



## Positioning & Presenting the ActivWall

### DESCRIPTION

Widescreen interactive learning system where teachers and students can collaborate, connect, and share ideas.

### BREAKDOWN

- Widescreen: Theater like viewing experience with full HD resolution and dry-erase writing. Projector Promethean's laser view technology Near instant power on and off Auto calibration 20k light source with no lamp replacement
- Collaborate: multi-touch 20, multi-pen 4 interactivity, divide into independent learning spaces to work individually or collectively.
- Connect- Measure student understanding and gather feedback by sending questions to students and have them respond using any connected mobile device
- Share-
  - Student-Share content from multiple students' mobile devices at the same time to the ActivWall for whole class viewing. Teachers have full control to start or stop mirroring at any time.
  - Teacher-Teachers can observe and intervene with individual work teams while mirroring lesson content from anywhere in the classroom using their smartphone, tablet, or laptop.

### DEMONSTRATE

- HD video
- Instant whiteboard
- Polling
- Screenshot
- Web browser/bookmarks/multiple workspaces
- Mirroring
- Onscreen annotation
- Differentiated pens

### STAKEHOLDER POSITIONING

- Leadership Team / Superintendent/Curriculum Director –
  - Same needs and priorities as a ClassFlow target buyer except an ActivWall is a showpiece investment in a school.
  - The school is familiar with or interested in ClassFlow.
  - The school / staff are seeking better ways for collaborative learning
- Teachers  
Teachers will see the benefit of having a larger interactive space for students to create, share, communicate, and interact during every lesson.
- IT
  - Same needs and priorities as a ClassFlow Connect target buyer!  
Stakeholders in a 1:1 BYOD program will love ActivWall as it will accelerate the ROI on their initiatives.



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- The school has invested in student and faculty iOS, Android, OS X & Windows devices split across two networks.