Learning (alternate)*

The participants were highlighted through Business Profile presentations on May 23rd and 24th, as well as the Innovation Showcase & Networking Reception, during the Ed Tech Industry Summit. During the event, they received industry-wide recognition, peer-to-peer mentorship and access to hand-selected prospects for partnership, acquisition, financing, and veteran advice. SIIA continued to highlight participants in the Innovation Incubator Program during a special awards ceremony, where four awards were given:

- The “Most Innovative Education Product or Service” award was given to:
 - **Emantras, Inc. for *Mobl21***
 - Livemocha for *Livemocha Active English* (runner-up).
- The “Most Likely to Succeed in the Education Market” award was given to:
 - **Impact Education for *SkillsTutor Mobile***
 - Livemocha for *Livemocha Active English* (runner-up).

The Innovation Incubator Program connects the developers of promising, new technologies with industry leaders, potential investors and established organizations seeking partnerships or prospects for acquisition. The program is open to applicants from academic and non-profit institutions, pre-revenue and early-stage companies, and long-standing companies with newly developed technologies.

Applicants were assessed based on key selection criteria, including alignment to the conference's theme, "Going Mobile and Global," and SIIA's Vision K-20 Benchmarks.

"This year's line-up of Innovation Incubator participants is truly impressive. The more than 300 industry executives who attended the Ed Tech Industry Summit in-person and online from around the world – including Singapore, Australia, the United Kingdom, and India – believe these organizations will help lead innovation in developing the technology-rich learning opportunities educators need and want," said Karen Billings, vice president for SIIA's Education Division.

The Ed Tech Industry Summit is the industry conference for the K-12 and postsecondary education technology marketplace. For more information regarding the event, visit www.siaa.net/etis/2010.

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 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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