



eInstruction™
Simple Solutions. Real Results.

ONLINE MEDIA KIT

COMPANY BACKGROUND

eInstruction is a leading education technology company dedicated to providing interactive teaching, learning, and assessment technology and services that help educators drive academic progress every day. eInstruction technology gives administrators the ability to instantly aggregate and analyze student performance data. The company offers educators and administrators a family of software, student response systems, interactive whiteboards, mobile interactive whiteboards, and powerful enterprise-based administrator tools. 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.

Founded in 1980 by Dr. Darrell Ward, eInstruction pioneered the use of student response systems in education with the creation of a handheld "clicker" system called CPS™ (Classroom Performance System™). Today CPS™ remains the leading student response system in education, used by more than 5 million students in K-12 and higher education classrooms around the world.

In 2006, eInstruction acquired FSCreations, creators of ExamView®, and worked with educators and publishers to offer seamless integration between CPS™ and ExamView® publishers' content and question banks. The platform enables instructors to easily incorporate publisher and proprietary question banks into their lesson plans, quizzes, and tests, and allows for real-time assessment and feedback.

To further bolster its offerings to educators and students, in 2008 eInstruction acquired Interwrite Learning®, inventors of the Interwrite SchoolPad® and Interwrite® Pad wireless interactive tablets. Working closely with the education community, eInstruction also integrated its ExamView®, CPS™, and Interwrite Workspace® software to create a unique, integrated learning platform, bringing together three pillars of teaching – content, instruction, and assessment.

Most recently, eInstruction launched the eI Community™, a content-rich online resource center open to all, where educators can find and share educational resources and discuss best practices online, and the eI Cornerstone™ Education Suite, a powerful enterprise-based administrator tool for monitoring, aggregating, and analyzing student performance data, distributing content and assessments, and centrally managing district technology.

eInstruction continues to collaborate with the education community to pioneer innovative solutions to help energize, engage, and assess students in learning. 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 www.einstruction.com.

EXECUTIVE PROFILES



STEVE KAYE

President and CEO

Steve Kaye has more than 20 years' experience managing technology and development-stage companies. Before joining eInstruction in 2006, Kaye served as President & CEO of Centice Corporation, a venture-backed optical sensor manufacturer spun out from Duke University. He previously worked at CIENA Corporation as a vice president of corporate development. Kaye first joined Interwrite Learning, now part of eInstruction, as an applications engineer. He holds U.S. patents for inventions in the education, health, and computer fields, including a mobile whiteboard and collaboration system now used by over 150,000 teachers in 40 countries. Kaye holds a BSEE from the University of Tennessee and an MBA from the Wharton School at the University of Pennsylvania.



TIM TORNO

Chief Financial Officer

Tim Torno joined eInstruction in 2005. Mr. Torno provides overall financial and logistics leadership in the company. He developed key supplier relationships. Mr. Torno has over 19 years of experience as a CFO/VP of Finance in various manufacturing and distribution organizations, including 12 years as CFO of a publicly held technology company that grew from \$20 million in sales to over \$200 million in sales. Mr. Torno's experience includes two successful public stock offerings and over 20 mergers and acquisitions in 10 countries. Mr. Torno has lead five successful computer implementations, including a SAP ERP installation. Mr. Torno previously spent 9 years as an auditor for a "Big 5" firm, focusing on audit and tax, including SEC filings and M&A due diligence. Mr. Torno holds a B.S.B.A. from Texas A&M University, and an M.B.A. from the University of Phoenix.



JOHN O'HAIR

Chief Technology Officer

John O'Hair was previously the Chief Technology Officer and Senior Vice President of Scantron Corporation. Mr. O'Hair was responsible for software and hardware development of Scantron and provides software solutions for both the educational and commercial market places. He joined Scantron in 2002 after the acquisition of Edvision. Mr. O'Hair has 19 years of Software development experience With more than 16 years of experience specifically in educational software. He has been responsible for more than 12 educational software products including Performance Series. Mr. O'Hair served as Chief Technology Officer and Co-founder of Edvision Corporation for 12 years managing the educational software product development. He consistently creates customer-centric "best of breed" educational products that are used in schools nation-wide.



SAMIR JOGLEKAR

Senior Vice President, Global Sales & Marketing

Samir Joglekar is responsible for providing overall sales and marketing leadership for K-12 education, higher education, federal, and government business units across the globe. Prior to eInstruction, Joglekar spent more than 10 years at Dell where he was responsible for driving customer sales and account management for data center products, software, and services in North America and Western Europe. Joglekar also contributed at Apple, Inc. in multiple roles. He focused on sales, business development, and technology evangelism. He earned a BS in Electrical Engineering from George Washington University and attended Johns Hopkins University for graduate studies in Bio-Medical Engineering.



LISA KAMINSKI

VP People Operations

Lisa Kaminski has responsibility for all human resources functions including recruiting, talent management, and retention. Ms. Kaminski has extensive experience in both the human resource and technology worlds. Prior to joining FSCreations, Inc. her background included creating and leading the HR functions at a software startup in Cincinnati as well as regional HR leadership experience at Apple Computer and Hewlett-Packard. Her experience also includes leading the HR team at Meridian Bioscience Inc. during a period of rapid growth and change. Ms. Kaminski has a B.A. in Psychology from the University of Michigan and an MBA in Human Resources Development from Wayne State University. She is professionally certified by the Society for Human Resources Management and has created and taught certification courses for HR professionals in the professional and academic environments.



