



**3P Learning Pty Ltd**  
**Booth 24**

3P Learning is the global leader in online mathematics learning for school-aged students. Founded in 2003, 3P Learning's mission with Mathletics is to engage every student every day with a personalised, responsive and intelligent learning resource that inspires a delight in maths and an innate drive to better results.

3P Learning is the creator and host of World Maths Day. It is a free annual web-event. Students from across the globe unite to answer mental arithmetic problems in a multi-player game environment. It has become the world's largest education event with 1,952,879 students from 204 countries competing in 2009.

3P Learning has headquarters in Sydney, Australia, with offices in New Zealand, UK, Canada, South Africa, the USA, and a key partnership with Voyager in the USA.

About Mathletics

Mathletics is one of the world's most used educational websites. It is the next generation in learning, helping students enjoy Mathematics and improve their results.

Developed in Australia, Mathletics is used around the world by schools in NZ, UK, Europe, SA, Canada, the USA, and Asia

Mathletics contains over 1000 maths topics covering the full primary and secondary mathematics curriculum. Of students who complete an activity 3 times, 99.2% will achieve mastery.

Mathletics is used by over 1 million students worldwide.

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**Academy of Principals (Singapore)**  
**Booth 18**

The Academy of Principals (APS) represents a unique and vibrant partnership with the key players in the Singapore education system, the Ministry of Education (MOE) and the National Institute of Education (NIE), to provide an unparalleled level of support for our school leaders as they lead our schools into a new and exciting era of educational change.

More importantly, the Academy serves as an important platform for our school principals to reach out to local and overseas colleagues from affiliated associations, institutions of higher learning, corporate and industry partners to share ideas, debate issues and discuss policy initiatives, all of which will contribute towards building sustainable leadership through strong and mutually-beneficial networks.

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# EXHIBITOR LISTING



## **ACE-Learning Systems Pte Ltd** **Booth 23**

When it comes to fun in learning Mathematics, ACE-Learning plays a leading role. We develop and market web-based teaching and learning resources for grades K-through-12.

We offer more animated lessons, interactive laboratories and practice drills with full model solutions than competing systems.

With more than 85 participating Singapore government-run school systems, we are the country's leading Mathematics e-learning system.

View more details at <http://www.ace-learning.com.sg>

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## **ACP Computer Training & Consultancy Pte Ltd** **Booth 8**

ACP (Advent Cybernautics Professional) is a leading total ICT solutions provider. We are dedicated to helping our clients increase expertise and efficiency by providing customized ICT support services, vocational training and e-solutions.

Established on a strong foundation of business principle such as professionalism and integrity, we offer quality services and accredited curriculums through strong partnerships with renowned industry leaders such as Microsoft, Adobe, NEC and University of Cambridge

Attaining the People Developer Award by SPRING Singapore has further reinforced our promise to add value to the people we work with.

Our client list includes many of the world's largest and most successful MNCs, Government agencies, leading education institutions and SMEs

We were also recently chosen to be involved in the Singapore Ministry of Education-iDA Future Schools @ Singapore and have worked with over 120 out of 350 government school in Singapore. That's one in three, and is a testament to the quality, expertise and reputation of our solutions. With our accredited status, expertise and unrelenting commitment to quality ICT services, you can rest assured that ACP will deliver knowledge and results

More information can be found at [www.acpcomputer.edu.sg](http://www.acpcomputer.edu.sg)

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## **Allegro-Brio** **Booth 22**

Allegro-Brio specialises in handbell music and our vision is to introduce and develop handbell music in Singapore and beyond. Our one-stop centre provides the expertise, knowledge and equipment to support both new and existing handbell ensembles. Our services include the setting up and training of handbell ensembles in schools, churches and the community. Allegro-Brio also offers handbell music lessons to schools as part of their music curriculum programme. Apart from training students, handbell music workshops are also available to teachers. For more information, visit our website at [www.allegrobrio.com](http://www.allegrobrio.com)

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## **Animagine Pte Ltd Booth 2**

The founders of Animagine are a trio which is passionate about sharing the joy of making and watching animation. Convinced that the creation of animated shorts is a powerful aid to learning, the founders aspire to empower learners with comprehensive knowledge of animation as a practical art form, and essential animation skills that will not bound by medium or software.

