



eInstruction®
Simple Solutions. Real Results.

Mobile Interactive Whiteboards



Student Response Systems



Professional Development



Exam View® Content & Test Generator



2011

PRODUCT COLLECTION

COLLABORATIVE CLASSROOM SOLUTIONS

2011 • PRODUCT COLLECTION

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

What Research Says About Mobile Interactive Whiteboards (pages 5-10)

Independent research studies show important advantages over fixed interactive whiteboards (IWB).

- Moves the focus of instruction from the front of the classroom to the individuals or small groups of students working with the mobile devices.
- Supports instructional uses of IWB technology that evidence suggests may be particularly effective.
- Produces greater opportunities for student-centered instruction and direct student interaction with Mobi™.
- Can be used to support research-based guidelines for effective small-group work that promotes positive interdependence, promotive interactions, and use of interpersonal and small-group skills.
- Incorporates advantages of IWBs related to shared display and interaction, with all the capabilities of IWBs with respect to displaying multisource and multimedia resources.

What Research Says About CPS™ (pages 13-18)

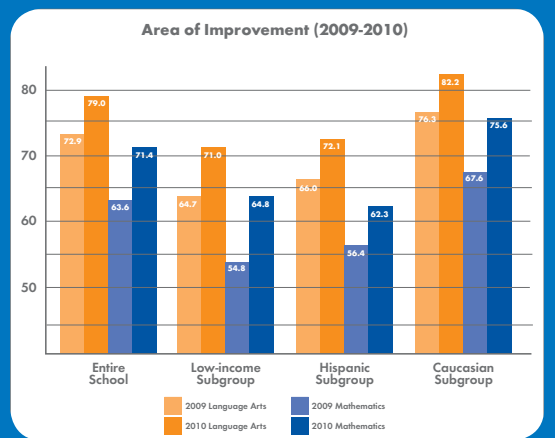
29 independent scientific studies back our CPS™ student response systems.

- Increase achievement levels by involving students in the learning process to inform and adjust instruction.
- Provide targeted feedback in a corrective manner essential to the learning process.
- Increase discussion and interactivity.
- Improve learning through repetition by offering question variations on a single learning point.
- Increase teacher awareness of student difficulties.
- Enable students to understand why they answered specific questions incorrectly.

SCHOOL SUCCESS STORY

eInstruction® technology improves student performance in language arts and mathematics.

Silver Hill Horace Mann Charter School is a Title I school that used eInstruction® technology and professional development to improve performance in language arts and mathematics.



Read more in-depth research at www.einstruction.com/research.

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Federal Funding Sources: Look for these icons to see which technology is eligible for federal funding.

CCLC

21st Century Community Learning Centers

IDEA

IDEA

EETT

Enhancing Education Through Technology

Title 1

Title 1/College - Career Readiness

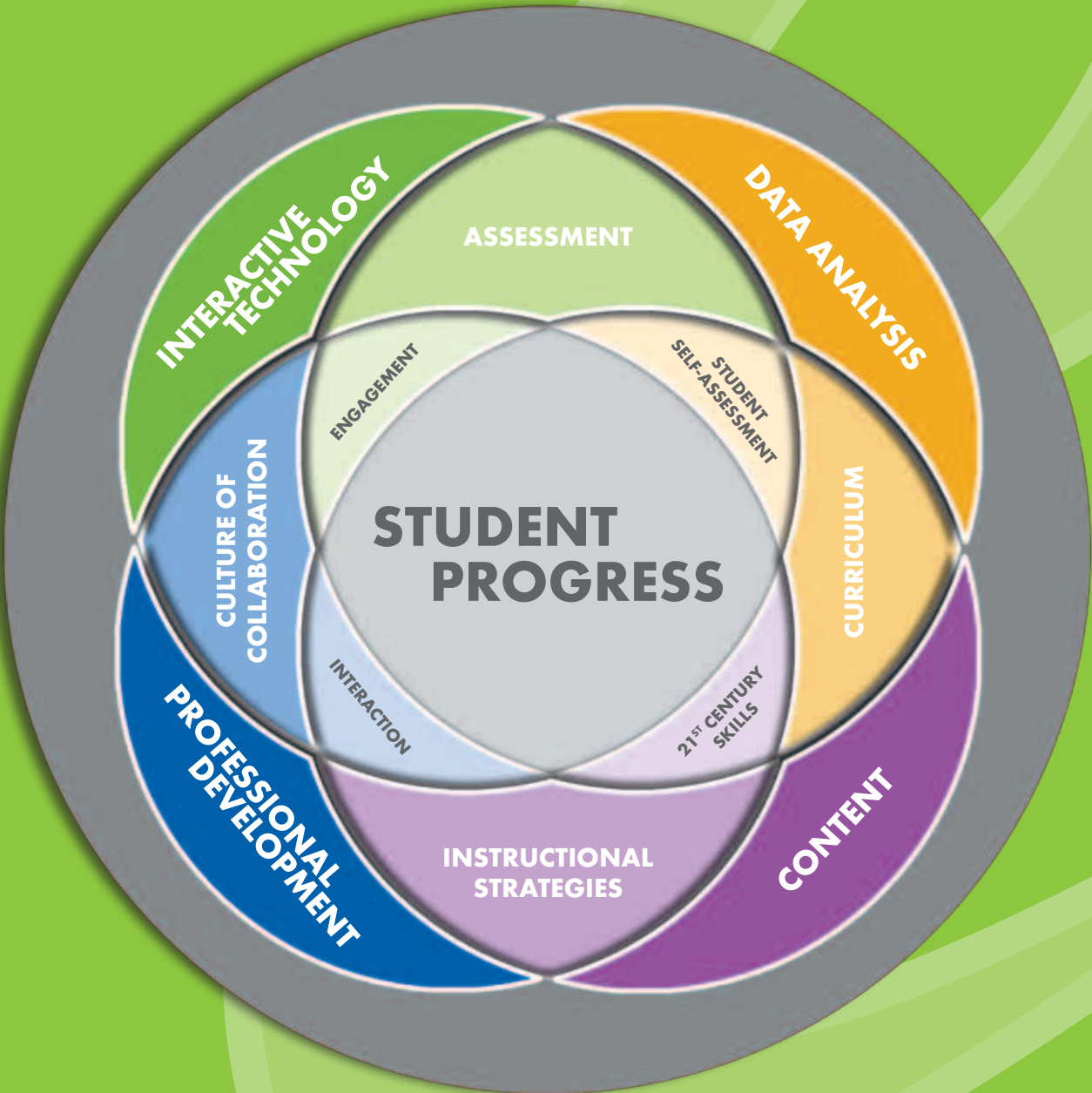
SIG

School Improvement Grants

RTTT

Race to the Top

STUDENT PROGRESS IS AT THE VERY CORE OF
*e*Instruction® *e*ducation *e*cosystem (*e*³)™



We understand that technology alone is not enough and an exceptional learning environment is one comprised of many interdependent elements. eInstruction combines interactive technology, data analysis, content, and professional development with educators' passion and expertise, to bring forth the curriculum, instructional strategies, frequent assessment, and a culture of collaboration that drives student progress. This is what we consider the **eInstruction® Education Ecosystem (e³)™**.

e³ IN ACTION



STUDENTS know immediately what they understand and what they don't through self-assessment by receiving instant feedback on their responses.