JIM HOPKINS

VP of Product Management

Jim Hopkins is responsible for eInstruction's product management, technical support, and professional services team. Mr. Hopkins worked previously as the Director of Sales & Marketing for FSCreations, Inc. – the creator of ExamView® Assessment Suite and Learning Series – when it was acquired by eInstruction in 2006. Prior to that, Mr. Hopkins held senior-level executive positions at several software development firms, he co-founded his own custom software company, and spent 17 years with The Procter & Gamble Company, where he managed research and development for several major brands. He has an A.B. and B.S. degree from Miami University of Ohio.

2010

K-12 PRODUCT COLLECTION





2010 • K-12 PRODUCT COLLECTION

"Tell me and I forget. Teach me and I remember.
Involve me and I learn."

- Benjamin Franklin

Follow the ribbons and see how our products can be used collaboratively to enhance student learning.

STUDENT RESPONSE SYSTEMS

1-8

CSPulse™	3-4
CPS™IR	5
INTERWRITECRICKET®	6
vClicker™ MOBILE EDITION	7-8

INTERACTIVE WHITEBOARD TECHNOLOGY

9-14

INTERWRITEMOBI®	11-12
INTERWRITEDualBoard™	13
ADJUSTIT II Stand	13
INTERWRITEWORKSPACE®	14

CONTENT & RESOURCES

15-20

eI Community™	17
EXAMVIEW® Assessment Suite	18
EXAMVIEW® Learning Series	19-20

SCHOOL & DISTRICT SOLUTION

21-24

eI Cornerstone Education Suite	23-24
---	--------------

EDUCATOR SUPPORT

25-31

Getting Started	27
Professional Development	28
Technical & Customer Support	29
eInstruction® Workshop Loan Program	29
New Lease Financing Program	29
Research Data On eI Technology	30
Our Vision	31

STUDENT RESPONSE SYSTEMS ENGAGE. ASSESS. RECORD.



CPSPulse™

CPS™IR

INTERWRITECRICKET[®]

vClicker™ MOBILE EDITION





TRANSFORM YOUR CLASSROOM INTO A HIGH-PERFORMING INTERACTIVE LEARNING ENVIRONMENT.

Affordable, effective, and easy to use, **CPSPulse™** is the latest version of the market-leading Classroom Performance System™, used by millions of students and teachers in more than 500,000 classrooms. Keep students engaged and involved in class. Facilitate **greater student-teacher interaction** in a fun, dynamic learning environment that encourages class discussion and participation. Students who normally remain silent in class now answer every question with confidence.

- Capture real-time assessment data to gauge student comprehension as you teach.
- Identify individual learning needs and differentiate instruction as needed.
- Automate and streamline time-consuming administrative tasks like taking attendance, grading quizzes or tests, and recording the results.
- Generate personalized reports in seconds.
- Ideal for grades 6 and up, in any size classroom.

*"There is no more guesswork! Now a teacher can provide immediate feedback to students so that the students know instantly if they are on track or not. The use of a **CPS™** in the classroom is a win-win situation for both the teacher and the student."*

*-Tracy Allison, Special Education Teacher and Department Head
South Habersham Middle School, Cornelia, GA*



KEY FEATURES

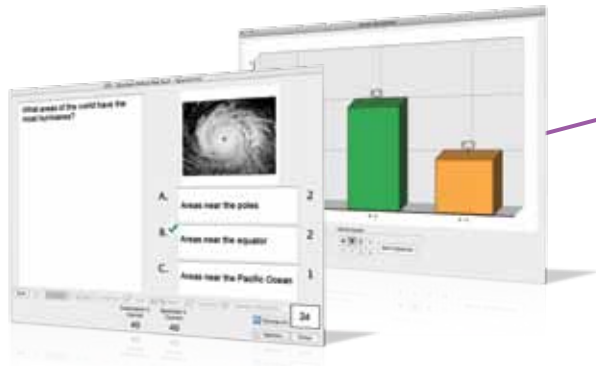
- Seamless integration with **EXAMVIEW®** content and question banks that come with more than 6,400 textbooks from more than 60 leading publishers, makes creating and delivering assessments and lessons quicker and easier.
- 3-line LCD screen gives students real-time feedback and makes navigating self-paced assessments easy.
- Question/Answer Types: Multiple Choice, Multiple Answer, Yes/No, True/False, Ranking, and advanced Numeric and Text Entry capabilities for greater flexibility in test writing and delivery, including the types frequently used in **math and science**.
- Integration with the new eI Community™ puts even more peer-tested content and resources at your disposal.
- Access more than 14,000 high-quality questions in **EXAMVIEW®** Learning Series (See pages 19-20 for details).
- Operates in teacher-managed or student-managed modes.
- State-of-the-art Radio Frequency protocol provides easy and reliable plug-and-play connectivity.

SPECIFICATIONS

- Runs on 2 AA batteries with a typical life of 9 to 12 months.
- Operating distance: 150 feet. Does not require line of sight between clickers and receiver.
- Available for Windows® XP (SP2), Vista® (SP1) and Windows® 7; Mac OS® X 10.4.1 or higher.



RECOMMENDED: When any of eInstruction's student response systems are used with the **INTERWRITEMOBI®** (see pages 11-12), students' answers are displayed in the Mobi's unique "Know-What-I-Know" (KWIK) LCD screen, allowing teachers to immediately see who "gets it," and who does not, so they can modify their instruction accordingly.



GIVE STUDENTS A FUN, INTERACTIVE WAY TO LEARN.

The response device preferred by elementary educators, this durable, infrared-based clicker system is ideal for smaller classes of up to 35 students in grades K-5. **CPS™ IR** works with virtually any instructional resource in multiple formats, including PowerPoint® presentation software.

