

Promethean Announces Southampton To Adopt ActivExpression City-Wide



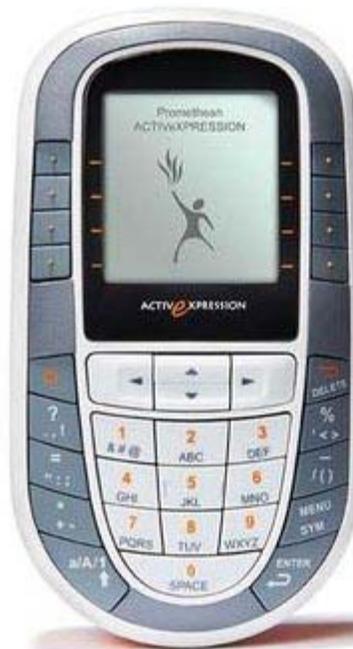
Released on: January 27, 2010, 12:01 pm

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Industry: [Education](#)

Promethean, a world leader in the rapidly growing global market for interactive learning technology, has announced that, as part of its pioneering Assessment for Learning project, Southampton City Council has adopted Promethean's ActivExpression Learner Response Systems across all of its 77 primary and secondary schools. This is the first time that a UK Local Authority has implemented such a large-scale, comprehensive adoption of ActivExpression, recognising the significant benefits they bring to teaching by improving the way students engage and interact.

The [ActivExpression](#) device, which is similar to a mobile phone in appearance and features an alphanumeric keypad, allows students to text responses to a range of question types from multiple choice to 'open' questions, and offers



teachers an innovative way of assessing student progress and stimulating debate in lessons. Results can be instantly displayed on an [interactive whiteboard](#) for discussion in class, anonymously if required, and stored to help teachers assess students' performance.

The funding for this project was a Harnessing Technology grant from Becta, the Government agency dedicated to promoting effective use of information and communication technologies (ICT) in education. Promethean's ActivExpression Learner Response Systems will be rolled out to primary and secondary schools throughout Southampton in the spring term 2010. Teachers will be provided with comprehensive training to ensure they make best use of this new innovative technology.

Daryl Misselbrook, e-Learning Consultant for Southampton City Council, said: "We wanted to implement a technology that could offer students a more differentiated and personalised learning experience, which would improve engagement levels of all learners regardless of their abilities. In consultation with schools, we evaluated several systems and found Promethean's ActivExpression offered the most benefits. It is simple to use, can be incorporated at any point during a lesson and is compatible with a range of interactive [whiteboards](#). Teachers also liked the range of response and assessment options and found it the most durable and visually appealing."

Duncan Wells, Deputy Headteacher at Hollybrook Junior School, participated in the initial pilot and described his experience using the new [educational software](#): "One of the most valuable contributions of ActivExpression has been its ability to engage pupils, and this was something that teachers witnessed straight away - every child has a say and can take part, without fear of embarrassing themselves if they get it wrong. It makes it a highly inclusive tool, ideal for working with pupils with special educational needs or with mixed ability classes."

Margaret Allen, former teacher and Head of European Market Development at Promethean, commented: "We are delighted that Southampton City Council has used the Harnessing Technology grant to become the first Local Authority to adopt our ActivExpression device across all of its schools. We believe that this pioneering project will bring significant benefits to students in Southampton by transforming engagement in the classroom and improving how students are monitored and assessed. We hope other Local Authorities will follow Southampton's lead, improving the learning experience for all pupils."

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About

Promethean

Promethean - Lighting the flame of learning Promethean is a world leader in the fast growing, global market for interactive learning technology. Developed by teachers for teachers, Promethean's ActivClassroom brings together its interactive display systems (ActivBoard), its Learner Response Systems (ActiVote and ActivExpression), and its suite of specialised teaching software (ActivInspire). They change how teachers and classes engage and interact, how students learn and how they are monitored and assessed.

Headquartered in the UK, with offices in nine countries, Promethean's technology is today helping educate over 12 million individuals in over 500,000 classrooms in some 100 countries.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)