TEACHERS have real-time student feedback to make necessary, in-the-moment decisions to re-teach content, differentiate instruction, or continue to new material.

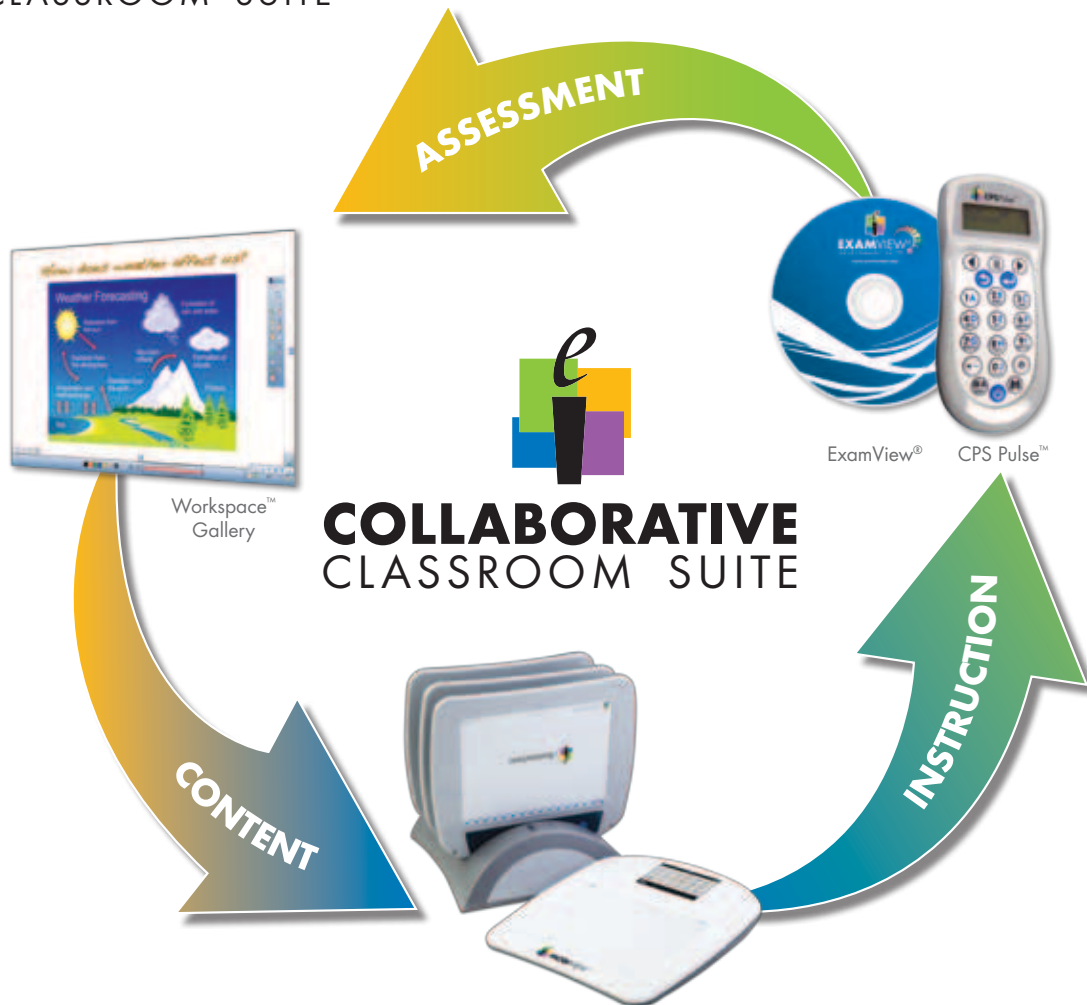


ADMINISTRATORS make data-driven decisions by analyzing performance data to gain deeper insight into educator, strategy, and curriculum effectiveness.



THE CLASSROOM becomes a collaborative, student-centered learning environment where two-way communication among students and teachers can take place.

Enhance your education environment with e³. Visit www.einstruction.com/e3.



Mobi View™ with the Student-Centered Learning Pack

MAKE LESSONS MORE STUDENT-CENTERED IN A COLLABORATIVE LEARNING ENVIRONMENT.

eInstruction's Collaborative Classroom Suite provides true integration of content, instruction, and assessment with Mobi View™ mobile interactive whiteboard (pages 5-10), CPS™ student response systems (pages 13-18), and ExamView® assessment content and test generator (pages 19-20). With the integration of our technology, collaboration among students is measurably enhanced and teachers are free to instruct from anywhere in the classroom for greater interaction and engagement while receiving real-time assessment feedback.

The combination of the technology in the Collaborative Classroom Suite is one small step to enhance the process in the classroom where students thrive. eInstruction provides a solution to enhance learning in the classroom, and to increase teacher effectiveness and student progress.

"The mobile interactive whiteboard, combined with eInstruction's CPS™ student response system and the ExamView® Assessment Suite, supports frequent formative assessment, timely feedback to students, and the ability for teachers to immediately see assessment results and adjust instruction in real-time."

- IESD WHITE PAPER: "What the Research Says: Using eInstruction's Mobi™ System to Support Effective Instruction"



Students using CPS Pulse™ and Mobi™ Learner

INSTANTLY DRIVE GREATER STUDENT PROGRESS, THROUGH DATA-DRIVEN DECISIONS

The eInstruction® Collaborative Classroom Suite combines content, instruction, and assessment into one seamless process. It creates an environment where students work together and learn from each other, teachers assess and instantly re-teach as needed, and everyone is free to interact for a higher level of learning and collaboration simultaneously.

Now, teachers no longer deliver lessons several days before finding out what students really understand. **Teachers have an ongoing view of student understanding every day.** They immediately know each student's level of understanding and can easily determine next steps in the teaching and learning process.

Without eInstruction, students do not know if they are making mistakes until they receive their grades well after moving onto new lessons. **With the Collaborative Classroom Suite, students can self-assess daily so they know when and why they answer correctly, teachers are able to make data-driven decisions, and instruction becomes more student-centered.**

Teachers used to spend valuable time grading hundreds of student papers each week while students received the limited benefits of delayed feedback. Today, teachers can spend their time planning lessons directly based on data and knowledge of student understanding.

See the Collaborative Classroom Suite in action: www.einstruction.com/ccs.



