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## **Third Annual Mobile Technology Study Provides Deep Insights, Pricing Data, and Promising Practices for Instruction**

***Business Edition: National Survey on Mobile Technology for K-12 Education  
offers year-over-year trends to educational technology companies***

New York—June 11, 2014— Now in its third year, the ***Business Edition: National Survey on Mobile Technology for K-12 Education*** takes understanding of the education mobile technology market to the next level by offering deep insights into the instructional approaches teachers are taking with mobile devices, as well as offering year-over-year trends data to help education companies understand the transformation of the market and to identify where the next opportunities are.

Published by IESD, Inc. in collaboration with STEM Market Impact, and MCH Strategic Data, the survey helps business leaders understand the market for mobile technologies in education and how teachers are using devices today.

“The use of technology in education—especially mobile technology—changes rapidly, and we're seeing more and more schools and districts welcome the use of mobile devices in the classroom, where only a few years ago they were off limits to students while at school,” said Michael Campbell, Head of Sales and Marketing at Learning Bird, Inc. “Professionals in the ed tech industry need up-to-date market research they can rely on to help them anticipate the needs of the future. With the *Business Edition: 2014 National Survey on Mobile Technology for K-12 Education*, the valuable information I need to make smart strategic decisions and wise product development plans is at my fingertips. It's relevant, actionable data that's broken down into variables that make it easy to apply to my business. This report helps sales and marketing professionals see where they should focus and how to remain ahead of trends.”

Based on responses from more than 332 district technology and media leaders, the 76 page report focuses on the promising practices for using mobile devices for learning (over 120 detailed, responses from technology leaders), as well as the most beneficial

categories for app development. Sales and marketing professionals will find critical data on key decision makers, pricing, and an analysis of data by district size.

“As the technology landscape changes for schools, businesses that develop instructional resources must adapt,” said Daylene Long, founder of STEM Market Impact. “When we look at where mobile technologies were three years ago in the classroom and where they are today, we see that the market is growing and ed tech companies need to follow suit.”

The report is available as a PDF download under a small company site license of 1-20 readers for \$399 and a large company site license for 20 or more readers for \$975. Go to [www.stemreports.com](http://www.stemreports.com) for more information or to order the report now.

#### **About IESD**

Interactive Educational Systems Design (IESD), Inc. provides a variety of services related to research and evaluation, marketing, and development of educational technology, multimedia products, websites, and print-based instructional programs. IESD was founded in 1984 by Ellen Bialo and Jay Sivin-Kachala, the firm's President and Vice President. IESD's clients include publishers of technology-based and print-based instructional products, technology hardware manufacturers, non-profit institutions, government agencies, and school districts.

#### **About STEM Market Impact, LLC**

STEM Market Impact develops and distributes industry analysis for science, technology, engineering, and math (STEM) education. Owned and operated by Daylene and Scott Long, STEM Market Impact brings 15 years of marketing expertise in education with 11 of those dedicated solely to STEM. STEM Market Impact co-develops the National Survey on STEM Education, the National Survey on Mobile Technology for K-12 Education, and it publishes stemreports.com.

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