KEY FEATURES

- Seamless integration with **EXAMVIEW®** content and question banks that come with all major publishers' textbooks makes assessment and lessons easy to create and deliver.
- Integration with the new **eI Community™** puts even more peer-tested content and resources at your disposal.
- Question/Answer Types: Multiple Choice, Yes/No, True/False.

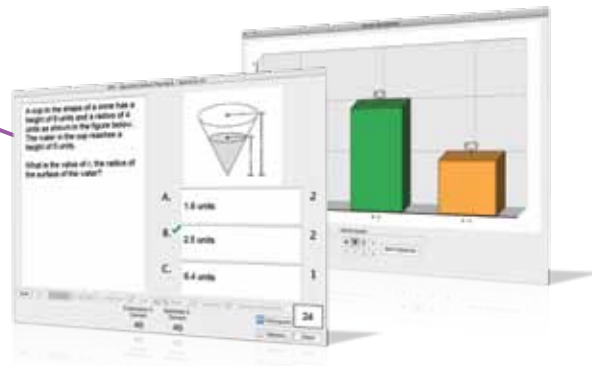
SPECIFICATIONS

- Runs on 2 AAA batteries with a typical life of 12 to 18 months.
- Operating distance: 50 feet. Requires line of sight clearance between clickers and receiver.
- Available for Windows® XP (SP2), Vista® (SP1) and Windows® 7; Mac OS® X 10.4.11 or higher.



RECOMMENDED: Pair your **CPS™** student response system with the **INTERWRITEMOBI®** to seamlessly transition between lesson content, spot quizzes, and other assessments.

INTERWRITECRICKET®



SIMPLIFY ASSESSMENTS. GET RESULTS.

INTERWRITECRICKET® keeps it simple, from setup to grading and uploading assessment results. **Create your own questions or download them from any number of content resources and question banks.** The Cricket works with virtually any publisher's resource in multiple formats, including PowerPoint® presentation software.

KEY FEATURES

- Seamless integration with **EXAMVIEW®** content and question banks that come with all major publishers' textbooks makes assessment and lessons easy to create and deliver.
- Integration with the new eI Community™ puts even more peer-tested content and resources at your disposal.
- State-of-the-art radio frequency protocol provides easy and reliable connectivity and increased performance in large classes.
- Question/Answer Types: Multiple Choice, Yes/No, True/False.

SPECIFICATIONS

- Runs on 2 AAA batteries with a typical life of 9 to 12 months.
- Operating distance: 150 feet. Does not require line of sight between clickers and receiver.
- Available for Windows® XP (SP2), Vista® (SP1) and Windows® 7; Mac OS® X 10.4.11 or higher.

*"When I started using **CPS™** for assessment, my students' mastery level improved drastically! Students who had never passed a test before in my class were now passing, and doing very well."*

*—Kris Campesi, Mastery Science Teacher
Stafford Middle School, Stafford, VA*



ASSESSMENT FOR 1-TO-1 CLASSROOMS AND ACROSS MULTIPLE LOCATIONS.

vClicker™ MOBILE EDITION is a powerful web-based version of eInstruction's popular Classroom Performance System™, designed to turn any computer or full Internet browser-enabled mobile device into a "virtual" clicker.

STUDENTS can use the **vClicker™** MOBILE EDITION to participate in interactive activities and real-time, graded assessments.

EDUCATORS can deliver real-time assessments to both in-class and off-site students, then collect and aggregate the response data, and immediately view the results.



KEY FEATURES

- Includes robust classroom reporting capability with integration via eInstruction's Cornerstone platform for centralized data storage, retrieval, and reporting across any and all classrooms.
- Automatically connects to the instructor's response database, regardless of location.
- Runs on a Mobile Internet Device (MID), laptop, smartphone, or other portable device with a compatible Internet browser.
- Supports the same question types as **CPS™** clickers.
- Centralized login and device management make it easy to join active sessions from any browser connected to the Internet.
- Secure access prevents non-authorized users from entering response sessions.
- Enables synchronous activities in physical and distance learning environments.

SPECIFICATIONS

- The software and device connections can be hosted on a Local Area Network (LAN) or via the Web on eInstruction® servers, simplifying the user organization's infrastructure and systems management.
 - In "hosted" implementation, a co-located server provides the connection between **vClicker™** and class session.
 - In "local" implementation, a school site server provides the connection between **vClicker™** and class session.
- Runs in Internet Explorer®, Firefox®, or Safari™ browsers on any computing device with Windows® or Mac®.
- Available on the iTunes® Application Store, for iPhone® or iPod® Touch.

To learn more about vClicker™, please visit www.einstruction.com/vclicker.

INTERACTIVE WHITEBOARD TECHNOLOGY

BRING LESSONS TO LIFE. LIFE TO LESSONS.

● **INTERWRITE**MOBI®

INTERWRITEDualBoard™

ADJUSTIT II Stand

INTERWRITEWORKSPACE®

USE MULTIMEDIA RESOURCES



ENGAGE AND INVOLVE STUDENTS



ENCOURAGE AND FACILITATE COLLABORATION



INTERWRITEMOBI®

Winner of the **2009 Award of Excellence** from *Tech & Learning Magazine*.



GET MORE. GET MOBILE. GET MOBI. DELIVER ENGAGING LESSONS FROM ANYWHERE IN THE ROOM.

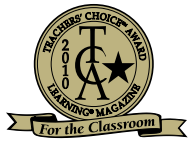
The first mobile interactive whiteboard system designed to support **student-centered collaborative learning** and give you the freedom and flexibility to manage your class and deliver engaging lessons from anywhere in the room.

The **INTERWRITE**MOBI® works like an interactive whiteboard. Use the Mobi's electromagnetic pen to write, draw, insert images, highlight, interact with, and annotate over instructional content projected onto **any surface**.