100% INTERACTIVE WHITEBOARD. AND THAT'S JUST THE BEGINNING...

Mobi View™ is the latest mobile interactive whiteboard from elnstruction. It does everything a fixed interactive whiteboard does at a fraction of the cost. Plus, Mobi View™ is handheld so it delivers ultimate mobility and gives you full-classroom control with its touch screen, so there's no need for a board.

- All the functionality of a fixed interactive whiteboard at a fraction of the cost.
- Unparalleled mobility within the classroom.
- Promotes student-centered, active learning.
- Provides seamless integration of content, instruction, and formative assessment with a simple touch of the screen.



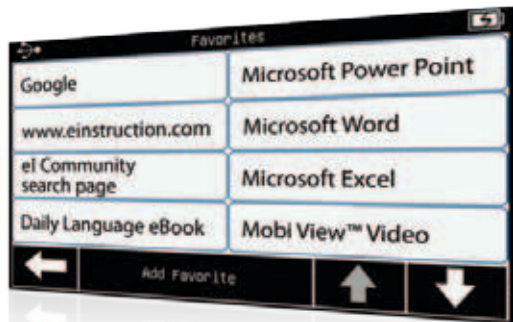
MANAGE LESSONS FROM ANYWHERE IN THE ROOM.

Mobi View™ is the first of its kind to offer a large LCD touch screen that provides the ability to control your lessons from anywhere in the classroom. You can manage lessons with the Mobi View™ touch screen, so there's no need to go back to your computer or board during a lesson. Easily navigate a lesson with the Mobi View™ touch screens, including customizing annotation tools, writing a public or private note, typing with the touch keyboard, and accessing CPS™ reports.



Annotation Screen on Mobi View™ Touch Screen

Do everything you can do with a fixed interactive whiteboard by annotating over lessons with our Workspace™ interactive software. Customizable Workspace™ tools can be preset on the Mobi View™ touch screen, including write, draw, insert images, record and play-back, highlight, and free-hand text recognition.



Favorites Screen on Mobi View™ Touch Screen

The mobility of Mobi View™ gives you the freedom to move around the classroom for a more fluid, interactive lesson. Launch your favorite application, websites, files, and lessons by preselecting up to 16 favorites from the Mobi View™ touch screen.



Private Notes on Mobi View™ Touch Screen

With Mobi View™, there is no need to return to the board or computer when you need to write a note. Write your notes and see what you are writing directly on the Mobi View™ touch screen. Plus, depending on the note you write, you can choose to save it for later or display to the class.

Discover everything Mobi View™ can do at www.einstruction.com/mobiview.

An independent survey states, "9 out of 10 teachers prefer to move around the classroom as they teach."



Students Using a Mobi™ Learner

PROVIDE A STUDENT-CENTERED, ACTIVE LEARNING ENVIRONMENT.

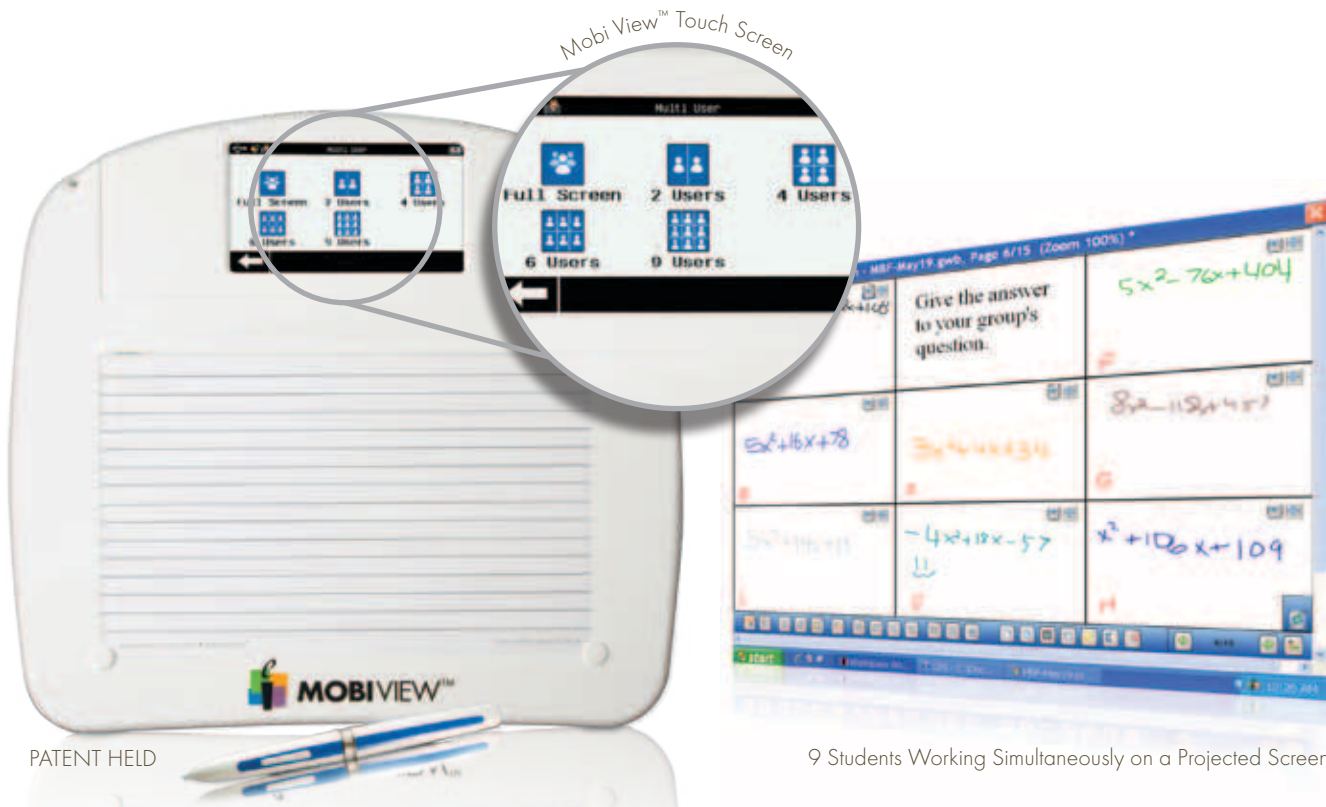
Students can use up to 9 Mobi™ Learners at a time for increased participation, and to help drive better understanding and achievement. The Mobi™ Learners make it possible for multiple students or groups to simultaneously or one at a time provide direct input into a learning activity without having to leave their seats. Mobi™ Learners are ideal for the entire class.