Our purpose is not to teach software. Our purpose is to nurture artists and storytellers through animation. As such, our courseware is delivered through instructors who are not software-trainers, but true animation artists.

Working closely with the schools in exploring the pedagogic potential of animation, Animagine has managed to integrate curriculum subjects into its animation workshops. These workshops allow students to create animation clips on topics such as 'Life Cycles', 'Water Cycle' and 'Digestive System' for Science, Formation of Waterfall for Geography and many more. Animagine is constantly seeking new collaboration with schools to development more academic application of animation.

At its highest levels, Animagine's student works have been nominated in both local and international events such as Annecy and Hiroshima International Animation Festival.

Currently, the company provides programs and services to primary, secondary and tertiary institutes in Singapore, including various private clubs, education and enrichment centers. Since operational in June 2005, Animagine has since taught more than 6000 adult and young in the art of animation.

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## **ASCD Booth 10**

ASCD is an educational leadership association advancing best practices and policies for the success of each learner. We provide a wide variety of professional development resources including books, DVDs, online courses and conferences.

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## Asia Innovatory Management School Booths 26 & 27

“Teach a man how to fish, and he will fish for a lifetime”

At the Asia Innovatory Management School (AiMS), we don't just teach the art of fishing, we tell our clients the other ways they can sustain themselves in the ever-changing corporate landscape. AiMS tailors innovatory programs to enhance workforce competitiveness in areas such as Business Management and Information Technology.

AiMS works with international accreditation award bodies like the University of Cambridge International Examinations to ensure qualifications administered meet international quality standards. The School has also created innovative higher education courses, more specifically Diploma programs through strategic partnerships. Recently, AiMS was accredited with CASE Trust, therefore, further ensuring customers the integrity of our business processes.

At AiMS, we want to provide our customers with a well-accredited Business Development, ICT and Professional Development educations and training programmes that are relevant to the current employability and career progression. Our highly qualified teaching faculty ensures that students are supported throughout their learning experience. Our trainers have the necessary experiences, qualification and competency to conduct the lessons.

Going forward, AiMS will collaborate with reputable educational institutions worldwide to develop degree program content.

Personal and Corporate success begins here!

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## ASKnLearn Pte Ltd Booth 15

ASKnLearn Pte Ltd was formed in partnership with Ngee Ann Polytechnic in the year 2000, providing educational technology solutions for the Singapore market. From its humble beginnings, ASKnLearn rapidly grew and merged with WizLearn Pte Ltd, the e-learning spin-off company of the National University of Singapore in 2006. In July 2007, it was acquired by Educomp Solutions Ltd, a globally diversified educational solutions group and the largest educational company in India.

ASKnLearn provides internet based e-learning solutions, online educational content and ICT training to schools in Singapore and around the region. Its customers include the National University of Singapore, Singapore Institute of Management, Ministry of Defence, Building Construction Academy, School of Arts-Singapore, over 150 Singapore schools, regional universities, Ministry of Education (MOE) Singapore, MOE Brunei, MOE Indonesia, and various international schools. It is currently the largest IT training service provider in Singapore and a major E-Learning provider to Singapore schools.

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## AV Media Pte Ltd Booth 21

Established in 1992, AV Media built its foundation and core business in the Education market in Singapore. Having achieved the Preferred Provider Status with the Ministry of Education, AV Media is now a leading AV company serving Learning Institutions, Government Organizations and large Corporate Companies.

AV Media offers AV Design, Consultancy and Installation - from visual and acoustics configuration to fully integrated control systems in classrooms, lecture halls, auditoriums, training facilities, boardrooms and hotels. With over 150,000 integrated projects successfully completed in Singapore, AV Media's experience and competencies in the professional AV sector include Multimedia Controllers, Electronic Switchers, Projectors, Visualizers, Audio Systems, Video Conferencing Equipment and Intelligent Classroom Solutions.