Mobi's **built-in color LCD screen** instantly displays student responses when used with eInstruction's market-leading student response systems. Called a "KWIK" screen (for "Know What I Know"), this dynamic feature expands a teacher's ability to differentiate instruction by privately viewing each student's response seconds after they send it.

"Never until the Mobi have I had a tool that allows me to bridge the paper-and-pencil world with the electronic world."

—Derrick Driscoll, Math Teacher, Westminster Secondary School
Thames Valley District School Board (Canada)



INTERWRITEMOBI®



LEARN TOGETHER WITH THE MOBI SYSTEM.

The **INTERWRITEMOBI®** with KWIK screen can be purchased separately or as a system including: one Mobi Teacher and two Mobi Learners, plus a Mobi Dock charging and security station. Only the Mobi Teacher with KWIK screen will display eInstruction® student response system results in the LCD window.

The **Mobi Learner tablets** are ideal for passing around the class and creating a high level of participation. These rugged handheld devices make it possible for multiple students or small groups of students to provide direct input into a learning activity without having to leave their seats.

KEY FEATURES

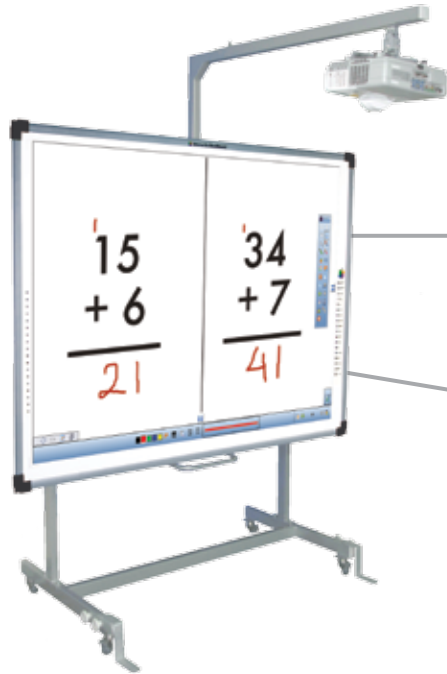
- Simply project computer images onto any surface like a screen or wall to create an interactive whiteboard experience.
- Save, print, and/or email your lessons and notes for lesson review, students who were absent, or parents who want to see what their children are learning in class.
- Draw from a rich gallery of digital images, simulations, and interactive lessons and resources built into the Mobi's **INTERWRITEWORKSPACE®** software.
- Use by itself as a "stand-alone" whiteboard, or in conjunction with any brand of whiteboard.
- As many as nine Mobi tablets can simultaneously interact with and contribute to the same "whiteboard" display, creating a powerful collaborative learning environment for lessons and activities, even if you do not have a whiteboard.
- Includes a rechargeable battery, typically lasting 8 hours in the Mobi Teacher and Mobi Learner versions with normal use.



RECOMMENDED: Create a truly dynamic, interactive learning experience by using the **INTERWRITEMOBI®** in concert with eInstruction's **CPSpulse™** (pages 3-4), enabling teachers to conduct on-the-fly assessments and view student responses in real time on the Mobi's built-in "Know-What-I-Know" (KWIK) LCD screen.

INTERWRITEDualBoard™

with **ADJUSTIT II** Stand



ENGAGE ALL TYPES OF LEARNERS WITH A HIGH LEVEL OF INTERACTIVITY.

The next generation interactive whiteboard, **INTERWRITEDualBoard™**, allows two people or teams to work at the board, and manipulate and annotate over lesson content simultaneously. Available in both standard and wide-format sizes, the **INTERWRITEDualBoard™** is durable and easy to use, it also functions as a standard dry erase board, so markers can be used and easily erased.

KEY FEATURES

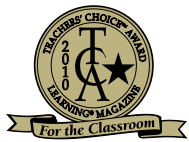
- Durable whiteboard surface designed to withstand the rigors of a typical classroom.
- High-resolution technology provides industry-leading accuracy in writing, diagramming, and lesson delivery.
- Convenient pen charger keeps pens charged and ready to use.

ADJUSTIT II Stand

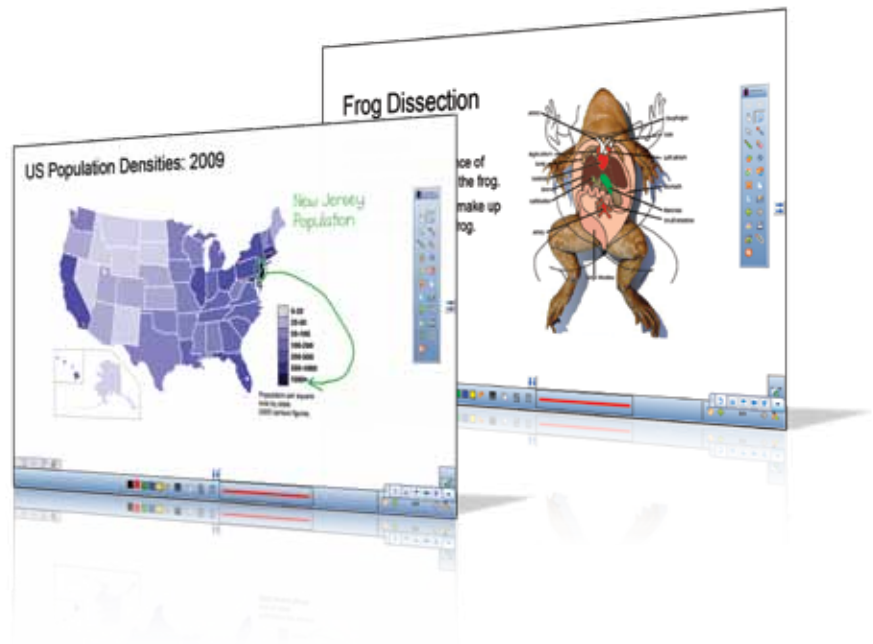
The new **ADJUSTIT II** stand (sold separately) is the perfect companion for your **INTERWRITEDualBoard™**. This system is easy to install and enables you to adjust your **INTERWRITEDualBoard™** to any height to accommodate all users. The **ADJUSTIT II** also includes a universal video projector adaptor, and is significantly lighter and more affordable than its predecessor. The stand includes wheels with brakes for greater stability, and provides a mobile solution for your **INTERWRITEDualBoard™**.



