



For Immediate Release

Contact: Jim McClafferty
203-329-8136 • jim@brainparade.com

Carie Breunig
608-216-7300 • carie@cblohm.com

Brain Parade® Receives Top Innovator Award

See.Touch.Learn.® Voted Most Likely to Succeed at SIIA Ed Tech Industry Summit

STAMFORD, Conn. (May 13, 2013) – *See.Touch.Learn.®*, the next generation of visual learning and assessment for children with special needs, was voted *Most Likely to Succeed* during the Innovation Incubator Program held by the Software & Information Industry Association (SIIA). [Brain Parade®](#), a developer of learning solutions for children with autism and other developmental disabilities, presented the iPad app at the Ed Tech Industry Summit (ETIS) held in San Francisco.

“As a tool that replaces traditional static picture cards with high quality, mobile photographs, and allows educators to easily create custom visual instruction, *See.Touch.Learn.* stood out as an outstanding original product,” said Karen Billings, vice president for the SIIA Education Division. “Brain Parade shows tremendous promise for shaping the future of technology in education, especially for those with special needs.”

See.Touch.Learn. earned one of two top awards, as 350 attendees voted on each contender’s originality, innovation and industry promise. The app provides educators, therapists and parents with the ability to create highly personalized lessons that improve social interaction and communication skills of students with special needs. Brain Parade’s newest update expanded its “Community” subscription feature, allowing its more than 350,000 users to share and download lessons through a virtually unlimited library of content.

“We are truly honored to have SIIA Education members recognize the potential and the value of our product,” said Brain Parade President Jim McClafferty. “*See.Touch.Learn.* brings visual instruction into the 21st Century and leads to the success of students who have different learning methods. This award is a true validation of our product, our hard work over the past two years, and our plans for the future.”

SIIA’s Innovation Incubator Program began in 2006 and supports entrepreneurs in their development of innovative learning technologies. The awards for the *Most Innovative* and *Most Likely to Succeed*, along with the runner-ups, were based on votes from ETIS attendees. For more information about the Ed Tech Industry Summit, visit siiia.net/etis/2013/incubator.asp

About Brain Parade

Brain Parade is a developer of learning solutions for children with autism and other special needs. The company is the creator of *See.Touch.Learn.* an iPad application and online community, which serves as a visual assessment learning system that can be shared with others. The award-winning app provides thousands of high-quality mobile images for parents, teachers, therapists and students. The engaging lessons can be customized, providing an

effective and fun learning experience for the special needs community. Visit brainparade.com for more information.

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Media Contact:

– Carie Breunig, C. Blohm & Associates, 608-216-7300, ext. 27, carie@cblohm.com