Our employee strength of more than 50 full-time staff, extensive network of global partners and strategic alliances, sets up the right environment for sustainable business with healthy and profitable growth.

Our strategic partnerships with reputable AV brands include: Panasonic, Lumens, AMX, Crestron, Wolfvision, Sennheiser, Dalite, Polycom, 3M, Yamaha, Sony, Canon, Kramer, JBL, Sanha, LG, Sharp, Eiki and Shure. We work on the basis of professionalism and integrity with our partners, thereby fostering long-term win-win business relationships.

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## Beautiful Minds Booth F

CASTLES CAN FLY is a conviction and a life philosophy. It is the attitude of being down to earth, yet never letting go of your dreams. This philosophy embodies passion, perseverance and the mindset to create possibilities.

It is about unlocking the hidden potential in every one of us and unleashing the force within. Alvin Lee is the man behind "Castles Can Fly". He is the principal founder of BEAUTIFUL MINDS, corporate training event organisation and CASTLE BEACH, a social enterprise.

We provide relevant, high content and effective training-related management solutions through a series of highly customised creative activities to achieve its objectives.

It's a holistic approach that recognises the importance of unique individuals, the character of the organisation and an integrated implementation plan.

It is beyond generic tools, techniques and skills.

We truly believe in the power of turning ordinary people to achieve extra-ordinary feats. It's about recognising people as resource-rich human beings, not mindless and emotionless mere digits. Thus, the need to slowly draw out the creativity potential, to encourage, inspiring, to fascinate and a whole series of human emotions needed to ignite the chain of events.

It is beyond process, system and structure.

IT'S ALL ABOUT PEOPLE.

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# EXHIBITOR LISTING



## **BEENET** **Booth 4**

BEENET supports and represents best-of-breed e-Learning solutions. We are an authorized partner of Blackboard LCMS solutions, Echo360 Capture Lecture solution and eUreka! Project Management solution in South East Asia. BEENET also offers Professional Service in various aspects for e-Learning technologies. BEENET has a strong presence in Asia with offices in Singapore, Hong Kong, China, Taiwan, Thailand and Vietnam.

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## **CommonTown Pte Ltd** **Booth 30**

CommonTown is a technology company that specialises in providing web-based application systems for both private and government sector clients.

An early technology participant to Singapore's eLearning infrastructure implementation, CommonTown has been involved in the building of iSHARE and also the winner of the Ministry of Education's (MOE) Bulk Tender Award for the Provision of Development and Maintenance Services for School Websites. The extensive experience and involvement in the MOE's ICT Masterplan, earned CommonTown many recognitions from schools. Together with MOE, CommonTown's development on iSHARE received international recognition in the recent 2009 IMS Learning Impact Award.

At CommonTown, we work with educators, to translate technology expertise into insightful learning platforms to engage students. We are proud to be the choice provider to more than 100 schools; and serve over 20,000 teachers on the iSHARE platform across all 3 (out of 4) zones in Singapore.

We have developed a wide range of education-specific applications, such as Swiit-CMS, FolioStar (ePortfolio), Oral Language Portal and Learning Management System that deliver easy implementation and effective eLearning experience. We are committed as a partner to Singapore's eLearning development, working in pace to continuously offer new and dynamic learning applications to our community.

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**eInstruction (S) Pte Ltd**  
**Booth 25**

eInstruction is the leading global provider of interactive learning solution in over 90 countries with over 6 million users.

In Singapore, eInstruction provides the most comprehensive range of student response systems comprising of:

- CPS - world's #1 student response system currently used by over 75% of Singapore schools and all Higher Eds, Government and Corporations
- Cricket – a low-cost RF student response system
- Virtual Clicker – for use with laptops and PDAs

Other products

- Mobi – world's #1 & only multi-user wireless writing pad for collaborative learning.
- Dual-board Interwrite interactive whiteboard – world's #1 multi-user interactive whiteboard.
- Bravo game builder - powerful game suite with 4 great game templates that makes any educational experience more engaging!
- Board works interactive teaching contents – easy to use & edit-ready PowerPoint lessons with interactive activities to reinforce learning. Available for almost all primary and secondary schools' subjects
- Activity builder series – easy to use & yet powerful activity builders available for Literacy, Maths & Science subjects

Visit : [www.eInstruction.com.sg](http://www.eInstruction.com.sg), [www.GamesforClassroom.com](http://www.GamesforClassroom.com) [www.eInstruction.com](http://www.eInstruction.com)

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**Furnware**  
**Booth 20**

Furnware is a research and design company specialising in classroom furniture. Furnware's Bodyfurn® furniture has revolutionised learning environments world wide. Furnware's knowledge of learning environments is unsurpassed and is reflected in the design of furniture featured.