Mobi™ Student-Centered Learning Pack™

Our Mobi™ Student-Centered Learning Pack™ plays a primary role in creating a student-centered learning environment. It includes 3 Mobi™ Learners and a docking station, and allows students to collaborate and learn from other students. Only eInstruction can help you create a classroom where students work together like this

“Models of effective use of the Mobi View™ and Mobi™ Learners move the focus of instruction from the front of the classroom to individual or small groups of students working with mobile devices.”
- IESD “What the Research Says: Using eInstruction’s® Mobi™ System to Support Effective Instruction”



PATENT HELD

9 Students Working Simultaneously on a Projected Screen

EXCLUSIVE TO eInstruction: SIMULTANEOUS, MULTI-USER COLLABORATION

Combine Mobi View™ and Workspace™ software with Mobi™ Learners to maximize the multi-user capability. Now multiple students or groups can collaborate with each other, interact with material, and contribute to lessons. Each student or group can then display their work to the class one at a time or simultaneously so the entire class can see their work.

Students can also display their work in “sandbox” mode. This allows multiple students to annotate and work within one larger display area, collaborating within the same space for greater engagement and cooperation. The entire class can follow along as students show their work, so everyone pays attention, participates, and learns.

This unparalleled level of collaboration fosters a learning environment where students can work together, learn from one another, and further achieve.

- **Promote greater student-centered learning.**
- **Increase student participation** and engagement to help drive progress.
- **Display up to 9 students’ work simultaneously.**
- **Allow students to annotate and collaborate** in the same space from anywhere in the room.

Bring a higher level of collaboration to your classroom. Visit www.einstruction.com/mobi-learner.

MOBI VIEW™ with CPS™ Student Response System



Teacher using Mobi View™
Students using CPS™

INSTANT FORMATIVE ASSESSMENT FEEDBACK RIGHT ON THE MOBI VIEW™ TOUCH SCREEN

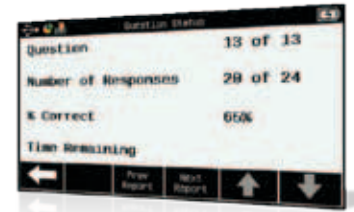
When you pair Mobi View™ and CPS™ student response systems (page 14), you'll receive real-time formative assessment feedback from anywhere in the room. Students answer questions with CPS™ student response pads and their answers are immediately displayed on the Mobi View™ touch screen. Now you have insight into students' performance during lessons so differentiated instruction can take place at the moment of learning.

- Receive instant student assessment data during a lesson.
- Analyze the real-time assessment data from anywhere in the classroom.
- Pinpoint areas where students are struggling, and re-teach needed concepts during the lesson.
- Determine effectiveness of instruction and modify when needed.

Breakdown and view six instant reports on the Mobi View™ touch screen.

- Question summary—view how all students performed on a question.
- Session summary status—view how students performed on a series of questions.
- Response per student—view how individual students performed.
- Response grid—view what each student answered on each question.
- Answer distribution—view the answer distribution of a question by percentage of students.
- Results by student—view what percent of students selected each available answer.

MOBI VIEW™ TOUCH SCREENS



Question Summary



Session Summary Status

ID	STUDENT	RESPONSE	OK
9	Elissa Wynn	D	✓
10	Emm Garcia	D	✓
11	Erica Valentino	B	✓
12	Jayson Lewis	B	✓
13	Jalile Tran	E	✓
14	Michael Lyons	D	✓
15	Nicholas Johnson	D	✓
16	Nicholas Neuman	D	✓

Total Correct = 85%

Response per Student



Student Response Grid



Answer Distribution Summary

ID	STUDENT	SCORE	%
9	Elissa Wynn	10/13	77%
10	Emm Garcia	13/13	100%
11	Erica Valentino	10/13	77%
12	Jayson Lewis	9/9	100%
13	Jalile Tran	10/13	77%
14	Michael Lyons	7/13	54%
15	Nicholas Johnson	9/9	100%
16	Nicholas Neuman	10/13	77%

Total Correct = 88%

Session Results by Student

DELIVER INTERACTIVE LESSONS FROM ANYWHERE WITH MOBILE INTERACTIVE WHITEBOARDS

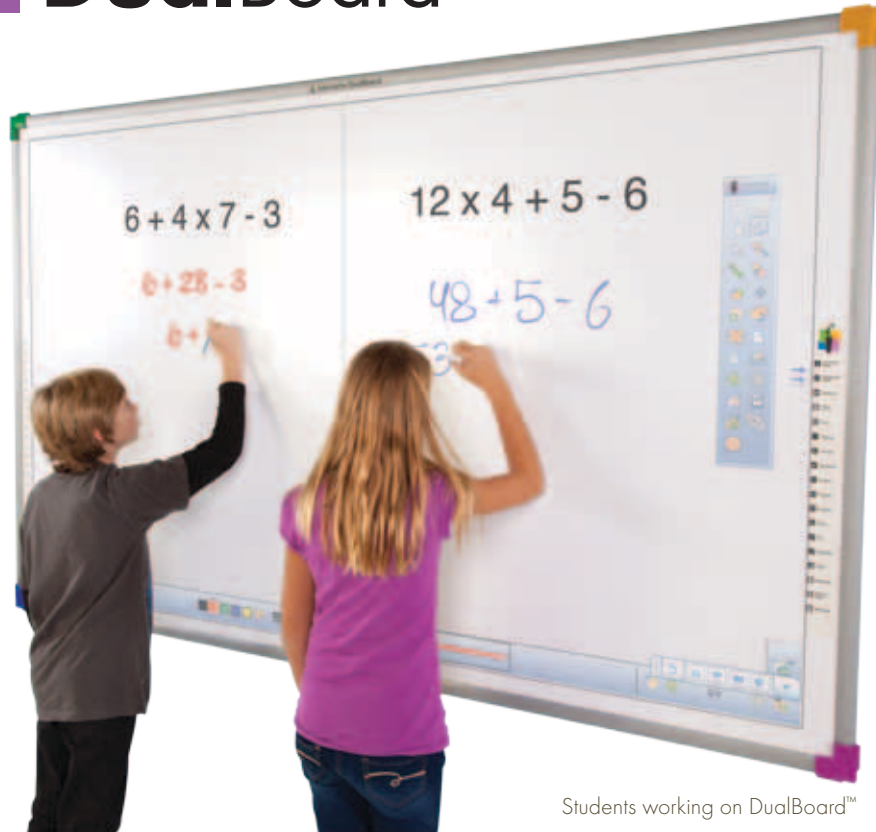
Our mobile interactive whiteboards offer more features and functionality than a fixed interactive whiteboard. Mobi™ and Mobi View™ help you deliver more engaging lessons and drive greater student involvement and progress through unparalleled collaboration and interaction.



	Mobi View™	Mobi™
Annotate over, insert images, highlight, and interact with content projected onto any surface.	Yes	Yes
LCD screen	4.3" color LCD screen Yes + Touch-enabled	2.4" color LCD screen Yes
Record private teacher notes.	Yes	No
Launch applications or lessons from LCD touch screen without going back to the computer.	Yes	No
Works with Student-Centered Learning Pack for multi-user collaboration (page 7).	Yes	Yes
Seamless integration with CPS™ to display student response results on LCD screen (page 9).	Yes	Yes

"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."

