

**FOR IMMEDIATE RELEASE**

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**eINSTRUCTION INTRODUCES MOBI VIEW™, THE FIRST MOBILE INTERACTIVE  
WHITEBOARD WITH TOUCH SCREEN CONTROL**

*—Mobi View™ sets new standard for interactive whiteboards with mobility, accessibility  
and affordability —*

DENTON, TX (January 10, 2011) eInstruction, an educational technology pioneer, is meeting market demand for interactivity and mobility with the release of Mobi View™, the industry's first mobile interactive whiteboard with an interactive touch screen display. At \$449USD, Mobi View™ delivers the same functionality as a fixed interactive whiteboard while providing a number of additional teaching and learning benefits through its interactive touch screen display and mobile platform.

An independent survey conducted by Creative Research Services, Inc. shows that 9 out of 10 educators prefer to move around the classroom while they teach, something they can't do with a fixed interactive whiteboard. Mobi View's enhanced features allow teachers to be 100 percent mobile without accessing a fixed whiteboard or computer for the duration of their lessons. This mobility enables seamless, efficient, and engaging lessons, creating more teachable moments and more interactivity with students.

According to a research analysis by Interactive Educational Systems Design, Inc., fixed interactive whiteboards have been, in some cases, associated with teacher-centered instructional methods that reduce student involvement in instruction. Mobi View™ affords the same benefits as fixed interactive whiteboards, while removing the tendency of the fixed board to result in lecture-style teaching.

Mobi View™ is the only interactive whiteboard technology that focuses more on facilitating student-centered learning and direct student interaction with the technology. Pairing Mobi View™ with the Mobi Student-Centered Learning Pack™ transforms classrooms into student-centered collaborative environments where students can project their work simultaneously, or one at a time, to learn from one another. The combined technologies also enable teachers to actively collaborate with multiple students.

“We are continuing to innovate based on feedback we receive from educators. In the year since we launched the original Mobi™, we have heard time and time again that mobility and collaboration are changing the classroom experience for both students and teachers,” said Steve Kaye, CEO of eInstruction. “Now we want to do more for teachers by enabling them to move around, to involve their students, and to quickly and easily access the content they need.”

Mobi View™ introduces students and teachers to improved teaching and learning experiences through the following benefits:

- The same functionality of a fixed interactive whiteboard at a fraction of the cost. With Mobi View™, content can be projected to any surface.
- The ability to move freely around the room and between classrooms. One-touch access to annotation tools, favorite files, folders, applications, websites, and a touch-screen keyboard helps teachers run smooth and efficient lessons from anywhere in the classroom.
- Student collaboration with the Mobi Student-Centered Learning Pack™. Mobi’s multi-user capabilities allow up to nine groups to contribute content to the lesson display simultaneously, from anywhere in the room.
- Seamless integration of content, instruction and formative assessment with the simple touch of a screen. A variety of actionable feedback reports, generated with eInstruction’s CPS™ student response systems, can be viewed privately on Mobi View’s touch screen, enabling teachers to easily conduct frequent formative assessments.

“Using the Mobi has allowed teachers to come out from behind the desk and move freely through the classroom, truly creating a student-centered learning environment,” said Andy Kuhl, Director of Secondary Curriculum and Instruction in Wilkes-Barre Area School District. “We are observing that students are more engaged in the learning process.”

#### **About eInstruction®**

eInstruction is a leading education technology company dedicated to providing interactive teaching and learning technology and services that help educators drive academic progress every day, and give administrators the ability to monitor, aggregate, and analyze student performance data. The company offers educators a family of software, student response systems, fixed interactive whiteboards, mobile interactive whiteboards, professional development, and content.

eInstruction’s research-based solutions have been shown to increase student engagement and achievement while providing real-time feedback and performance



data to educators and administrators. Millions of students, teachers, and professors use eInstruction® technology in 500,000 K-12 classrooms and more than 1,000 higher education institutions around the world. Available in more than 40 languages, eInstruction® technology is enhancing education in over 90 countries worldwide. eInstruction has offices in Denton, TX; Columbia, MD; Scottsdale, AZ; Cincinnati, OH; and Paris, France.

To learn more about eInstruction, please visit <http://www.einstruction.com>. For media inquiries, please contact Lauren Tordeux at (+33) 1 58 31 10 72 or [laureen.tordeux@einstruction.com](mailto:laureen.tordeux@einstruction.com).

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**eINSTRUCTION ADDS CPS SPARK™ TO ITS EXAMVIEW® CERTIFIED STUDENT RESPONSE SYSTEM FAMILY**

*CPS Spark™ offers a direct interface to ExamView® test generator and assessment questions from more than 8,000 textbooks.*

DENTON, TX ( January 18, 2011) eInstruction, the pioneer of student response system technology, today unveils CPS Spark™, a radio-frequency student response system with an easy-to-use interface that integrates seamlessly with eInstruction's ExamView® assessment software and content from more than 8,000 textbooks. Starting at \$1,295 USD, CPS Spark™ provides real-time formative assessment to teachers and instant self-assessment to students through its built-in student results screen.

An analysis of research on student response systems, conducted by Interactive Educational System Design Inc., revealed that student response technology, such as eInstruction's CPS™, promotes learning when coupled with appropriate pedagogical methodologies. The same analysis also revealed that the technology can make classroom lessons more interactive, thereby raising student interest and engagement. Student response systems such as CPS™ support formative assessments that have a powerful impact on student learning, the analysis showed.

"Since we first introduced educators to student response system technology in the 1980's, we have seen how it greatly enhances the learning experience and student outcomes, and we continue to innovate to meet the needs of today's educators and students," said Steve Kaye, CEO of eInstruction. "With CPS Spark™, we're providing educators an affordable and easy-to-use student response system that engages students and generates valuable, actionable data."

CPS Spark™ is fully integrated with eInstruction's ExamView® software, which provides immediate access to assessment items from more than 8,000 textbooks, and easy delivery of assessment content aligned to state standards and Common Core State Standards. The real-time feedback generated with CPS Spark™ allows teachers to make changes to instruction immediately to ensure that students are grasping important concepts.

Each CPS Spark™ device has a simple keypad layout and color-coded, easy-to-press buttons, making it ideal for younger and special needs students.

With CPS Spark™, eInstruction is offering educators:

- An affordable student response system, starting at \$1,295 USD education list price.
- Radio frequency/auto-join technology that supports multiple choice, yes/no and true/false questions.
- An LCD screen on each CPS Spark™ device, empowering students with confirmation of answer receipt and instant feedback.
- The only true integration with ExamView®-formatted assessment items, found today in more than 8,000 textbooks.
- Access to the robust CPS™ software that offers many formats for easily viewing student results, including 26 different reporting options to immediately analyze what students know and where they need extra attention.
- Seamless integration with eInstruction's Mobi View™, a mobile interactive whiteboard, which provides real-time reporting of student response data through its touch screen display.

“Students love the LCD Screen that told them if they got the answer correct or not right away,” said Catherine Hinkson, a 5<sup>th</sup> grade teacher at Robertson Elementary in Frisco Independent School District, who piloted CPS Spark™. “I like it too, because it’s still private, but they get the immediate feedback.”

#### **Pricing & Availability**

CPS Spark™ is available for order today, starting at the education list price of \$1,295 USD for a 24-pack, through eInstruction Authorized Resellers and Authorized Sales Agents in the U.S. and worldwide. CPS Spark™ comes in 13 languages, English, Spanish-Latin America/Mexico, French, German, Italian, Portuguese BR, Portuguese PT, Polish, Croatian Hr, Hungarian, Slovenia, Spanish EU and Czech.

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