GOOD MORNING CLASS.
OPEN YOUR MINDS AT PAGE 56.

LIGHTING THE FLAME OF LEARNING.

IN A PACKAGE TO SUIT YOU.

GOOD MORNING CLASS.
OPEN YOUR MINDS AT PAGE 56.

LIGHTING THE FLAME OF LEARNING.
GOOD MORNING CLASS.
TODAY WE’LL BE
FLYING OVER A GLACIER,
PLAYING WITH POTIONS,
MEETING PYTHAGORAS,
WRITING RHYMING SLANG
WITH SHAKESPEARE
AND WALKING ON
THE MOON.

LIGHTING THE FLAME OF LEARNING.
Welcome to the digital age student. Games, music, film, camera, internet...

So how welcome is the average classroom - with teaching aids that are, in many ways, unchanged since Socrates?

That was the question we found ourselves asking 10 years ago. And working with teachers to answer.

The result? Classrooms that today let teachers across the world bring lessons to life as never before.

Sail down the Amazon, talk to the poet, construct the pyramids, hear the hurricane... with sound, vision, internet and curriculum based software.

Add interest and create mind maps or different ways of learning with highlighters, colours, increased word size, hiding, revealing, measuring, video playback, tickertape, backgrounds, dice, diagrams...

Use interactive whiteboards, slates and our unique instant response voting system - to provide total interaction with, and assessment of, every child in the room.

And, based on the practical input of teachers - prepare a lesson, save it, swap it, tweak it, add to it...

With everything on hand at the touch of a button.
OUT OF THE MOUTHS OF BABES AND CHILDREN...

WHAT PEOPLE SAY ABOUT US.

CHILDREN...

We like the noises & you can watch dvds.
We like the library.
Finding. And adding with dice.
We like the different scenes.
Drawing on the whiteboard & the internet.
Doing art on it.
If you took it away, I’d want you fired.

AND TEENAGERS... AND ADULTS...

The vote things are cool... no one can copy you and it boosts your confidence.

Before, the teacher would be holding up a beaker and hoping we could see the measurements (which we couldn't) while pouring things in and out. Now the scale is on the board and we can see everything... before going on to do this for real for ourselves.
If the school didn’t have the boards, I’d buy my own.

The thing I find really useful is that I can replay a lecture, hear the teacher’s voice and see the annotations. Effectively, I get a re-run of the whole session which is just so much more useful than my notes alone.
AND TEACHERS...

What we didn’t realise before working with Promethean was that technology existed which could bring a whole classroom alive.

Dave Shield, Deputy Head, Parkside Secondary School, Willington, UK

I have seen superb lessons in history. For example, where the teacher is looking at the conflict in Vietnam using video, newsreel, sound commentary and graphic clips. One almost felt as though you were part of the whole period.

Alan Sankey, Deputy Principal, West Island School, Hong Kong

In this year’s SATs, with all the revision done via Activboard, 52% of pupils achieved level 5, compared with 29% the previous year (before the boards). Many children after the tests said things like, “Oh Miss... I remembered on this program it showed...”

Claire Campbell, Head Teacher, St. Joan Of Arc School, London, UK

To be an effective teacher you need to put that outside time in. What’s nice is that I can come into school Monday morning and know that my math lesson for the week or my reading lesson for the week is on that computer and I just pull it up instead of - do I have to cut this out... or make this... or work on this... or run this off?

Kristen Italiano, 3rd Grade Teacher, Eagle Heights Academy, Ohio, USA

I would not work in a school that did not have interactive whiteboards - it would be like going back to the Stone Age.

Richard Clarke, Head of ICT, The British International Primary School, Stockholm, Sweden

Children who have such a hard time staying on task... when you turn it on... you got ‘em.

Katrina English, EIP Teacher, Upson-Lee South Elementary School, Georgia, USA
AND EXPERTS...

We believe there are substantial results... which will prove how interactive technology can act as a catalyst and thus make a real difference to the future education of our children.

Christina Preston, MirandaNet (MirandaNet is a non profit making international fellowship of teachers, teacher educators, advisers, government agencies, university and educational researchers.)

From my first demonstration, it was evident that Promethean’s focus was enhancing learning in the classroom and was genuinely driven by responding to the needs and suggestions of teachers.

Maureen Haldane, Manchester Metropolitan University, UK

This is a must for every classroom. This is the chalkboard of the new century and if installed, test scores will improve in California.