- Andy Kuhl, Director of Secondary Curriculum and Instruction



Students working on DualBoard™



Adjustit II Stand

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

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

KEY FEATURES

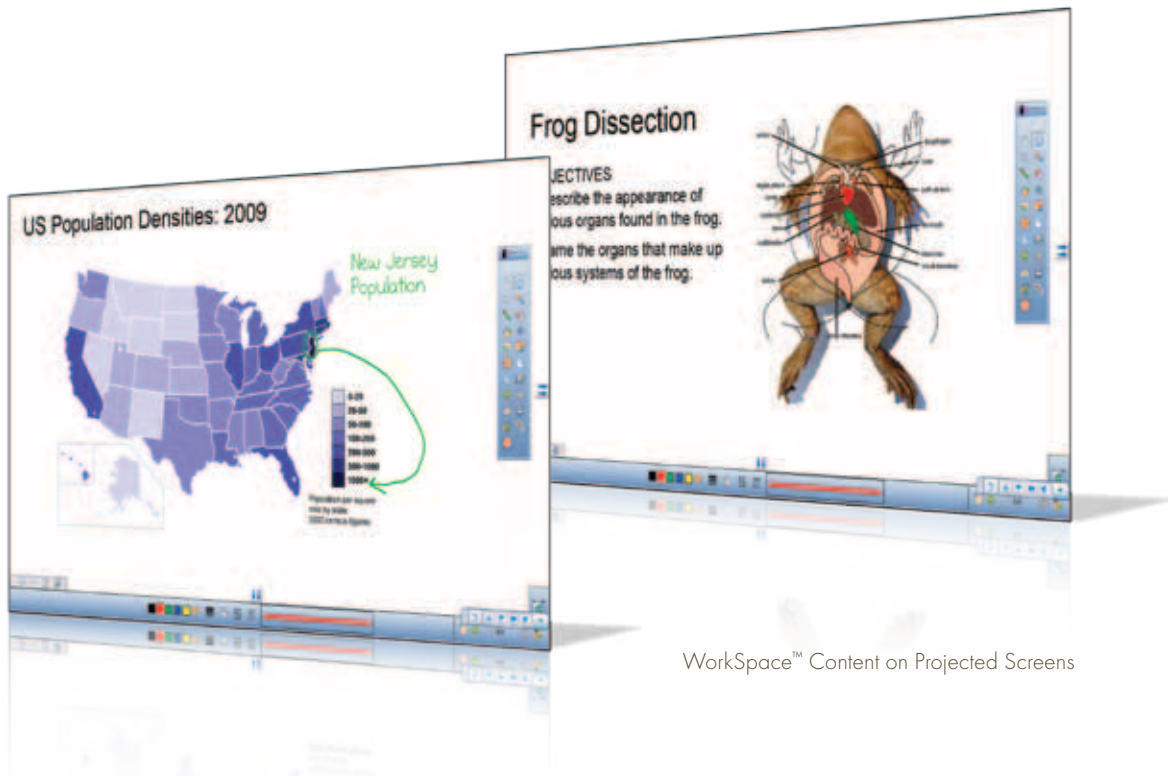
- Dual input capabilities allow students to work at the board at the same time.
- Durable whiteboard surface designed to withstand the rigors of a typical classroom.
- High-resolution technology provides industry-leading accuracy in writing, diagramming, and lesson delivery.
- Convenient pen charger keeps pens charged and ready to use.

Adjustit II Stand

The new Adjustit II Stand (sold separately) is the perfect companion for your DualBoard™. This system is easy to install and enables you to adjust your DualBoard™ to any height to accommodate all users. The Adjustit II also includes a universal video projector adapter, and is light and affordable to make it easier for you to put it in your classroom. The stand includes wheels with brakes for greater stability, and provides a mobile solution for your DualBoard™.

Find the size and function that works best for you.

95"	Wired/Wireless
85"	Wired/Wireless
77"	Wired/Wireless



Workspace™ Content on Projected Screens

TEACH WITH ANY CONTENT AND BRING YOUR LESSONS TO LIFE.

Workspace™ is the award-winning software used to create and assemble the interactive lesson content you control with the Mobi View™, Mobi™, and DualBoard™. Workspace™ allows up to 9 students or groups to collaborate and display their work at a time, which you can only get from eInstruction.

Workspace's open design allows you to incorporate and work with teaching materials in multiple formats from any source, including ExamView® content and question banks, web-based content, and curriculum.

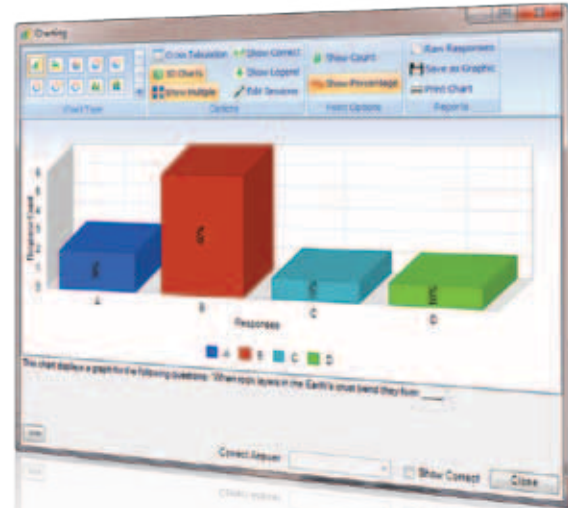
Use the Workspace™ **content capture tool** to access screen content like text, pictures, graphics, videos, audio files, and Flash animations. Workspace™ also includes **more than 4,000 teaching resources**, from engaging images and animations to complete interactive lessons, organized and searchable by subject area. Workspace™ also houses an extensive Flash library of simulations which contains interactive lessons you can use as warm-up exercises, enrichment, and remediation.

- Able to accept simultaneous input from up to 9 users for greater participation and collaboration.
- More than 50 simple-to-use annotation tools to foster greater student attention and progress.
- Makes it possible to harness the power of CPS™ to assess students during lessons.
- Runs in Windows® XP, Vista®, Windows® 7, and Mac OS® X 10.4.11 or higher.

The only student response systems that is ExamView® certified.



ExamView® Learning Series Content



3D Bar Graph Question Report

RECEIVE INSTANT FEEDBACK TO HELP FOSTER GREATER ACHIEVEMENT AND PROGRESS.

Our Classroom Performance System™ (CPS™) is the best selling student response system in the world. Our CPS™ student response software delivers real-time formative assessment and provides instant student-performance feedback so teachers know where students need extra attention at the moment of instruction.

