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Washington State Chooses ACTIVboard

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THE ACTIVBOARD COLLABORATIVE CLASSROOM SYSTEM OUT PERFORMS COMPETITORS -- SECURES WASHINGTON STATE BID AS THE INTERACTIVE WHITEBOARD SOLUTION OF CHOICE

ATLANTA – June 30, 2003 – The ACTIVboard Collaborative Classroom System, has secured another coup in a head-to-head competitive product review of interactive whiteboards in the K-12 setting. In a review organized by the Educational Technology Support Center at Educational Services District 112 (ESD 112) in Vancouver, Washington, an evaluation team of ten members selected ACTIVboard as the interactive whiteboard of choice for elementary and secondary schools in the state of Washington.

ACTIVboard's selection follows the recent recommendation by the Denver Public School system naming the collaborative classroom system as the preeminent solution for fixed interactive presentation boards or when a shared system wheeled between a few classrooms is necessary.

"After a rigorous evaluation process, we believe this is the first interactive whiteboard that will truly effect positive change in the classroom," said Debbie Tschirgi, director of educational technology programs for the Washington State Education Service District 112. "Its robust features and resources, user-friendliness, and expandability clearly made it the top choice with a perfect score from no less than five review committee members."

The committee members, comprised of a superintendent, principal, several technology directors and two teachers, assessed the system by using such criteria as variety of features, educational relevance, user-friendliness, durability, expandability, warranty and value received for the financial expenditures. What started out as a regional endeavor for ESD 112 to evaluate and select an interactive whiteboard of choice quickly changed to a statewide effort as word of the ACTIVboard system's superiority spread amongst the Educational Technology Directors in the other eight ESD regions in Washington.

"Many of the school district technology directors were ready to order the system on the spot when they first saw the ACTIVboard," said Tschirgi. "When compared directly with competitors it was obvious that the ACTIVboard system exceeded our expectations with its educationally focused software, its simplicity in setting up and using, and the adaptability for all users -- computer savvy or not -- to use it."

"This is a clear indication that our vision of creating an impeccable group learning system for engaged learning is gaining momentum in the United States," said Lisa Dubernard, Promethean's director of sales and marketing. "In the minds of educators, ACTIVboard is the solution for spawning enhanced teaching and better learning."

About the ACTIVboard Collaborative Classroom System

The ACTIVboard Collaborative Classroom System was designed to fully integrate with most display devices currently found in elementary and secondary classroom across the United States. The ACTIVboard Collaborative Classroom System includes the ACTIVboard, an interactive whiteboard for Macintosh® and Windows® and ACTIVstudio, the intelligent software featuring thousands of images, backgrounds and annotation resources, offering teachers a flexible way to present powerful and engaging curriculum to the entire class. Wireless peripherals make this a true teaching system with the ACTIVslate, an accessory which promotes real-time interaction by allowing the students to direct and control the whiteboard from their seats; and ACTIVote, a wireless student peripheral that provides teachers with instant student feedback on various subject matters.

Additionally, the ACTIVboard Collaborative Classroom System includes the ACTIVtablet, giving teachers the flexibility to develop their lesson plans and flip charts when away from the board, or at home.

About Promethean, Ltd.

Developed by Promethean Ltd., a United Kingdom-based company with offices in the United States (Atlanta, Ga.), Germany, and France, the ACTIVboard Collaborative Classroom System commands a significant share of the U.K. electronic whiteboard market and is installed in more than 12,000 sites worldwide. Since its U.S. launch in 2002, the ACTIVboard Collaborative Classroom System has been implemented in schools across 30 states and captured a variety of education technology awards. A leading global provider of interactive whiteboard systems to the education market, Promethean Ltd. is part of the TDS House group of technology companies with electronic and computing experience

spanning three decades.

For more information, visit the ACTIVboard Classroom Collaboration System Web site at ><http://www.activboard.com> or call 1-888-65-ACTIV (2-2848).

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