

# An Education Company ... And More

by Nancy Knowlton



SMART Technologies is heavily focused on education. Our very first customer was the University of Nevada, and today education comprises about 75 percent of our overall sales. Teachers work in many areas throughout the company. Even I worked in my early years as a university lecturer in computer science and accounting. We have a strong

education pedigree, and it shows in customers' acceptance of SMART products around the world.

Today, we have many teams of people dedicated to creating, making, selling and supporting products designed by educators for educators. We created and have consistently led the interactive whiteboard category because, like all leaders, we believe that the only way to keep succeeding is to keep learning. That means we have more than 200 people dedicated to research, development and innovation, most of them focused solely on products for education. With more than a thousand people at SMART, many with their own links to education as teachers, parents or students, the feedback loop here is enormous. Educators talk; we listen. The result? An interactive whiteboard offering that is consistently chosen above all others around the world.

## By the Numbers

Interactive whiteboards are a relatively new information and communication technology (ICT). Five years ago, many people had never even heard of an interactive whiteboard. But that is changing in large part due to forward-thinking teachers who know what students need to succeed and to SMART's understanding of their needs in the classroom. Take a look at the following data for 2007 to appreciate how well we serve our education customers every day:

- Over 1 million downloads of our free online resources, including lesson activities, case studies, best practices, white papers and archived issues of *EDCompass*<sup>™</sup> newsletters
- 80 free training resources, including our award-winning Two-Minute Tutorials
- 600,000 downloads of our Two-Minute Tutorials
- More than 7,000 teachers attended our 1,200+ live, online training sessions on 25 topics covering all SMART hardware and software products
- Over 90 percent of SMART's trainers and education consultants are accredited teachers
- 100 Showcase Schools and 5 Showcase Districts across North America share how SMART products transform teaching and learning
- A wealth of training materials and courseware created by accredited teachers and instructional designers

## Education Consultants

SMART has a growing number of education consultants in North America and around the world. These teachers support our education customers by evaluating and selecting ICT and by designing implementation strategies for them. The consultants complement our training activities and provide tangible strategies and tactics for teachers of all subject areas and grade levels.

## Solutions, Not Just Products

While we are best known for the SMART Board<sup>™</sup> interactive whiteboard, the world's first and still most popular interactive whiteboard, our focus is on solutions for the class-room – individual products that fit and work well together to produce complete systems. Buy them all at once or one at a time, and the result will be the same – a great learning experience with unparalleled ease of use.

- Integrate a Unifi<sup>™</sup> projector system and eliminate projector light in the eye, reduce shadows and simplify installation
- Add an AirLiner<sup>™</sup> wireless slate for an extra degree of mobility
- Choose the Senteo<sup>™</sup> interactive response system and add instant feedback on student comprehension
- Integrate SMART Audio, a classroom amplification system, to reduce teachers' voice strain and enhance students' hearing
- Choose Bridgit conferencing software and connect with classrooms everywhere

## Corporate and Government

We have many well-known companies and government agencies as global customers. These customers put their trust in us to create and deliver solutions to their pressing problems and opportunities. Whether it is supporting decision making in a global telecom company or assisting a Mars operation, SMART delivers.

## The Reality

Not an education company? Don't believe it. We're every bit an education company...and more. Our staff complement is large enough and our development, service and support plans are specific to serve education and non-education customers alike. Get the straight goods from us about who we are and how we can serve you and your evolving needs. If you talk to us, you will see that our knowledge of education is deep and our commitment is sincere.

Nancy Knowlton is the co-founder and CEO of SMART Technologies, the world's leading supplier of interactive whiteboards. Nancy's husband and SMART co-founder, David Martin, is the inventor of the interactive whiteboard category. Together they have built a company that is focused on delivering easy-to-use, yet feature-rich collaboration tools, including the SMART Board interactive whiteboard. Nancy can be reached at [CEO@smarttech.com](mailto:CEO@smarttech.com).