When a teacher administers an assessment, students record their answers with a CPS™ student response pad, which immediately delivers their answers to the teacher. The data can then be instantly analyzed to determine who is correct and where students may need help. Educators can also generate reports for a more in-depth look at student performance. (See chart on next page)

CPS™ encourages greater student involvement and engagement. It fosters class discussion and participation. Plus, because CPS™ is from eInstruction, it offers the only student response systems that seamlessly and automatically integrate with ExamView® for quick, easy, and no-hassle implementation.

The robust CPS™ software offers many options and formats for you to easily view student results. Select from 26 different reporting options to immediately analyze what students know and where they may need extra attention, including item analysis, study guide, instructor summary reports, and more.

Independent research says: CPS™ student response systems “increase achievement levels by involving students in the learning process to inform and adjust instruction.”

- Analysis from IESD, Inc.





FIND THE CPS™ STUDENT RESPONSE SYSTEM THAT FITS YOUR NEEDS.

eInstruction's CPS™ software is used to operate CPS™ IR, CPS Spark™, CPS Pulse™, and vClicker™ SM Mobile Edition student response pads. Reference the chart below to determine which works best for you.

	CPS Pulse™	CPS Spark™	CPS™ IR	vClicker™ SM Mobile Edition
Question Types	Multiple Choice Yes/No True/False Multiple Answer Numeric 140 Character Text Entry Bimodal	Multiple Choice Yes/No True/False	Multiple Choice Yes/No True/False	Multiple Choice Yes/No True/False Multiple Answer Numeric 140 Character Text Entry
Communication Type	Radio Frequency	Radio Frequency	Infrared line of sight	Web-based
Range (wireless)	Up to 150 feet	Up to 150 feet	Up to 50 feet	Anywhere with Internet Access
Student Results Screen	Yes	Yes	No	No
Sleep Mode to Save Battery	Yes	Yes	No	No
Page Number	15	16	17	18

Find out more at www.einstruction.com/srs.



Students using CPS Pulse™

DEEPER STUDENT PERFORMANCE INSIGHT NO MATTER WHAT TYPE OF QUESTION YOU ASK.

CPS Pulse™ delivers instant student performance feedback on all question types, including short essay and advanced numeric questions. CPS Pulse™ also keeps students engaged and involved in class.

- 3-line LCD screen gives students real-time feedback and makes navigating self-paced assessments easy.
- Radio-frequency technology allows for a 150-foot range of use without the need for CPS Pulse™ to be in sight of the receiver.
- Only our student response systems seamlessly and automatically integrate with ExamView® to ensure that you won't lose images, answers, test banks, or data during assessment and grading.
- 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.



QUESTION TYPES

Multiple Choice
Multiple Answer
Yes/No
True/False
Numeric
140 Character Text Entry
Bimodal

Recommended: When you use CPS™ student response systems in conjunction with Mobi View™ and ExamView®, you receive instant assessment feedback on standard-aligned content via the Mobi View™ touch screen (pages 3-4).



Student using CPS Spark™



INTRODUCING CPS SPARK™.

CPS Spark™ is the most recent radio-frequency student response system available. It is backed by eInstruction's CPS™ software, so it offers the full power of CPS™. CPS Spark™ offers an easy-to-use interface that makes it simple and more intuitive to use.

CPS Spark™ is fully integrated with ExamView® Assessment suite and ExamView® Learning Series so you can easily deliver state- and Common Core State Standards-aligned content and receive real-time feedback.

- Offers color-coded and easy-to-press buttons that make it simple for users to answer questions and participate in lessons.
- Students receive messaging via the LCD Screen: class name, response received and correct/incorrect answer.
- Radio-frequency technology allows for a 150-foot range of use without the need for CPS Spark™ to be in sight of the receiver.
- Only our student response systems seamlessly and automatically integrate with ExamView® to ensure that you won't lose images, answers, test banks, or data during assessment and grading.
- Sleep mode after 3 minutes helps save the battery.

QUESTION TYPES

Multiple Choice
Yes/No
True/False



Student using CPS™ IR

SIMPLIFY ASSESSMENTS AND INTERACTIVE LEARNING.

CPS™ IR student response system offers the simplest interface so it's easy to use during assessment and interactive activities and lessons. This durable, infrared-based student response system also works with virtually any instructional resource in multiple formats to make instruction and assessment much easier.

- 50-foot operating distance, line of sight required.
- Seamless integration with ExamView® content and question banks that come with all major publishers' textbooks makes assessment and lessons easy to create and deliver.

QUESTION TYPES

Multiple Choice
Yes/No
True/False



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

vClickerSM Mobile Edition is web-based so students can participate in lessons and assessment from anywhere. It is designed to turn any computer or full Internet browser-enabled mobile device into a virtual clicker. vClickerSM can be used anywhere with Internet access, and can work independently or in a mixed response environment with on-site student response systems like CPS PulseSM, CPS SparkSM, and CPSSM IR.

KEY FEATURES

- Includes the robust classroom reporting capability from CPSSM like question summaries, response grids, and results by student.
- Automatically connects to the instructor's response database, regardless of location, for more seamless implementation.
- Runs on a Mobile Internet Device (MID), laptop, smartphone, or other portable device with a compatible Internet browser turning them all into a virtual response pad.
- 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.
- Integrates seamlessly with ExamView® for quick, easy, and no-hassle implementation.

SPECIFICATIONS

- The software and vClickerSM device connection is hosted at eInstruction, simplifying your organization's infrastructure and systems management.
- Runs on Internet Explorer®, Firefox®, or Safari™ browsers on any computing device with Windows® or Mac®.
- Available on the iTunes® Application Store for iPhone®, iPad®, or iPod® Touch.

Sign up for a free trial at www.einstruction.com/vclickertrial.

QUESTION TYPES

Multiple Choice
Multiple Answer
Yes/No
True/False
Numeric
140 Character Text Entry



ExamView® Assessment Suite
Test Generator Sample

ASSESS. TRACK. ANALYZE.

SPEND LESS TIME CREATING AND DELIVERING TESTS.

ExamView® Assessment Suite is included with more than 8,000 textbooks from over 65 leading publishers, so chances are it's already in your classroom. Plus, because ExamView® is from eInstruction, it exclusively integrates with our CPS™ student response systems (pages 13-18), so you get even more out of Assessment Suite. Collect data and generate comprehensive reports in minutes and use the reports to focus on needed areas for more accurate and pointed instruction.

Research shows that the ability to frequently assess, track, and analyze student comprehension is essential to student success. eInstruction's ExamView® Assessment Suite makes it easy to create, administer, and manage both formative and summative assessments through its Test Generator, Test Manager, and Test Player.

Test Generator—create assessments, study guides, and worksheets using multiple-question formats, pictures, charts, and other multimedia elements.

Test Manager—automatically collect performance data to analyze student results and identify areas of concern.

