



## MEDIA RELEASE

### Acadium Announces Upgrade for mClk – SMS Audience Response System

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Lakewood, Colorado -- October 10, 2011 – Acadium, Inc., a leading provider of SMS Audience Response Systems proudly announces its latest upgrade to mClk®. mClk enables instructors and trainers to post questions in the classroom or training room and have learners respond using a simple text message from their cell phones.

In response to feedback from customers, Acadium has developed several new features to enhance the user experience for both educators and learners. The most exciting new feature is the addition of Microsoft PowerPoint® 2010 compatibility. Most large colleges and universities have already made the move to PowerPoint 2010 and most corporations are not far behind. Making sure customers have what they need, whether it is 2007 or 2010 is important to the product team at Acadium.

“As mobile phones continue to become more common in today’s classrooms, instructors and trainers have the opportunity to engage learners and gain instant and frequent insight.” says Rebecca Woulfe, Acadium’s president. “mClk provides teachers and students greater flexibility on how assessments and surveys are completed, enabling more instructors to deliver interactive activities to support the diverse learning styles of their learners. And now they can use PowerPoint 2010.”

#### FEATURES

**Support for PowerPoint 2010** – Instructors and trainers can now incorporate mClk questions right inside PowerPoint for both PowerPoint 2007 and PowerPoint 2010.

**Increased character limits** – Questions within mClk can now have up to 1000 characters and each response up to 256 characters. This feature is especially important in health-related fields where terms can be lengthy and case studies complex.

**Ability to copy questions** – Questions from one mClk presentation can now be easily copied from one question set to another saving instructors and trainers time.

**Reordering simplified** – Editing the order of questions within a set of questions is now easy to do within both the web interface and within PowerPoint.

**Learner instructions integrated** – Instructions for joining a session so that answers can be set easily and quickly are now integrated into each question slide.

**Polling option added** – Responses no longer require a right or wrong answer for a multiple choice question. mClk can be used to collect demographics, opinions, and open ended questions.

#### Pricing and Availability

Available immediately, instructors and educators can download the new PowerPoint 2010 plugin at [www.mclkonline.com/Downloads.aspx](http://www.mclkonline.com/Downloads.aspx) and set up a free account from the mClk home page. Upon implementation of mClk, a licensing fee is incurred based on the number of learners participating. For more information on pricing, see [www.mclkonline.com/Pricing.aspx](http://www.mclkonline.com/Pricing.aspx).

## **About Acadium, Inc. – Cell Phone Technologies to Advance Learning**

Acadium is an educational technology company committed to developing solutions that advance learning. With a vision for what lies on the horizon, the company currently provides solutions that incorporate cell phone technologies. [www.acadium.com](http://www.acadium.com)

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