

The Integrated Advantage

by Nancy Knowlton

When there are multiple vendors involved in a large-scale technology implementation, where do you place responsibility if there is a problem? Assigning responsibility and accountability for the technology products going into classrooms can be a significant issue for many school districts and local authorities. Not so when you purchase the integrated, modular components from SMART.

SMART offers a highly integrated system comprising a number of key education technology products. Taking responsibility for their integration is a key part of the SMART proposition that translates to reliability and ease of use. Consider the following.



SMART Board™ Interactive Whiteboard

Our SMART Board interactive whiteboard is, hands down, the most popular interactive whiteboard in the world. Powered by SMART Notebook collaborative learning software, it is easy to use, yet loaded with functionality and resources. It has everything teachers need to create engaging and interactive learning environments.

SMART Notebook Software

The software has been designed, with the input of teachers, as a platform for creating, delivering and managing interactive lessons within a single application. We believe, along with millions of teachers and students using this application every day, that teachers should not have to learn several separate applications just so they can deliver interactive lessons. One application should put all lesson materials within easy reach. The software should also be robust enough to go beyond basic operations as the teacher learns more and gains confidence.

Projector

Our short-throw projector combines with our interactive whiteboard to produce a system that is quick to install and easy to use. The enhanced control panel simplifies system start up and makes connecting other devices a snap.

Interactive Response System

Integrated into SMART Notebook software is the assessment functionality of our interactive response system. Teachers don't have to open another application if they wish to add questions or quizzes to their lessons. Those

questions – and the tallies – can be embedded within SMART Notebook software, making the assessment process a seamless part of classroom teaching. It is as simple as plugging the receiver into a USB port, installing the Senteo plug-in for SMART Notebook software and then working within SMART Notebook software to ask questions and track answers. Alternately, teachers can add questions to PowerPoint® software.

SMART Document Camera

Plug the SMART document camera into a USB port on the computer or interactive whiteboard, and it is ready to go – with no software to load. An icon for the document camera is on the toolbar in SMART Notebook software. To capture an image, simply press the icon and make a few choices about the image in the document camera window that opens automatically.

Wireless Slate

It couldn't be easier for a teacher to move around a classroom and still be able to interact with information at the front of the room on a SMART Board interactive whiteboard. The wireless slate integrates seamlessly with SMART Notebook collaborative learning software.

Other SMART Software

SMART Ideas™ concept-mapping software recognizes input from the pens in the SMART Pen Tray as either an image, text, line or shape.

Our conferencing software and classroom management software work equally well with a SMART Board interactive whiteboard. Launch either application, and use it intuitively right from the start.

Advantage – SMART

It stands to reason that an integrated solution from a single vendor can deliver value above and beyond components from multiple vendors. Integration really does matter. It can provide unparalleled ease of use, and that can make all the difference between enthusiastic, rapid adoption and frustration.

Components designed from the outset to work together will make implementing and maintaining the suite easier. That's exactly what the solutions from SMART are all about. You simply could not achieve this degree of integration by purchasing from multiple vendors.

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 product 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.