

EdNET News Alert

Technology Headlines

PrepMe Opens Coursification™ Platform

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Personalized Learning That Goes Far Beyond Ebooks

CHICAGO, Ill. - April 8, 2011 - PrepMe, a Chicago-based education company, has opened its core technology—the Coursification™ learning platform—to education institutions and publishers in an effort to help take static content in both print and digital formats and deliver it to students in a completely personalized manner. This move comes at an opportune time as educators realize the importance and value of personalized instruction. The Coursification™ platform is the bespoke tailor of learning.

As the name suggests, Coursification™ technology enables PrepMe's partners to turn static curricula into courses—but not just any courses. The learning platform converts learning content of any kind into a skill-based, adaptive online course. PrepMe's platform enhances the value of traditional learning assets by integrating multimedia, targeted assessment, and robust analytics in a comprehensive online learning ecosystem. CEO Karan Goel says, "eBooks are great for presenting static content but students are not impressed by the one-size-fits-all experience they offer. There is enormous potential for technology to revolutionize the way we teach and learn. Students and educators want to take advantage of innovations in adaptive and personalized learning. The Coursification™ platform makes adaptive learning simple."

Goel believes his company's technology will define a new era in the publishing industry, saying "We are trying to think beyond the eBook. Coursification™ technology not only presents content, but also wraps that content in a high quality, personalized learning experience—a win-win for publishers and for learners. It's a new way of thinking about print and digital curricula. We have students using all the hardware to allow for personalized learning—smartphones, tablets, computers—but that hardware was waiting for software to really give each student exactly the help and learning he or she needed."

Instructors who have used PrepMe's programs are thrilled to discover the wealth of information provided by the platform. For example, Coursification™ technology gives educators the ability to dynamically change lesson plans based on real-time student performance rather than waiting months for large-scale assessment data to inform instruction.

The company reports that a number of publishers have already signed on to use the platform and several other publishers and institutions are investigating how best to leverage the technology. Furthermore, with the technology open and available to authors and educators, anyone can now build a personalized and help share their expertise with students all over the world without the cumbersome and lengthy process of traditional print publishing.

Coursification™ technology is six years in the making. PrepMe initially developed the technology to deliver its own online college readiness programs and has already worked with over 30,000 students worldwide. By opening its technology to its fellow educators and publishers, PrepMe hopes to make personalized learning, traditionally only available through expensive private tutoring, available to all learners.

About PrepMe

As a leader in the Adaptive Learning Technology arena, Chicago-based PrepMe provides students with an online learning experience tailored specifically to individual strengths and weaknesses. Students can take advantage of one-on-one online tutoring and essay coaching from current students at the nation's most selective universities. The introduction of Coursification™ in early 2011 builds upon PrepMe's past successes and expands the company's reach beyond college readiness.

Widely recognized as the first company to leverage adaptive learning in the college readiness and test prep

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space, PrepMe is dedicated to helping students learn what they need, when they need it while empowering educators to more effectively use face-to-face time by providing guidance on what they should teach in the classroom.

For more information, please visit www.prepme.com.

CONTACT: Calvin Truong, PrepMe, 312-386-7881, Calvin.Truong@prepme.com

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