



## MEDIA ALERT

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### Cell Phones in the Classroom?

**Denver, Colorado – September 1, 2009** – Acadium, Inc., today announced the general availability of its SMS based classroom response system aptly named mClk for mobile clicker.

Clickers, dedicated handheld devices, have been eagerly adopted by teachers and students alike over the last five years. Now, Acadium has developed a classroom response system that gives students the ability to use their cell phones as the response device—teachers no longer have to maintain or check out a set of clickers.

#### mClk Redefines The Clicker Experience

mClk is an audience response system designed for 21st Century classrooms. It creates an interactive environment supported by a web application and common equipment—a single computer with Internet access for the teacher and the individual cell phones of students.

Student participation is as simple as texting a few characters to a designated short code and responses are tallied instantly on the mClk web site or a PowerPoint presentation. Teachers and students benefit:

- No class size limitations
- Easy to use PowerPoint integration
- Multiple choice, true/false AND short answers
- Appealing graphs and charts to illustrate responses
- Reporting functionality included
- No need for a smart phone or data plan—text messaging is all that is necessary.
- No worry about forgetting the hardware used in traditional classroom response systems.
- One system is used in all classes—no need to purchase multiple "brand name" devices.

What professors are saying:

*“This is a terrific way to get students to use their cell phones in class in a constructive manner (i.e., instead of texting their friends or reading their email), especially in large lecture classes where I use PowerPoint a lot.”*

*–History Professor*

#### About Acadium, Inc.

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 as well as prototypes that take advantage of the expanding cellular networks that exist in rural areas in the U.S. and developing countries. [www.acadium.com](http://www.acadium.com) - *Cell phone technologies to advance learning.*

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