Mario Guerrero, Selma USD, California, USA

The Activboard system will become the mainstream media and technology of integration between information technology and the curriculum in classrooms in the future.

Professor Xingfu Ding, Beijing Academy of Educational Sciences, Capital Normal University, China

Because the learning and educational revolution in our schools is no longer blackboard and chalk, it is computers and electronic whiteboards, I can also announce that over our three year programme on spending on IT, capital will now be raised to £1.67 billion.

Gordon Brown, British Chancellor of the Exchequer, Budget speech, 16 March 2005

85% of 550 school teachers surveyed judged ‘interactive white tables’ to be ‘important’ or ‘very important’ in terms of their impact on student learning and development of knowledge. 95.6% concluded they would have an ‘important’ or ‘very important’ impact on the motivation of pupils.

Online survey commissioned by the French Ministry of Education, 2005
We don’t just believe in high ideals. It’s down-to-earth practicalities that count too. Not only are our tools available in a package to suit you, they’re all class leaders in their own right.

You may not need to know about the electromagnetic grid behind the low glare screen of our Activboard. But you may be pleased to know that this makes it incredibly tough. Throw a coin at it... kick it... hit it... leave it in a hot classroom with no air-conditioning... it’ll carry on working.

We even heard of a board accidentally left on a car roof in a downpour... and it still worked. (Though please note, comprehensive though our warranties are, this would be excluded!)

And, unlike touch sensitive screens, you don’t have to worry about dirt or sticky fingers causing erratic behaviour. Or about resting your hand on the screen while you write... which is where our unique pen system comes in.

**THE PEN IS MIGHTIER THAN THE FINGER. (AND CERTAINLY CLEANER.)**

Educational specialists advised children have the best start to writing from learning early how to hold a pen.

So we designed our battery-free, wire-free mouse pen.

It’s cuddly and comfortable for all ages. (The product tester and his band of teacher and student helpers tested many prototypes before pronouncing it right.)

It writes just like a pen. And it acts just like a mouse, with right and left click functions and a cursor so you always know where on screen you are - even when the pen’s not touching it.

And - back to that electromagnetic grid - it’s highly, highly accurate, so you can measure and mark to the millimetre or degree.
You wouldn’t expect a 16 year old to respond to the same software as a 6 year old, would you?

Neither do we. Our Activstudio and Activprimary software share many of the same features, including compatibility across pc and mac platforms. But they’ve each been designed to appeal to different ages - and curricula.

Research, teachers (and common sense) told us young children like big type, bright colours, noises, simple background graphics - and fun features, such as rolling dice or snakes and ladders to help numeracy. So we built them into Activprimary.

Icons moveable to the bottom of the board, so they can reach them, help too. We’ve also just added a sound recorder, to capture and play back the class, as a direct request of teachers. They talk. We listen.

And, as part of our determination to deliver teachers more and more of the software they find useful, we’ve formed partnerships with Pearson, Riverdeep and literacy expert Ruth Miskin, amongst others. So, for example, we’ve recently added our Just Phonics and language learning programs, such as Activlingua, to the options available.

For older students, Activstudio has programs & icons better suited to their age & curricula... over 5,000 flipcharts, images, backgrounds, shapes, annotations and activities... as well as on the button access to internet, email, scanned documents, visuals, video and audio... Oh, and a search mechanism - by name, resource or keyword, including to networked resources and flash files to find what you want quickly and easily.

Because young children get board more easily.
ASSESSMENT. AS EASY AS ABC.
(WELL, A B C D E F.)

Our feedback told us that students interact more, not just with the Activboard, but also with their teacher and with each other. But we also wanted to offer ways to individually involve the whole class.

Enter the Activslate - a wire-free, fully integrated ‘mini-board’, small enough for each individual pupil to have on their desk to ‘talk’ seamlessly to the Activboard. And with teacher ability to activate or de-activate individual slates - just in case any young, budding would-be teachers want to take over the class.

(It also economically puts its battery to sleep mode if it’s not used for several minutes.)

Or there’s Activote - our unique wire-free hand-held voting device. It’s designed to work with our Activboard (in fact, we’re the only company to provide fully integrated board and response tools) though it’s also fully compatible with all interactive whiteboards, computers and even just projection screens.

From just 3p (or 5 cents) per child per day, it gives instant insights on everything from class registration or who had breakfast - to instant understanding of how well a class is following a lesson, or even predictive grades.

It uses radio technology so students can operate it in their laps - safely out of view of the rest of the class.

