



eChalk Integrates With Google Apps, Microsoft Live@edu for Deeper and More Seamless User Experience

Open architecture enables federated and brokered identity management for preferred applications for email, collaboration and educational resources

NEW YORK (June 26, 2012) – [eChalk](http://www.echalk.com), a pioneer of school communication and instruction management software, is integrating its online platform with Google™, Microsoft Live@edu™ and other third-party applications to provide a more collaborative and engaging online learning environment. The offering enables an entire school community, including students, parents and teachers, seamless access to cloud-based and on-premise applications through eChalk’s safe and secure platform. If desired, pertinent user data can be auto-provisioned or synchronized across applications, enabling users to specify where and when their information should be stored.

eChalk’s federated identity and brokered identity management, driven by its proprietary Mosaic Technology®, enables users to move between the eChalk personalized learning environment and applications such as Gmail™, Google Docs™ and Live@edu – all with one username and password. Among other things, changes made in one application can be reflected within other specified applications, and users can search for information within all applications.

eChalk CEO and COO Martin Brutosky explains that the open architecture framework eliminates the “either/or” dilemma many schools face, while providing a true open federated platform that brings out the best in all the applications available. “The number one issue we hear from schools today is the challenge of managing technology sprawl,” Brutosky said. “The majority of technology offerings are now in the cloud. Finding, procuring, updating and managing these offerings through one system to make it easy for users to access and managers to maintain is critical for the performance of a school or district. Keeping users and information safe and secure is even more so.”

To learn more, visit www.echalk.com.

About eChalk

eChalk software is the preferred open platform among K-12 schools to manage communication and instruction. The company's patented software enables K-12 schools and districts to increase community engagement and improve student outcomes while saving time and streamlining technology systems. eChalk products safely connect more than 1 million school leaders, teachers, students and parents to the people and information they need to make learning successful. eChalk is headquartered in New York with regional offices throughout the country to provide customers with personalized tech support and hands-on training, consistently earning the company the highest customer satisfaction and renewal rates in the education industry. Visit echalk.com to learn more.

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