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# EXHIBITOR LISTING



## **GKL Equipment Pte Ltd** **Booth 12**

GKL Equipment Pte Ltd is a registered contractor with MOE (All Schools), NIE, NTU Nanyang Polytechnic ITE and International Schools in Singapore, supplying and equipping Scientific & Laboratories Equipment. We also integrate IT Solutions and assist in contents development.

GKL is the Exclusive Distributor for :  
Findel Education Ltd (Scientific & Laboratories Equipment)  
AmazingEdu Software Pte Ltd (Mathematics & Physics Software)  
Gowell Software Pte Ltd (English and Chinese Language E-Learning)  
CR Clarke Ltd (Design & Technology Equipment - Thermo Plastic)  
HML Technologies Pte Ltd (Design & Technology)

Premium Partner with Promethean International Ltd (Intereactive Whiteborad Activboard and peripherals)

Agent for Ken Vision Inc. (PC Microscope)

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## **HeuLab Pte Ltd** **Booth 11**

HeuLab is an independent learning software development specialist based in Singapore -consisting of experts focused on enhancing e-learning experiences through software platforms and authoring tools that cater to education practitioners' needs such as award-winning Fun with Construction.

For this team, a simple philosophy holds: To define Next Generation Learning that enhances our innate abilities through innovative technology.

Since its inception in 2002, HeuLab has grown from a 5-man team to over 40 employees with offices in Singapore and Australia - serving governmental education entities in Singapore, Brunei and Qatar and educational institutions in USA, Asia-Pacific, Middle East & Southeast Asia regions.

Learn more about HeuLab at: [www.heulab.com](http://www.heulab.com)

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### Hewlett-Packard Singapore Booth 7

Innovation in education is vital in developing the next generation of high-tech innovators and entrepreneurs, and an interactive learning environment plays an important role in engaging students in their learning environment.

In today's economic climate, customers trust a company that will be around for the long-term. HP was founded in 1939 by Bill Hewlett and Dave Packard with the guiding principle that technology could make a contribution to people's lives. Today, HP as the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure.

HP is a Fortune 9 company operating in more than 170 countries that provides stability customers can count on. A billion people around the world use HP technology every day: from the data centre to the desktop to the palmtop. HP has 60 years of experience in helping government, health and education agencies harness the power of IT in various branches of government. Our public sector solutions have been adopted by and helped nations all over the world. More information about HP is available at <http://www.hp.com/>.

#### About Hewlett-Packard's Exhibits

##### HP Learning Trails

Making lessons come alive in Singapore

HP and Singapore National Parks Board created an interactive learning trail of quizzes and games on HP iPAQs in 26 hotspots within HortPark, Singapore's gardening and lifestyle hub. HortPark Mediascape was developed using HP mscape technology, a GPS location-based authoring platform from HP Labs. This incorporates digital media with the sights, sounds and textures of Hortpark, providing an authentic learning environment during school field trips.

##### FutureSchools@Singapore

The HP Consortium is working on FutureSchools@Singapore with Crescent Girls' School, together with our partners- AsknLearn, Heulab, Amdon Consulting Group, Pearson, Inchone, Zepth and our infrastructure partners- Microsoft and iCELL Network.

The goal: to deliver an immersive learning environment that transforms the way students learn and the way teachers impart knowledge.

##### HP IT Support Services

Enabling our Schools With ICT Support

For the past decade, HP has been supporting Singapore schools with a comprehensive IT support plan and technology offerings that enable schools to focus on core services by minimising downtime in the classroom.

