

FOR IMMEDIATE RELEASE

Press contact: Andrea Reibel, 212-796-2207, cell 917-653-2746, areibel@wgen.net

**Wireless Generation Develops New Technology  
That Matches Curriculum to Students' Learning Needs Throughout the School Year**

**The Right Lessons at the Right Time for Each Student, Taught by Teachers**

**To Raise Teacher Quality, Support Teachers with State-of-the-Art Tools**

Brooklyn, NY (February 25, 2009) – Wireless Generation, a leader in helping PreK-12 educators improve teaching and learning, has created new patent-pending technology that matches curriculum to students' needs based upon their assessment data. A teacher receives new sequences of lessons every two weeks to use in teaching small groups of students or individual students. The technology improves upon traditional textbooks that present lessons in the same order, regardless of students' particular strengths and needs. The first offering to be built upon this technology is *Burst™:Reading*, a new K-3 reading intervention curriculum available for the 2009-2010 school year from Wireless Generation.

*Burst:Reading* applies a sophisticated algorithm that analyzes current and past reading assessment data for a given class, groups students with similar skill needs, and then creates a customized 10-day sequence of lessons arranged at the right pace and intensity for each group. The teacher downloads the lessons, and uses them to teach. At the end of the 10 days, the teacher evaluates students' progress using Wireless Generation's mCLASS® handheld computer-based reading assessment, uploads students' results to the mCLASS Web site, and *Burst:Reading* repeats the process. The teacher can move students from one group to another if necessary, and request new instruction to reflect any changes.

Teachers' jobs don't end at 3 pm, and include many tasks other than actual teaching. K-12 educators and researchers agree that a teacher ought to have the time and expertise to evaluate each student's progress frequently, diagnose needs, group students who share challenges, cull through books to find the right lessons for every student or small group – and then, finally, teach. Most teachers are working long hours to come as close as possible to achieving this ideal, with varying success. *Burst:Reading* dramatically streamlines the analysis and planning that are necessary to match instruction to students' needs, thereby making teaching more effective.

"There is ongoing discussion in education and policy circles about how to put highly effective teachers in every classroom. We can support that goal by equipping them with state of the art tools that help make good teachers great," said Larry Berger, CEO and Co-Founder of Wireless Generation.

*Burst:Reading* pulls lessons from FreeReading.net, a research-based, free open source reading intervention curriculum and the first open source instructional program to be approved through an official state adoption. Wireless Generation launched FreeReading in 2007. Leading reading researchers from the nation's top universities serve as advisors, guiding the ongoing research and development of FreeReading.

**-Continued-**

## Page 2/Wireless Generation's New Technology Matches Curriculum to Students' Learning Needs

During an initial evaluation in a large urban school district, teachers used *Burst:Reading* for 10 weeks with students who were struggling most to master early reading skills. These students achieved gains 41% to 50% greater in the areas of phonemic awareness and phonics than students who were taught using other instructional materials.

### **About Wireless Generation**

Wireless Generation supports PreK-12 educators in improving teaching and learning. The company invented mCLASS® software, enabling teachers to use handheld devices for giving formative assessments in the elementary grades. By using handhelds instead of paper, teachers save significant time and receive assessment results immediately. Additional Web-based reporting, analysis, and instructional planning tools, as well as professional development, help educators to act on students' data. Wireless Generation's Burst™:Reading is a K-3 reading intervention that uses sophisticated technology to analyze assessment data and produce sequences of lessons for each student, helping teachers to match their instruction to varied learning needs. In addition, the company provides consulting, design, and development services for state and district systems that centralize student data and integrate social networking tools to help educators share solutions to specific problems in their classrooms. A partner to thousands of school systems, Wireless Generation is widely regarded as a leader in how technology can help address the challenges of education and reform. More information is available on the Web at [www.WirelessGeneration.com](http://www.WirelessGeneration.com).

###