And it records votes by individual student - or by the whole class - all saveable to a flipchart or spreadsheet. Letting teachers know exactly who’s clicked. Literally.

We’ve never been interested in being box shifters. You don’t light many flames of learning with hardware and software alone - no matter how good.

So nowhere is our ‘By teachers for teachers’ philosophy stronger than in our support and training. Over 75% of our team here have teaching backgrounds.

Not to mention the terrific inputs from teachers themselves. (You’ve been great.)

Over 3,800 have registered for our professionally recognised accreditation programme - 300 at a trainer level to be able to train others. We’re also adding a postgraduate course, worth 1/3 of the E/CATS points needed for a Master’s degree.

Over 80 schools worldwide have become Centres of Excellence - setting exemplary standards in teaching with the Activ range of products.

Over 1,500 on line resources have been produced by teachers.

And there were over 4,000 users of our online forum (at the last count).

And of course, we fully understand the desire for training beyond cd and online tutorials.

We’ve developed a whole range of courses... by experience level (adopting, adapting or innovating)... by subject... by tools (Activboard, software or vote)... or adapted to your needs.

And we’re working to make sure they can increasingly be delivered where, and when, you want - including internationally via web-based distance learning.

SUPPORT. DESIGNED BY TEACHERS FOR TEACHERS.
Research is increasingly showing that different students learn and remember different ways. And are stimulated by different things.

That’s why we’re sponsoring one of the largest pieces of research in this area over 3 years in 3 countries - South Africa, Mexico and China.

But, in the meantime, take a look at what one of the latest studies showed...

2004 Research Project in Beijing, China

700 lessons, across 64 teachers and 2,900 students in 3 secondary and 2 primary schools across 13 key curriculum areas: Chinese, maths, English, science and music. (Run by Beijing Capital Normal University.)

- 88% of teachers said Activboards would improve the quality of teaching across China.
- 94% predicted it would become the mainstream interactive tool of the future Chinese classroom.
- 94% said it would lead to more efficient lesson preparation.
- 92% said it would improve the motivation of students.
- 95% reported greatly increased levels of student/teacher interaction.
- 84% said Activstudio had allowed them to deepen understanding of key curriculum topics.
- 79% said it had improved evaluation and assessment.
- 85% of students said lessons were more interesting.
- 77% said they were extremely attentive in classes with Activboards.
It was 5 years ago that we opened our first international office in Germany... followed by France in 2001... the US in 2003... China in 2005...

Today over 2.5 million children and students in over 70 countries are seeing lessons brought to life with our products. And not just where you might expect.

In the UK and the US, you’ll find us in some of the top fee paying schools - Winchester, Roedean, St. Paul’s, Rugby, St. John’s... But you’ll also find us in state funded initiatives in inner-city, deprived or rural areas.

In Botswana, we’ve helped with the Bocodol initiative - bringing distance learning via video conferencing, internet and university downloads to Activboards - powered by solar energy to villages that are literally miles, and miles, from anywhere.

In Mexico, we’re helping the Government meet its aim of 125,000 interactive whiteboards in its schools by the end of 2007.

And we’ve worked closely with special needs schools - and those for the academically gifted - to help refine our products for their specific requirements.

Why? Well it’s nice to earn awards - BETT awards... the Queen’s Award for Innovation... Technology & Learning’s Award of Excellence... (Thank you.) And it’s satisfying to see our company grow.

But it’s even more satisfying to help bring new insights and interests to educating the next generations. Wherever in the world they might be.
FACTS & FIGURES

- Started in Blackburn, Lancashire in 1995. Still based there today.
- The dream of a small group of people. Still at the heart of the company today.
- Privately funded and self financing. Still the case today.
- Made real with hard work and the insights of teachers. Still our philosophy today.
- Born of the best products and support that won’t let students down. Still so today.
- Now with offices in the UK, Germany, France, US and China.
- Now joined by hundreds of employees with the same dream and vision.
- Now helping 2.5 million children in over 70 countries.
- Now with partnerships with others who share our dream: Atomic Learning, Dell, e-learning foundation, Inspiration Software, Intel, Manchester Metropolitan University, MirandaNet, NAACE, National Science Center, netTrekker, Pearson, Riverdeep, Sanyo, Scholastic, Specialist Schools Trust, Teachfirst, The Church Schools’ Company, Wolverhampton University & more...
- Now with a range of market leading products, in a package to suit you.

LIGHTING THE FLAME OF LEARNING.