RECOMMENDED: Create a truly dynamic, interactive learning experience by using the **INTERWRITEDualBoard™** in concert with the **INTERWRITEMOBI®** and one of eInstruction's student response systems.



INTERWRITEWORKSPACE®



TEACH WITH ANY CONTENT AND BRING YOUR LESSONS TO LIFE.

INTERWRITEWORKSPACE® is the award-winning software used to create and assemble the interactive lesson content you control with the **INTERWRITEMOBI®** and **INTERWRITEDualBoard™**. Workspace's open design allows you to incorporate and work with teaching materials in multiple formats from any source, including publishers' **EXAMVIEW®** content and question banks (see pages 18-20), web-based content, and third-party curricula. Eliminate worries about any importing or compatibility issues.

Use the Workspace **content capture tool** to access any screen content including: text, pictures, graphics, videos, audio files, and Flash animations. Workspace includes **more than 4,000 teaching resources**, from engaging images and animations to complete interactive lessons, organized and searchable by subject area. Workspace also houses an extensive Flash library called **INTERWRITESIMS**, containing interactive animations and simulations you can use as warm-up exercises, enrichment, and remediation to enhance the learning experience.

INTERWRITEWORKSPACE® also offers more than 50 simple-to-use annotation and teaching tools to help you get your point across and hold students' attention. For example:



- the Curtain - used to create suspense or hide information (such as the correct answer)



- the Spotlight - a powerful way to focus attention on a particular point



- the Highlighter - for added emphasis



- the Magnifier - to zero in on the most important elements



- the Capture Tool - to capture any screen content in just a click or two

Workspace software provides the platform for **multi-user** collaboration with the Mobi and DualBoard, and makes it possible to harness the power of **CPS™** software from within Workspace pages. Able to accept simultaneous input from up to nine users, Workspace allows for everyone in the class to participate, collaborate, and interact with each other. Workspace runs in Windows® XP (SP2), Vista® (SP1), Windows® 7, and Mac OS® X 10.4.11 or higher.

CONTENT & RESOURCES

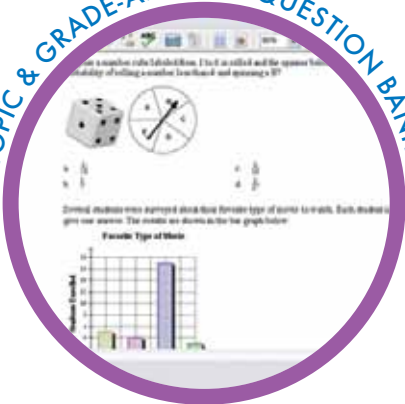
GET WHAT YOU NEED TO HELP STUDENTS SUCCEED.

eI Community™

EXAMVIEW® Assessment Suite

EXAMVIEW® Learning Series

TOPIC & GRADE-ALIGNED QUESTION BANKS



RELEVANT ONLINE RESOURCES



SEAMLESS CONTENT INTEGRATION





CONTENT RICH. OPEN TO ALL. EVERYTHING YOU LOOK FOR IN AN ONLINE COMMUNITY.

The eI Community™ is a new online resource center, open to all educators who want to connect with their peers, pick up helpful tips and advice, and share ideas, lesson content, and other resources. Access **more than 125,000 high-quality instructional resources**, organized and searchable by subject, grade level, media type, and standards. Upload and share your favorite resources, and use the discussion boards, blogs, and best practices to learn what others are doing, regardless of what technologies they may be using. You'll find **everything you need to energize lessons and motivate learning, in one convenient location**. Robust search capabilities will help you find exactly what you're looking for quickly, saving time and effort. Integrates with many eInstruction® software applications.

VISIT www.eIcommunity.com AND BECOME A MEMBER
OF THIS GROWING ONLINE RESOURCE CENTER.

"I see eI Community™ as a place where educators can come to talk about their experiences, test their hypotheses, explain their successes, and commiserate about their concerns, all from the comfort of their homes."

– Carl Rosenberg, Palm Beach Central High School
Palm Beach, FL.

ASSESS. TRACK. ANALYZE.

SPEND LESS TIME CREATING AND DELIVERING TESTS.

Research shows that the ability to frequently assess, track, and analyze student comprehension is essential to ensuring students' success. eInstruction's **EXAMVIEW**[®] Assessment Suite makes it easy to create, administer, and manage both formative and summative assessments.



Test Generator. Create assessments, quizzes, study guides, and worksheets using multiple question formats, pictures, tables, graphs, charts, and other multimedia elements. Works with **CPS**[™] for real-time results.

Test Manager. Collect results and generate comprehensive reports in minutes. Test Manager also manages your class rosters and automatically collects performance data from the school network to analyze student results and identify areas of concern.

Test Player. Gives students the ability to take tests and view study guides over the school network.

