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2013 Mobile Technology Survey Shows Surge in K-12 Adoptions

Business Edition of the Report provides keen insight into education market leaders, best price points for educational apps, and shifts in BYOD

New York—July 22, 2013— As anyone who attended this summer’s International Society for Technology in Education (ISTE) conference can attest to, mobile technologies have exploded onto the education market. *The 2013 National Survey on Mobile Technology for K-12 Education – Business Edition*, published by IESD, Inc. in collaboration with STEM Market Impact, LLC, offers business leaders keen insight into the significance of the mobile technologies industry as it impacts the education market.

Based on responses from more than 450 district technology and media leaders, the 100+ page report focuses on which types of apps educators see as most beneficial, the price educators are willing to pay for apps, challenges faced when implementing mobile technologies, and the current level of adoption of mobile devices, as well as predictions for the future. In addition, the report includes some responses specifically about Bring Your Own Device (BYOD) models.

“The data show that the adoption of mobile technologies is growing in U.S. K-12 districts and, while it’s no surprise that iPads top the list of adopted devices, Google Chromebooks are growing in market share,” said Daylene Long, founder of STEM Market Impact. “Plus it shows that districts that adopted some mobile technologies last year in one or two classrooms are expanding to cover more classrooms and students.”

The report provides important data for business leaders, sales teams and educational marketers, including results by district enrollment size. It is available for purchase at www.stemreports.com.

According to Lillian Kellogg, vice president of client services, Education Networks of America (ENA), “The educational technology landscape is changing quickly with

unprecedented strong demand for tablets and mobile devices. Business leaders need current and relevant data to develop a well thought-out strategy for this growing market opportunity. *The 2013 National Survey on Mobile Technology for K-12 Education* gives me information I can use to evaluate product development opportunities, pricing, and marketing strategies. The report not only breaks down the data by district size, but also provides reliable, actionable data which helps our sales and marketing teams understand where the opportunities exist and stay ahead of the curve.”

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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