##### Connecting every student in Northern Ireland

The Classroom 2000 (C2K) Project in Northern Ireland is one of the world's first and largest e-learning programmes. HP provided the wide area networking, Internet filtering, e-mail hosting and the managed data centre that holds the central e-learning resources and content for over 350,000 pupils in Northern Ireland. Collaboration (teacher-teacher, pupil-pupil or teacher-pupil) is made possible through e-mail, text and video conferencing. Educators can share best practices and monitor the pupils' progress more easily.

#### Contacts:

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For FutureSchools, please contact Yong Yiam Tong ([yiam-tong.yong@hp.com](mailto:yiam-tong.yong@hp.com))

For HP IT Support Services, please contact M Jarina Begum ([m.jarina.begum@hp.com](mailto:m.jarina.begum@hp.com))

# EXHIBITOR LISTING



## **ICP 2011 Booth 34**

The Ontario Principals' Council (OPC) is the voluntary, professional association representing practising principals and vice-principals in Ontario's publicly funded schools. The goal of the OPC is to provide our members with the professional services and support they need to provide exemplary leadership in public education.

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## **iCTLT Booth B**

The International Conference for Teaching and Learning with Technology (iCTLT) is jointly organised by MOE (Ministry of Education, Singapore) and ISTE (the International Society for Technology in Education).

iCTLT 2010 is supported by Infocomm Development Authority of Singapore (IDA), National Institute of Education (Singapore), Singapore Tourism Board and Academy of Principals (Singapore).

It will be held on March 4 and 5 2010, at Suntec, Singapore. The theme is "Advancing Learning with ICT: Innovate Collaborate Transform".

Conference delegates can look forward to:

- Hearing from renowned speakers on ICT implementation ;
- Celebrating the use of ICT;
- Learning to create a collaborative learning environment;
- Enhancing professional development for ICT ;
- Managing change and creating an environment for ICT implementation;
- and
- Connecting and collaborating with school leaders and researchers from various countries and regions.

The first iCTLT held in 2008 saw an overwhelming turnout of 1800 participants of whom about 200 were from over 20 countries outside Singapore.

Do drop by our booth to register your interest and receive updates from the organisers and visit the conference website: <http://www.ictlt.com> for more information.



## **InFocus Corporation Official AV Partner Booth C**

As the industry pioneer in the digital projection market, InFocus is committed to delivering products that make bright ideas brilliant everywhere people gather to communicate and be entertained – in meetings, presentations, classrooms, and living rooms around the world.

Backed by more than 20 years of experience and over 245 patents in digital projection, InFocus constantly develops and integrates new technologies into an innovative product line-up. Our latest range of products uses BrilliantColor™ technology, which results in true-to-life color reproduction with unrivalled accuracy. All InFocus DLP® projectors are filter-free, resulting in less maintenance and hours of worry-free use. Brilliant warranty programs on InFocus projectors increases return of investment while lowering total cost of ownership for our customers.

At InFocus, customers are at the heart of what we do. Leveraging our strong relationships with distributors and value-added partners, we are dedicated to bringing innovative and intuitive products to our customers – anticipating their needs and pioneering new technological solutions to enhance user experience and change the way people view and use projectors.

As we forge ahead into our third decade of growth, InFocus will continue to pave the way for innovative projection that increase productivity and provide our customers with brighter, larger-than-life visuals. For more information, please go to <http://www.infocus.com>

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### Marshall Cavendish Booths 5 & 6

#### About Marshall Cavendish Education

Marshall Cavendish Education is the leading K-12 educational publisher in Singapore and has more than 50 years of experience in educational publishing. Our materials have consistently been approved by the Ministry of Education, Singapore and are used in most schools in Singapore. We are deeply committed to developing educational materials that play a critical role in raising the quality of learning.

Globally, we have extended our reach to educators and learners in diverse countries, including adoptions and endorsements by education ministries in various countries and regions such as Thailand, Western Africa, Southern Africa, Mauritius, the Caribbean, Chile, Germany, Jordan as well as approval for adoption in the states California and Oregon, United States. For more information, please visit [www.marshallcavendish.com/education](http://www.marshallcavendish.com/education) and [www.panpaceducation.com](http://www.panpaceducation.com).

