

For Immediate Release

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Apperson DataLink is excited to be Attending BETT 2014

Apperson DataLink provides educators with the tools to master test data

London – Apperson DataLink is giving educators affordable, smart and friendly solutions to assess performance, monitor student progress and measure success. With over 40,000 DataLink scanners in use globally and 20 years in classroom assessment their methods have been proven to be successful.

Apperson (booth #F501) is eager to be attending BETT 2014 in London and demonstrate to international educators that Apperson's DataLink scanners are the most complete and affordable solution for capturing data from paper assessments. From the individual instructor to the central test center administrator, Apperson scanner technology is rapid, reliable – and easily connects paper to digital in every classroom.

All of the DataLink scanners come with DataLink Connect, a test scoring and reporting software. Educators can use test results provided by DataLink Connect to guide their instruction and monitor student's learning. Through analysis of the test results, specific strengths and weaknesses in an individual student or class can be exposed.

Apperson scanners offer the proven and accurate Optical Mark Recognition (OMR) technology, which is a response-choice technology that is the most common, quickest, easiest and least expensive form of data collection.

"Our scanners will easily read students' test sheets and can export the data in any format a school or educator chooses," said Bill Apperson, Chairman of the Board for Apperson. "The accuracy level exceeds 99% and it requires very little human intervention, thereby reducing the overall costs."

When analyzed, test results will allow educators to see what their students know and don't know. Test analysis tools dramatically increase a teacher's capacity to monitor learning and increase students' learning trajectories.

Apperson's focus on precision and reliability has become a natural fit for K-12, higher education and workplace learning for over 20 years.

This is Apperson DataLink's first year attending BETT London and marks one of the first steps towards expanding into a more global market. Apperson is excited to connect with potential customers and find new global partners. Stop by booth F501 to learn more while at BETT.

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