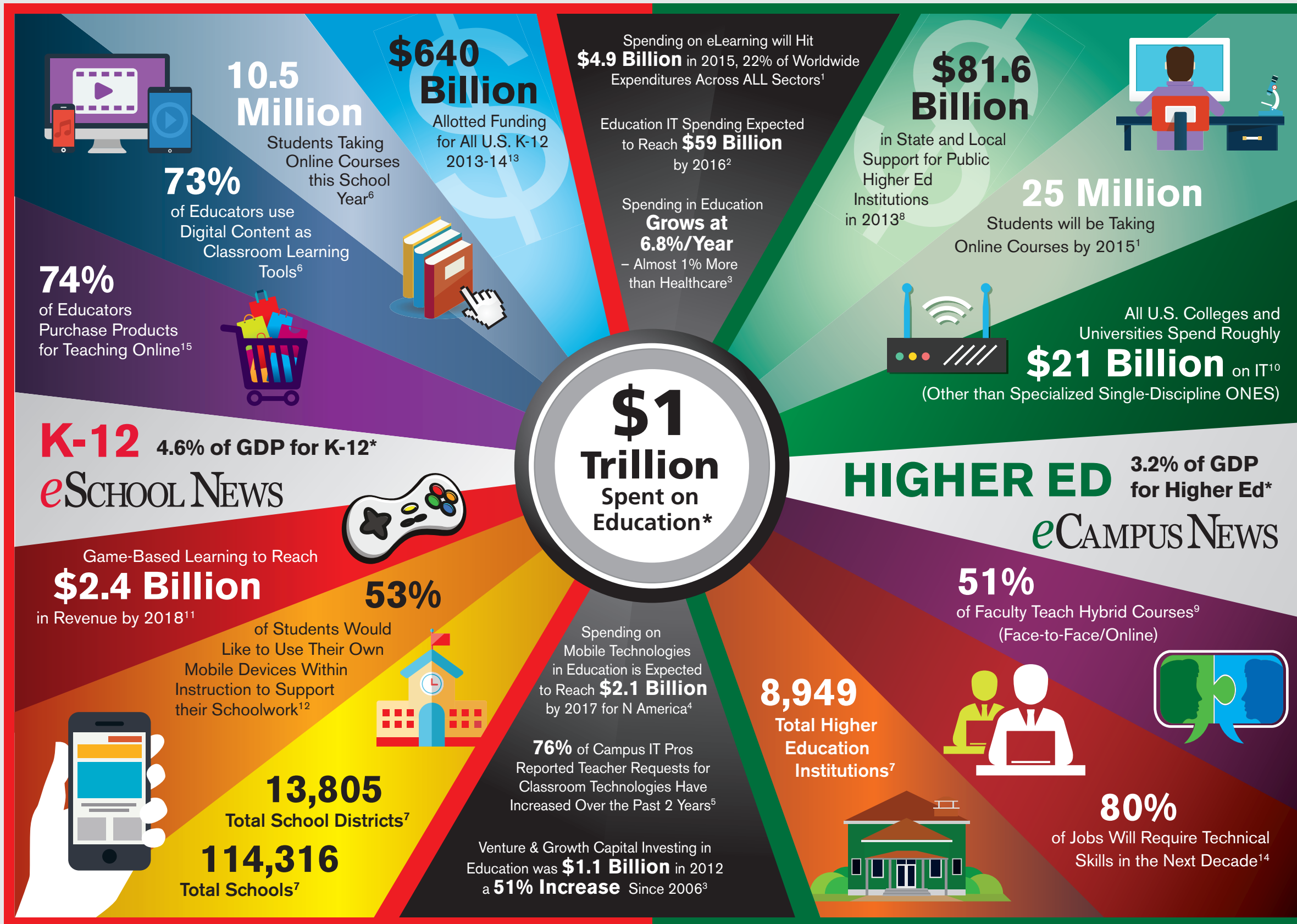


# WELCOME TO THE **ED TECH MARKET**

eSCHOOL MEDIA INC.



## Focus for Ed Tech:

- Digital Citizenship
- Adaptive Learning Algorithms
- Mobile & eLearning
- Learning Analytics
- Personalized Learning
- Gamification of Content
- New Learning Models:
  - Flipped Classrooms
  - Sync Learning
  - Blended Learning
- Classroom Technology Solutions:
  - Projectors & Interactive Whiteboards
  - 3D Printing
  - LMS

## Focus for IT Administrators:

- Business Intelligence (BI)
- Cloud-Based Solutions & Collaboration
- Mobile Solutions & App Development
- Analytics
- Implementing Risk Management and Information Security Practices
- Enterprise Identity & Access Management
- Software-Defined Networking (SDN)
- Data Warehouse
- E-portfolios
- Addressing Access Demand & the Wireless/Device Explosion
- Sustainable Online Learning

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\*State of the K-12 Market 2012 Part I: K-12 Education and the Education Industry. Market Data Retrieval (MDR), 2012. <sup>1</sup> The Worldwide Market for Self-Paced eLearning Products and Services: 2010-2015 Forecast and Analysis. Ambient Insight Research. <sup>2</sup> U.S. Education IT Expenditures By Category, 2011 – 2016. Compass Intelligence. <sup>3</sup> American Revolution 2.0: How Education Innovation is Going to Revitalize America and Transform the U.S. Economy. GSV Asset Management in Collaboration with GSV Advisors. <sup>4</sup> North America Market for Mobile Learning: 2012-2017 Forecast and Analysis: Regional Edition. Ambient Insight Research. <sup>5</sup> 2012 Learn Now, Lecture Later Report. CDW-G. <sup>6</sup> The Worldwide Market for Self-Paced eLearning Products and Services: 2011-2016 Forecast and Analysis. Ambient Insight Research. <sup>7</sup> Market Data Retrieval (MDR). <sup>8</sup> State Higher Education Finance FY 2012. State Higher Education Executive Officers (SHEEO). <sup>9</sup> The College Market: The Big Picture. Market Data Retrieval (MDR). <sup>10</sup> IT-Based Transformation in Higher Education Possibilities and Prospects. EDUCAUSE. <sup>11</sup> The 2013-2018 Worldwide Game-Based Learning and Simulation-Based Markets, Key Findings from Recent Ambient Insight Research, Serious Play Conference 2014. <sup>12</sup> Trends in Digital Learning: Students' Views on Innovative Classroom Models, Project Tomorrow and Blackboard K-12 Speak Up 2013 National Data, June 2014. <sup>13</sup> NEA Rankings of the States 2013 and Estimates of School Statistics 2014. <sup>14</sup> USA Weekend, published by Contributing Editor Dr. Sally Ride, President and CEO Sally Ride Science, 2011. <sup>15</sup> Digital Marketing Trends in the Education Market 2013, Market Data Retrieval (MDR).