Make the **EXAMVIEW**[®] Assessment Suite an integral part of your teaching strategy every day.

KEY FEATURES

- Designed to work with **EXAMVIEW**[®] question banks created for more than 6,400 textbooks from over 60 leading publishers.
- Access more than 14,000 unique, high-quality, grade-appropriate questions for Language Arts, Reading, Math, Science, and Social Studies in **EXAMVIEW**[®] Learning Series (see next page).
- Create and customize tests to match state and national standardized tests with questions in 14 formats, including multiple choice, bimodal, and short answer.
- Administer assignments and tests in a variety of ways, including plain-paper bubble sheets, over a school network, through learning management systems such as ANGEL[®], WebCT, Vista[®], and Blackboard[®], or via the Internet.
- Grade tests using eInstruction's student response system to track progress and generate comprehensive reports.



MONITOR AND IMPROVE STUDENT PROGRESS **INDEPENDENTLY REVIEWED, STANDARDS-ALIGNED QUESTIONS**

EXAMVIEW[®] Learning Series (Learning Series) is a collection of unique, high-quality questions specifically aligned to 31 states' standards and Core Curriculum Topics. Learning Series works in concert with **EXAMVIEW**[®] Assessment Suite—the industry's leading classroom assessment tool—to produce study guides, worksheets, and formative assessments. Learning Series questions can be used to help instructors simulate questions commonly found on states' high-stakes tests, and supplement standards-based instruction.

Learning Series employs the strictest development and review process for each of the more than 14,000 independent questions in five core disciplines: Language Arts, Math, Reading, Science, and Social Studies. All Learning Series questions encourage a student's ability to analyze situations and apply higher-order thinking skills.

Learning Series is currently available with correlations for over 12,000 independent questions for these states: Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington, and West Virginia. Each Learning Series state-aligned product includes an additional non-aligned 1,500 math items for grades K-2 and an additional non-aligned 600 reading items for grades K-2.

EXAMVIEW[®] Learning Series Core Curriculum Topics product is organized as follows:

LANGUAGE ARTS. Learning Series Language Arts questions for grades 3-8 are organized by the following topics: Grammar, Mechanics, Spelling, and Usage.

MATH. Learning Series Math questions for grades K-10 are organized by the following topics: Algebraic Thinking; Data Analysis and Probability; Geometry and Spatial Sense; Measurement; and Number Sense, Concepts, and Operations.

READING. Learning Series Reading questions for grades K-10 are organized according to reading passage. Reading passages include cross-curricular selections in a variety of genres with questions designed to assess higher-order thinking skills. Each reading passage offers multiple questions that correspond to that passage.

SCIENCE. Learning Series Science questions for grades 5, 8, and 10 are organized by the following topics: Earth and Space, Energy, Force and Motion, How Living Things Interact with Their Environment, Processes of Life, Processes that Shape the Earth, the Nature of Matter, and the Nature of Science.

SOCIAL STUDIES. Learning Series Social Studies questions for grades 8, 10, and 11 are organized by the following topics: Citizenship; Culture; Economics; Geography; Government; History; Science, Technology, and Society; and Social Studies Skills.

MORE THAN 14,000 QUESTIONS IN FIVE CORE DISCIPLINES

Language Arts, Math, Reading, Science, Social Studies

DYNAMIC QUESTIONS IN MATH, SCIENCE, AND SOCIAL STUDIES

296,000+ unique question variations

VERSATILE DELIVERY OPTIONS

Paper-pencil, Classroom Performance System™ (CPS™) response systems, **INTERWRITEWORKSPACE[®]**, local area network, Internet

VARIETY OF QUESTION TYPES

Multiple choice, bimodal*, numeric response, completion, short answer, essay

ALIGNED TO BLOOM'S TAXONOMY LEVELS

ALIGNED TO WEBB'S DEPTH-OF-KNOWLEDGE LEVELS

*Bimodal questions can be displayed as either multiple choice or short answer. They display as multiple choice by default.

To learn more about Learning Series, or to discuss a Learning Series state-aligned product, contact eInstruction at **866.496.4949**.

	TOTAL QUESTIONS	WITH DYNAMIC ITERATIONS
LANGUAGE ARTS		
GRADE 3	248	N/A
GRADE 4	248	N/A
GRADE 5	248	N/A
GRADE 6	250	N/A
GRADE 7	231	N/A
GRADE 8	243	N/A
SUBTOTAL	1,468	N/A
MATH		
GRADE K	500	>12,304
GRADE 1	500	>15,984
GRADE 2	500	>20,608
GRADE 3	627	>23,626
GRADE 4	611	>21,638
GRADE 5	670	>34,863
GRADE 6	520	>25,096
GRADE 7	541	>27,987
GRADE 8	560	>30,452
GRADE 9	587	>33,374
GRADE 10	597	>37,442
SUBTOTAL	6,213	>283,374
READING		
GRADE K	200	N/A
GRADE 1	200	N/A
GRADE 2	200	N/A
GRADE 3	260	N/A
GRADE 4	293	N/A
GRADE 5	284	N/A
GRADE 6	316	N/A
GRADE 7	305	N/A
GRADE 8	340	N/A
GRADE 9	306	N/A
GRADE 10	264	N/A
SUBTOTAL	2,968	N/A
SCIENCE		
GRADE 5	610	>1,101
GRADE 8	661	>3,325
GRADE 10	690	>4,921
SUBTOTAL	1,961	>9,347
SOCIAL STUDIES		
GRADE 8	774	>2,728
GRADE 10	373	>457
GRADE 11	364	>471
SUBTOTAL	1,511	>3,656
TOTALS	14,121	>296,377

SCHOOL & DISTRICT SOLUTION

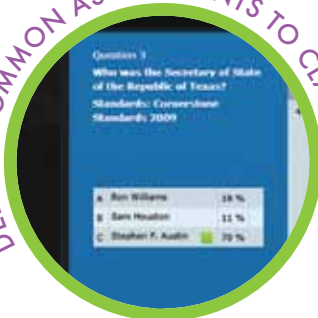
TRACK STUDENT PERFORMANCE

eI Cornerstone Education Suite

MANAGE ASSESSMENT DEVICES, USAGE, AND DATA



DELIVER COMMON ASSESSMENTS TO CLASSROOMS



IMPROVE ACADEMIC PROGRESS AT EVERY LEVEL





A SINGLE, INTEGRATED PLATFORM FOR TRACKING AND IMPROVING STUDENT PERFORMANCE.

