



**INTERACTIVE
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For Immediate Release:

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iPads and Digital Textbooks of Most Interest to District Leaders in National K-12 Education Survey on Mobile Technology

***'National Survey on Mobile Technology for K-12 Education' helps define
education opportunities for mobile product developers and marketers***

New York—July 9, 2012— Mobile technology has the potential to be the next boom industry for education. Companies interested in tapping into this market now have a resource that defines the wants and needs of district leaders related to mobile devices with the *National Survey on Mobile Technology for K-12 Education*, published by IESD Inc. in collaboration with STEM Market Impact. The most focused survey of district technology and media leaders to date, it defines both the opportunities and the challenges of breaking into this new market and it will help company executives make smart decisions about mobile technology development.

The report is available for purchase at www.stemreports.com. This report addresses the following:

- The level of adoption of mobile devices to date and in the next 1-2 years
- The benefits expected and sought related to using mobile devices for student instruction.
- What apps are on the minds of district technology and media leaders?
- Who is responsible for choosing and purchasing apps for education?
- The use of iTunes Education Volume Purchasing.
- The expected price points for essential and supplemental apps.

The report also identifies hurdles to adoption of mobile devices in K-12 education.

The National Survey on Mobile Technology for K-12 Education was sent to district technology and media leaders, with 214 qualified educators responding to the survey and more than 150 educators answering most survey questions.

According to Simona Rollinson, president of Follett Software, “I am a big believer that if a business or an educational organization does not have a mobile plan, one doesn't have a plan at all. This report helps drive product development and marketing decisions through actionable, timely, and informative data on mobile technology for K-12 Education. It is the only report of its kind available that addresses projected growth for tablets, price points educators expect for apps, and barriers to adoption. We find that the thoughtful analysis combined with actual source data helps us focus our business planning.”

The 53-page report includes more than 80 detailed suggestions for education app development opportunities. 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 for more information.

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 10 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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