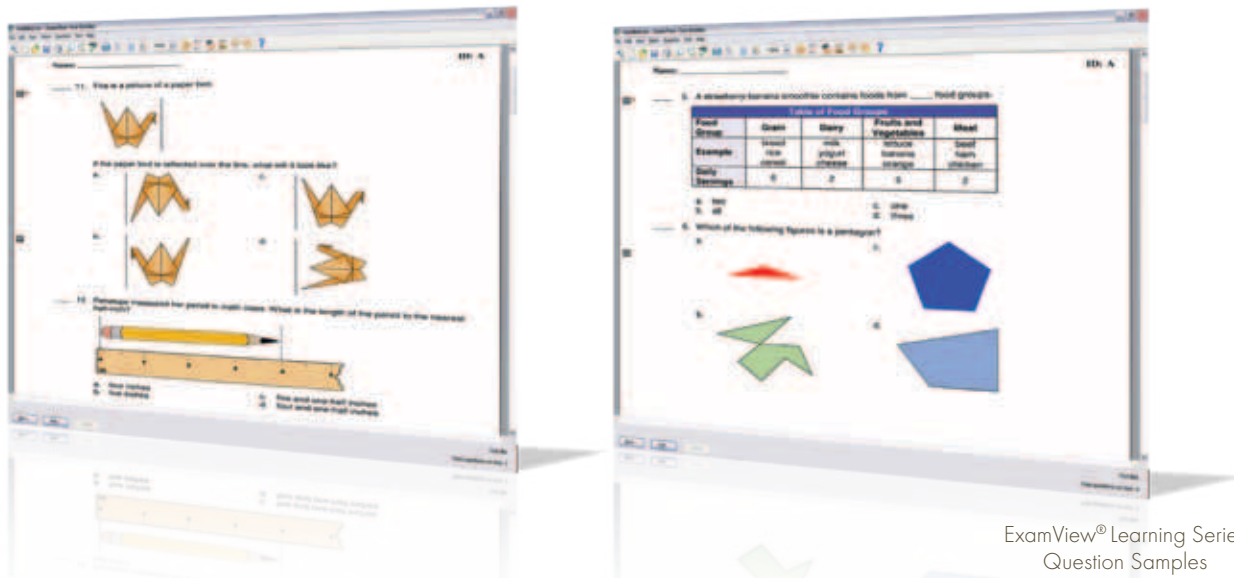
Test Player—administer assessments where students can take tests and everyone receives instant feedback.

KEY FEATURES

- **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.
- Easily grade tests, track progress, and generate comprehensive reports when students use eInstruction's student response system.

Find your textbooks with ExamView® question banks at www.einstruction.com/titletrack.





ExamView® Learning Series
Question Samples

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

ExamView® Learning Series is a collection of unique, high-quality questions specifically aligned to 40 states' standards, Common Core State Standards, and Curriculum Topics. Learning Series works in concert with ExamView® Assessment Suite to produce study guides, worksheets, and formative assessments.

Use the Learning Series questions to simulate questions commonly found on states' high-stakes tests and to supplement standards-based instruction. All Learning Series questions encourage a student's ability to analyze situations and apply higher-order thinking skills.

KEY FEATURES

- One-to-one alignments to 40 states standards and to the Common Core State Standards. Aligned states include: AL, AZ, AR, CA, CO, CT, FL, GA, ID, IL, IN, IA, KS, KY, LA, MD, MA, MI, MN, MS, MO, MT, NE, NV, NJ, NM, NY, NC, OH, OK, OR, PA, SC, TN, TX, VA, WA, WV, WI, WY.
- Aligned to Webb's Depth-of-Knowledge Levels and to Bloom's Taxonomy Levels.
- Standards pick lists to allow an educator to align authored questions to a state standard.
- **More than 14,000 questions in five core disciplines for K-12:** language arts, math, reading, science, and social studies.
- Dynamic questions in math, science, and social studies with **more than 297,000 unique question variations.**
- Our CPS™ student response systems are the only ones that automatically integrate with ExamView®.
- Versatile delivery options: CPS™, local area network, paper-pencil, and Workspace™.
- Variety of question types: multiple choice, bimodal, numeric response, completion, short answer, essay.

Get your **FREE ExamView® Learning Series sampler** at www.einstruction.com/sampler.



Teacher searching on eI CommunitySM

CONTENT RICH. OPEN TO ALL. CREATE. UPLOAD. SHARE. DOWNLOAD. TEACH.

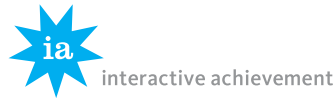
The eI CommunitySM is a **free** online resource center, open to all educators who want to connect with their peers, pick up helpful tips and advice, and share ideas, lesson content, and other resources. Upload and download free content. Search for content to find exactly what you're looking for quickly, saving time and effort. Teach with best practices and robust lessons from other educators.

With eI CommunitySM access **more than 125,000 high-quality instructional resources**, organized and searchable by subject, grade level, and media type. **You'll find everything you need to energize lessons and motivate learning, in one convenient location.** eI CommunitySM contains content that integrates with many eInstruction[®] software applications.

Free content resources include:

- Workspace[™] gallery images and Flash files.
- Education Resources Information Center (ERIC) content.
- Grand Canyon National Park Service images.
- Much more.

Visit www.eicommunity.com and become a member of this growing free online resource center.



WE MAKE STRONG PARTNERSHIPS SO YOU GET THE MOST OUT OF YOUR TECHNOLOGY.

Content Partners

Access standard aligned content with Workspace™ software to enhance your technology, including eBooks, games, videos, and activities that students interact with when using eInstruction® technology.

- eTap
- Nectar
- Starrmatica

Assessment Content Partners

Deliver standards-aligned assessment and instructional content that seamlessly integrates with CPS™ student response systems to simplify administering and analyzing assessments.

- Archipelago's Study Island
- Assessment Technology Inc.
- Interactive Achievement
- K-12's A+ classroom

Assessment Platform Partners

Our partners' assessment platforms integrate with CPS™ student response systems for more highly targeted instruction. The assessment process is streamlined by allowing educators to directly administer and immediately view results through different CPS™ report options.

- Blackboard
- CTB/McGraw-Hill - Acuity™
- SchoolNet

See how each partner enhances your experience at www.einstruction.com/partnership.

Professional Development



CONTINUE ENHANCING EDUCATION WITH eInstruction® PROFESSIONAL DEVELOPMENT.

In order to get the most out of your eInstruction technology, we offer multiple professional development options. We make sure you and your faculty and staff receive the knowledge to implement your technology efficiently and effectively. We make sure that all your needs are met and that you receive all the benefits eInstruction has to offer.

KEY FEATURES

- Research-based best practices and strategies on formative assessment, collaboration, and differentiating instruction.
- Curriculum-specific ready-to-use activities.
- Taught by eInstruction® certified educators who are currently in the classroom.
- 2-day and 3-day courses, the third day covers subject-specific topics.