Specifically designed to maximize the impact and return on investment of **CPS™** student response systems and other eInstruction® technology, eI Cornerstone Education Suite is a powerful enterprise-based administrator tool for monitoring, aggregating, and analyzing student performance data, distributing content and assessments, and centrally managing your eInstruction® technology.

eI Cornerstone provides superintendents, principals, and curriculum, assessment, and technology coordinators with access to real-time, system-wide data on student, subgroup, class, curriculum, and/or school performance to make informed decisions and drive initiatives aimed at improving student achievement.

“Cornerstone helps us understand why some children aren’t being successful and may need extra instructional help. It allows us to pinpoint what areas of weakness they have, what they are lacking, and what we can do as a school to remediate those areas. Cornerstone is the vehicle that we’re going to use to help those kids be successful.”

–Dr. Douglas Reisig, Superintendent
Hellgate School District, Missoula, MT



The eI Cornerstone Education Suite is server-based software comprised of four modules:

- **ADMINISTRATION** for managing student, course, device, and software information.
- **CONTENT & ASSESSMENT DISTRIBUTION** for managing and distributing instructional materials, interactive content, and common assessments to all connected classrooms.
- **REPORTING & ANALYSIS** for tracking, monitoring, and analyzing student performance data from eInstruction® student response systems.
- **WEB RESPONSE MANAGEMENT** for managing assessment data collected from students using **vClicker™ MOBILE EDITION** web-based clickers. (See pages 7-8 for more information on **vClicker™ MOBILE EDITION**.)

For more information on eI Cornerstone, contact eInstruction at **866.496.4949** or visit **www.einstruction.com/cornerstone**.

EDUCATOR SUPPORT

GET WHAT YOU NEED TO HELP STUDENTS SUCCEED.

Getting Started

Professional Development

Technical & Customer Service

eInstruction® Workshop Loan Program

New Lease Financing Program

Research Data On eI Technology

Our Vision

GRANT WRITING & FUNDING



ONE-ON-ONE PROFESSIONAL TRAINING



EXCELLENCE IN SERVICE AND SUPPORT





USING TECHNOLOGY EFFECTIVELY

eInstruction provides an extensive menu of online and on-site training, as well as consulting services to help you set up and integrate your eInstruction® technology into daily practice and gain the full benefit and value from your investments.

ONLINE TRAINING

To get you up and running quickly, we have a full line of free online training videos and print resources. For purchase, we have both workbooks and training CD-ROMs for self-paced learners and classroom training. For more customized training, eInstruction also offers online webinars that can be scheduled and tailored to your particular needs. Fees for this training start at \$250 per hour, and are negotiated on a case-by-case basis.

ON-SITE TRAINING

eInstruction also offers half- and full-day on-site training for all product lines, as well as a selection of train-the-trainer courses and one- through five-day staff development programs. Each program is customized to meet the unique needs of each district, school, and teaching staff.

For a complete list of online and on-site training resources, please visit www.einstruction.com/training and click on the Resources and Videos tab. You can also email pcs@einstruction.com for additional information.

CUSTOMIZED CONSULTING SERVICES

Need assistance in applying for grants, conducting technology audits, or converting and uploading content for use with eInstruction's interactive instruction and student response systems? eInstruction can help with these, as well as other planning and implementation needs. For a complete list of consulting and professional service offerings, please visit www.einstruction.com/training and click on the Grants, Content Conversion, Professional Consulting, and Support Services tabs.

Once users have been trained and understand the basics of their eInstruction® products, a number of professional development programs are available to take them to the next level. These programs offer a mix of expert-led, peer-to-peer and hands-on sessions covering more advanced capabilities and best practices to save time, enhance instruction, and maximize results.

PROFESSIONAL DEVELOPMENT FOR 21ST CENTURY INSTRUCTIONAL SKILLS:

ASSESSMENT STRATEGIES AND TECHNIQUES

This program focuses on formative assessment and collaboration strategies for instruction programs to meet the needs of the K-12 classroom. Learning objectives include:

- How to select, create, and utilize formative assessment questions for group instruction.
- How to produce and employ multi-sensory presentations to maximize student engagement during instruction.
- How to collect and analyze formative and summative assessment reporting data to differentiate instruction.

TWO-DAY COURSES FOR UP TO 25 EDUCATORS: Priced at \$2,750 each.

THREE-DAY COURSES FOR UP TO 25 EDUCATORS: Priced at \$3,600 each. These courses cover the same content as the two-day courses, but are geared to specific grade levels and subjects, including: Elementary Grades; Middle Grade Language Arts/Social Studies/World Languages; and High School Math, Science, Social Studies, and Language Arts/World Languages. *Expected availability March 2010.*

For more information on professional development, please visit www.einstruction.com/professionaldevelopment.
For a full list of available programs and descriptions, e-mail us at pcs@einstruction.com.



eI EDUCATION TECHNOLOGY CONFERENCES

eInstruction partners with school systems to host one- and two-day regional conferences throughout the year. Designed to help both new and experienced technology users, these conferences integrate and make best use of technology in the classroom, with a special focus on math and science instruction. Attendees can choose from a variety of hands-on and demonstration sessions presented by experienced technology users.