#### About LEAD

Learning EDvantage Pte Ltd (LEAD), a subsidiary of Marshall Cavendish Publishing Group, is Singapore's largest e-learning solutions and service provider. Besides providing schools with a full-featured e-learning platform of exceptional standards, LEAD provides the means for students to excel academically by making schoolwork enjoyable and fun through the creative use of technology. LEAD's pedagogically sound multimedia rich content developed in accordance to the Singapore curriculum and a Learning Management System designed by educators for educators, has made us the preferred partner of the Singapore Ministry of Education in bringing e-learning to Singapore schools. [www.lead.com.sg](http://www.lead.com.sg)

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### Principals Academy Inc (PAI) Booth D

Principals Academy Inc (PAI), the enterprise arm of the Academy of Principals (Singapore), is a vibrant education resource and management consultancy. We provide training and development services for educators around the region, equipping them with the necessary skills and resources to empower them with the ability to research, innovate, pioneer and implement programmes that are beneficial to their education environment, anywhere and everywhere in the world.

PAI plays an important role in supporting the administrations of local educational institutions by providing standardized and streamlined certification of international students seeking admission into public schools through the usage of the Principals' Academy Certification Test (PACT). We consistently strive to enhance the capabilities of our educators through the organisation of various academic programmes and continuous professional development frameworks that are designed to improve an educator's attributes, knowledge and professional practice.

In addition to meeting administrative and training needs, PAI also provides publication, consultancy and corporate support to educational institutions in the region. Applying a holistic approach to education resource and management, our vision is to become Asia's premier education academy, with the purpose of empowering educators to make a greater impact on the lives they touch.

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## **Popular e-Learning Holdings Pte Ltd** **Booth 28**

POPULAR embarked on the e-Learning business with the incorporation of POPULAR e-Learning Holdings Pte Ltd (PeLH) in 2001. PeLH is dedicated to research and development of cutting edge technology to support POPULAR's textbook publishing business. It has since expanded its services in Singapore and regionally to include creation and development of innovative digital content to enhance teaching and learning.

PeLH's "Living Textbook", a highly successful digital textbook solution embedding interactive learning resources in the digitized pages, forms an integral component in textbook packages used by teachers and students in Hong Kong schools. In Singapore, the "Creative Writing Programme" offers teachers pedagogically sound strategies to help students inject life into their compositions through word craft and visual imagery.

With the increasing popularity of new media, PeLH has recently pre-launched its new specialist arm for delivering high power interactive digital media (IDM) products to meet the educational needs in the digital age. The inception of POPULAR Digital Media Group (DMG) will usher in an array of new media-rich innovative contents that harness the Internet and media technologies to the fullest. POPULAR DMG will be the exciting new vehicle to service the education community.

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## **R.I.C Publications** **Booth 29**

R.I.C Publications are one of the largest supplemental educational publishers in Australia and was established by teachers who identified a need for a wider range of quality supplementary resources. Founded in 1986 with the aim of producing black line masters for the primary school market, R.I.C has now extended its range to include a variety of posers, interactive whiteboard software, high interest low ability readers, early literacy programs, workbooks and much more. The company now operates in the United Kingdom, Ireland, the United States, Japan, Malaysia, as well as having a presence in many other locations. R.I.C. Publications also provides a unique Internet resource for teachers and schools.

Visiting [www.ricpublications.com.au](http://www.ricpublications.com.au) allows you the option to view every page of every one of our titles online.

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**SAGE Publications**  
**Booth 3**

SAGE Publications, a leading international publisher of books, journals, and electronic media, is a privately owned publishing company dedicated to the global dissemination of information. Founded over 40 years ago, SAGE recognises that high quality scholarship requires dedication and commitment. SAGE works closely with authors and editors to produce the most outstanding work in the fields in which it publishes.

Corwin Press was established in 1990 as an affiliate of SAGE Publications to provide solutions for those serving the field of PreK-12 education. Our practice-oriented publications range from very practical, experiential-based manuals to more reflective or research-based books. Our extensive booklist supports school principals, administrators, specialists, teachers, and other educational practitioners at one end of the continuum, and teacher educators plus advanced-level students at the other.