COURSE TOPICS INCLUDE

- Formative Assessment—Questions
- Differentiating Instruction
- Leveraging the Dynamic Nature of Technology
- Formative Assessment—What to do with the data

According to 47% of school-district leaders surveyed by the National School Boards Association, the single biggest education technology challenge is “helping teachers effectively use technology.” Survey results revealed a continued need for professional development to assist teachers in better implementing technology.



REGISTER FOR AN eInstruction® EdTECH CONFERENCE

Attend an EdTech conference near you for a personal, relevant, and hands-on professional development experience. You will find new ways to integrate affordable and convenient technology into your classroom. Plus, you'll learn from fellow teachers how to effectively use education technology to improve student understanding and performance.

- Discover a wealth of ideas, resources, and best practices that you can effectively integrate into your classroom and curriculum to increase student engagement and progress.
- Connect with and learn from fellow teachers and other experts.
- Receive special attention to math and science at all levels.
- Visit select exhibitor booths to learn about the latest in education technology trends.
- See product demonstrations, get hands-on experience, and talk with classroom experts about strategies you can use in your classroom right away.

Find an EdTech Conference in your area at www.einstruction.com/edtech, or host your own (see details on page 26).

"This conference revolutionized how I am going to use this equipment in the classroom. Now I have all these ideas in my head bouncing around, and I am ready to go back to my classroom and use them to get my kids involved in the teaching process as well."

-Christina Johnson, Middle School Math Teacher, Somerset Academy, Pembroke Pines, FL

Free Webinars and Online Training



GET THE MOST OUT OF YOUR eInstruction® TECHNOLOGY.

We offer ongoing webinar sessions and many online training resources to help you learn how to use technology more effectively in the classroom to drive greater student achievement.

Free webinars

eInstruction hosts a series of webinars to provide you with continued support on our software and technology, including tips on how to implement our technology more effectively. Attendance is free and the information is always new. Each webinar is hosted by a knowledgeable and certified eInstruction® training specialist who can answer any questions to help you get the most from our webinars.

Our free webinars cover many different topics including:

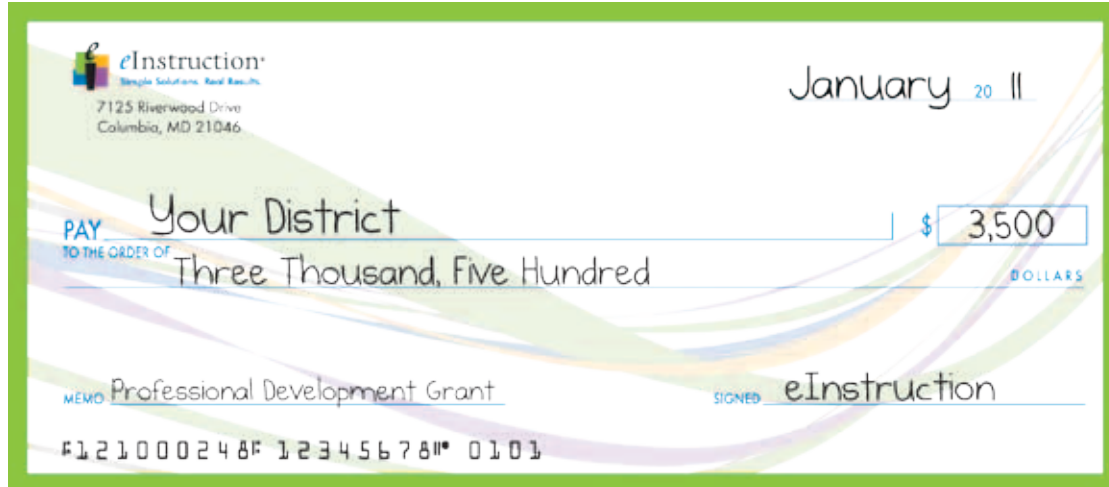
- Engaging ExamView® questions with CPS™ student response systems through Workspace™ interactive software.
- Creating a Challenge in Team Activities with CPS™.
- Adding an ExamView® lesson to engage and review reports in CPS™.

Attend as many webinars as you would like. Find and register for free webinars that interest you at www.einstruction.com/webinars.

Online training videos

[einstruction.com](http://www.einstruction.com) delivers numerous free training videos on how to best use eInstruction® technology. The videos will take you through our technology step by step. Plus, because the training is accessible online, you can learn at your own pace, or stop the video and come back later to pick up where you left off. You can use the videos at www.einstruction.com/programs/product-training as a reference anytime you need.

Grants and Funding Sources



Apply for a \$3,500 professional development grant, sponsored by eInstruction.

- Provides the funds needed for teachers to acquire best practices.
- Educators learn to effectively integrate technology to enhance the classroom experience.
- Helps improve student outcomes by implementing technology with research-based instructional strategies.
- The application process is simple, apply today at www.einstruction.com/edtech.

Visit www.einstruction.com/grants today.

- Find grant programs and resources to help get eInstruction® technology in your classrooms.
- Download a grant template and review dozens of grant foundations that can help you fund the implementation of eInstruction® technology.
- Download information on how eInstruction® technology aligns to the following federal funding sources:
 - 21st Century Community Learning Centers
 - Enhancing education Through Technology
 - Individuals with Disabilities Education Act
 - Race to the Top
 - School Improvement Grants
 - Title 1 Funding

See exactly how all our technology qualifies at www.einstruction.com/grants.

We're Here for You



HERE WHEN YOU NEED US

If you have a question or need assistance while setting up your technology, 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**.

SALES 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 CPS Pulse™ student response system or a Mobi™ mobile interactive whiteboard at no cost and even pay for shipping! To request loaner equipment, go to www.einstruction.com/speaker.

LEASE FINANCING PROGRAM FOR SCHOOLS

eInstruction has partnered with Baystone Financial Group to provide a tax-exempt municipal **lease financing program for public schools** seeking 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 an eInstruction® sales representative at **866.496.4949** or send an email to leasefinancing@einstruction.com, for further information.



Get everything you need at the new www.einstruction.com

- Watch videos to see eInstruction® technology in action.
- Subscribe to our monthly newsletter for lessons/activities, updates, tips, and more.
- Get support, downloads, and software updates.
- Read in-depth research on how our technology can help you improve achievement.

Find the right technology solutions for you
www.einstruction.com

COMMITTED TO EXCELLENCE IN QUALITY & CUSTOMER SATISFACTION

		<p>eInstruction Corporation is approved by Lloyd's Register Quality Assurance to the following Quality Management System Standards:</p> <p>ISO 9001:2008 ANSI/ISO/ASQ Q9001-2008 Certificate No: UQA 0100221</p>
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Seamlessly integrate instruction, content, and assessment (see pages 3-4).