If you are interested in hosting a conference or have questions, please e-mail edtechconference@einstruction.com.

YOUR PARTNER IN EDUCATION



HERE WHEN YOU NEED US

If you have a question or need assistance, an eInstruction® representative is ready to help.

TECHNICAL SUPPORT can be reached at **888.333.4988**, Monday through Friday from 5:00 am to 6:00 pm, MST. (Dial 001.940.565.0004 outside the U.S.) You may also email **techsupport@einstruction.com**.

LIVE ONLINE CHAT SUPPORT is available from our website at: **www.einstruction.com/support_downloads** Monday through Friday, from 6:00 am to 3:00 pm, MST. You can also browse our online **Knowledge Base**, search our **Support Forums**, or use our **Online Support Form**.

CUSTOMER SUPPORT can be reached at **866.496.4949**, Monday through Friday from 6:30 am to 4:30 pm, MST (Dial 1.410.381.6688 outside the U.S.).

eInstruction® WORKSHOP LOAN PROGRAM

Educators who wish to use eInstruction® technology when making presentations at workshops or conferences can take advantage of our Workshop Loan Program. eInstruction will provide the **CPSpulse™** student response system and/or the **INTERWRITEMOBI®** classroom system at no cost and even pay for shipping! To request loaner equipment, go to **www.einstruction.com/speaker** and submit the online form.

NEW LEASE FINANCING PROGRAM FOR K-12 SCHOOLS

eInstruction is partnering with Baystone Financial Group to provide a tax-exempt municipal **lease financing program for K-12 public schools** that want an easy and affordable way to fund their eInstruction® technology purchases.

Baystone Financial Group specializes in tax-exempt purchase financing and has provided professional financing to government entities for more than 21 years.

Tax-exempt lease financing allows your school to **fund 100% of a purchase with minimal money down**. Since the interest earned by the lender is exempt from federal income tax, borrowing rates tend to be lower than commercial bank rates.

Call your eInstruction® sales representative at **866.496.4949** or send an email to **leasefinancing@einstruction.com**, for further information.

RESEARCH DATA ON eI TECHNOLOGY



A considerable body of evidence and research shows technology-enabled instruction, assessment, and performance monitoring techniques have real, measurable results in engaging and motivating students, improving comprehension, and raising academic achievement.

29 independent scientific studies across a wide range of subject areas and grade levels demonstrate using student response systems like **CPS**Pulse™, **CPS**™IR, **INTERWRITE**CRICKET®, and **vClicker**™ MOBILE EDITION:

- Increases achievement levels by involving students in the learning process to inform and adjust instruction.
- Provides targeted feedback in a corrective manner essential to the learning process.
- Helps learners practice retrieval and application of information to answer questions.
- Increases discussion and interactivity.
- Improves learning through repetition by offering multiple question variations on a single learning point.
- Increases teacher awareness of student difficulties.
- Increases the likelihood of learning by motivating students.
- Enables students to understand why they answered specific questions incorrectly.
- Deepens higher-order thinking.

EMPIRICAL EVIDENCE ALSO SHOWS THAT eInstruction® TECHNOLOGY CAN:

- Double the effectiveness of traditional lessons.
- Improve student outcomes such as improved test scores or passing rates, student comprehension, and learning.
- Increase student attention and listening.
- Improve retention of important concepts.

eInstruction® technology makes it easy to engage all students in frequent formative assessment, and provides empirical data and analysis that enable both educators and students to clearly understand each student's academic progress.

For more information, visit www.einstruction.com/researchdata.

OUR VISION FOR THE 21ST CENTURY CLASSROOM AND ADMINISTRATION OFFICE

A seamlessly integrated, easy-to-use instruction, assessment, and outcome management solution consisting of...



Simple Solutions. Real Results.™

To help educators drive academic progress every day by providing them with the tools, content, data, and support they need to create a dynamic interactive classroom experience where:

- Students are engaged, focused, excited, and active participants.
- Teachers can easily assess and know every student's level of understanding.
- Teachers and administrators are able to track and analyze student performance over time.

Please visit our website for more information about our company, products, and services at:

www.einstruction.com

Helping teachers engage students with easy-to-use, interactive learning technology, content, and assessment tools.





www.einstruction.com

866.496.4949

COMMITTED TO EXCELLENCE IN QUALITY & CUSTOMER SATISFACTION



eInstruction Corporation is approved by Lloyd's Register Quality Assurance to the following Quality Management System Standards:

ISO 9001:2000

ANSI/ISO/ASQ Q9001-2000

Certificate No: UQA 0100221

Safari and Mac are registered trademarks of Apple Inc., Windows, Vista, PowerPoint and Internet Explorer are registered trademarks of Microsoft Corporation. ANGEL is a registered trademark of ANGEL Learning. Blackboard is a registered trademark of Blackboard Inc. WebCT is a product of Blackboard Inc. Firefox is a registered trademark of Mozilla Corporation. None were involved in the production of nor do they endorse these products.

Trademarks, logos and service marks are registered and unregistered trademarks of eInstruction Corporation. Use of the symbol ® after a trademark indicates solely that a mark is registered in the United States of America, although certain marks may also be registered in other countries.

eInstruction presents as accurately as possible, its current products and services. eInstruction reserves the right to modify or discontinue products or services at any time without prior notice.