Both SAGE and Corwin offer practical, hands-on resources to help education professionals do their work better - and in the process, help advance the field and improve education for all learners.

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**Scholastic**  
**Booths 16 and 17**

Scholastic is the world's largest publisher and distributor of children's books and a leader in educational technology. Scholastic creates quality educational and entertaining materials and products for use in school and at home, including children's books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. The Company distributes its products and services through a variety of channels, including proprietary school-based book clubs, school-based book fairs, retail stores, schools, and libraries.

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## **Singapore Asian Publications (S) Pte Ltd** **Booth 14**

Publishing business in Singapore is highly competitive, SAP is proud to be one of the established publishers of educational materials in Singapore. The management strives to sustain and grow the business through expanding the range of products and increasing market shares in overseas markets.

Our core operations are based in Singapore, with a direct presence in Malaysia and Hong Kong through 2 subsidiaries, SAP Publications (M) Sdn Bhd and SAP Publications (HK) Ltd. To date it is estimated that approximately 280 schools of the 350 schools in Singapore have adopted our books for classroom use. In addition, SAP has been constantly expanding her presence internationally. Our current distribution network for our products spans more than 15 countries which includes Brunei, the Caribbean Islands, China Hong Kong, Indonesia, Malaysia, Mauritius, Taiwan and Thailand.

In 2004, the Group also began to license publishing rights to foreign publishers interested in SAP's contents for publications in their countries under their imprints. This has been done successfully with partners in Brunei, China, Hong Kong, India, Indonesia, Malaysia, Pakistan, Thailand and Philippines. SAP continues to develop this area of business as it allows SAP to penetrate into the larger markets with minimal costs.

In May 2004, SAP became a supplier of a wide range of books, including third party publications, to the National Library Board (Singapore). This new business allows SAP to diversify steadily into other areas of book trading.

SAP is committed to educational publications worldwide and strives to achieve the vision to be a global publisher of high quality educational products.

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## **SMART Technologies Singapore Pte Ltd** **Booth 9**

Strongly believing that one educator can make a difference in a student's life, SMART has been supporting educators by providing innovative products and services since 1991.

When SMART Technologies invented the touch-sensitive SMART Board interactive whiteboard, It was just the first of many innovative, easy-to-use products that have earned SMART worldwide recognition and made it the undisputed global leader in the interactive whiteboard product category.

Educators were the first to take an interest in SMART's interactive whiteboards, immediately seeing their potential as instructional, professional development and student collaboration tools.

Since then, that initially small group of educators has grown into an international community spanning 75 countries. There are now hundreds of thousands of teachers and students who use SMART solutions daily to help make classroom lessons more engaging and effective.

Its strategic alliance with Intel® Corporation and strong commitment to research and development has accelerated SMART's growing line of technology solutions. SMART continues to improve these solutions by listening to customer feedback at all levels of its organization.

Thanks to their simplicity and powerful ability to connect people, SMART products have put collaboration and learning at the fingertips of millions around the world.

Visit our website : <http://smarttech.com/>

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## ST Electronics Booth 19

ST Electronics, Singapore's largest ICT (Information Communication Technology) company is one of Asia's leaders in e-Government solutions – a reputation earned by developing and customising ICT, electronics systems and infrastructure for governments around the world in 70 countries.

We are a one-stop shop for e-Government needs with holistic and cost-effective solutions for public administration, education, transportation, public safety and homeland security applications. We develop and provide e-Learning solutions, the systems and infrastructure network that equip educationists to achieve their goals more effectively and efficiently. We provide and integrate different enabling technologies, including simulation, 3D visualisation, multimedia on demand, digital animation and networked communication.

Meeting the needs of two schools for Singapore's Future Schools programme, ST Electronics tailors e-Learning solutions to meet the different foci and independent needs of the schools by developing a 3D learning environment with a variety of virtual learning tools and spaces and an all encompassing e-learning solution that addresses borderless communications, links learning communities "live" across cultural boundaries catering to both independent and group learning.

Abroad, our e-Learning solution is used by schools in Kazakhstan to optimise the usage of resources, reducing administrative workload and providing interactive learning for students.

### About ST Electronics's Exhibit

#### Interactive Digital Animation (IDM)

ST Electronics foray into the world of IDM in 2003 has reaped success. With a pool of artistic talent, we have the capability to combine creativity and digital media technologies to produce 3D animation.

Through animation, ST Electronics offers innovative ways to make learning more lively and engaging, motivating students to learn when theories, facts and processes are presented in a fun way. Through our co-production - The Future is Wild (FIW), students can learn and explore future evolution through an entertaining series. This series was co-produced with Nelvana Limited and is the first Singaporean 3D animated TV co-production to be broadcasted in the United States, Germany and Singapore. In Singapore, the first run of FIW aired from January to June this year and a re-run will take place on 3 October 2009, on channel OKTO.

Other projects by ST Electronics include Jane and the DragonTV series with Weta Studios of New Zealand and The Ten Commandments movie with Promenade Pictures of the US.

#### iLearning – (Future Classroom)

ST Electronics is fully aware that the classroom of the future must be engaging and interactive enabling students to exercise their imagination. We have developed some solutions to help educationists achieve these goals:

##### (a) Smart Interactive Whiteboard – Learning Management System (LMS)

With the help of an interactive whiteboard, teaching and learning strategies and its associated resources will be visible to the audience. The monitoring and assessment of students performance from the teacher's perspective will also be shared on this unique apparatus.

##### (b) Classroom Management System (CRMS)

Being capable of managing a class without having to actually move around too much is what this is about. With real time audio and video screening as well as on screen annotations, CRMS allows you to ensure that teaching is still carried out and in an interesting way.

##### (c) Personal Interactive Enrichment (PIE) Book

PIE is a digital framework that allows students and teachers to build, organise, read and annotate published e-textbooks. It is a highly personalised method for students to enjoy a reading experience with a wide array of reading modes.

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## **Three Learning Pte Ltd** **Booth 13**

Three Learning focuses on providing companies and academic institutions with state-of-the-art e-learning solution. Our products and services aim to assist organisations to leverage on internet technologies to achieve the intended learning outcomes and objectives for both the organisations and the learners at large.

Our e-Learning System, the PLSystem®, is slated to be a revolutionary system that addresses human forgetfulness in learning through a patented algorithm, the Adaptive Knowledge Retention (A.K.R) engine. The PLSystem® uses learning models in its early design considerations to ensure that all its functionalities and features are purposefully built to facilitate learning, both at the organisation and individual levels. The PLSystem® empowers HR specialists, trainers, subject matter experts, educators and teachers to easily set up learning communities or portals within their own environment and create online learning content.

Our professional content development services assist organisations who want to take advantage of e-learning but do not have the resources and the know-how to convert their training programs. Using our in-house methodology designed to achieve e-learning content that is learner-centric, engaging and able to help learners to acquire the required knowledge, we are committed to produce effective e-learning courseware for our customers. Our content development methodology has been proven in 250+ e-learning hours of courseware content developed by the company so far.

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## **University of Cambridge International Examinations (CIE)** **Booths 00 & 01**

University of Cambridge International Examinations (CIE) is the world's largest provider of international qualifications for 14-19 year olds, providing a broad range of education programmes created for an international audience. CIE offers the Cambridge International Curriculum for 5 – 19 year olds, including Cambridge IGCSE and International A Level, and professional qualifications for teachers.

Cambridge international qualifications are taken in 150 countries and recognised by universities, educational providers and employers across the world.

Learn more, visit [www.cie.org.uk](http://www.cie.org.uk)

CIE also works closely with Ministries of Education to provide bespoke programmes and assessments.

CIE is part of Cambridge Assessment, a not-for-profit organisation and a department of the University of Cambridge. CIE has a strong pedigree in development and research – it was the first exam board to develop the International GCSE 20 years ago. We constantly review our provision and introduce new subject areas and qualifications. CIE offers unrivalled support to its network of registered Centres.

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