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## Turning Technologies and Educational Measures Announce Strategic Partnership

June 19, 2012

YOUNGSTOWN, OH - June 19, 2012 - Turning Technologies, the global leader in response technology, today announced a strategic partnership with Educational Measures, premier provider of data management and event solutions for the healthcare market. Turning's polling software now directly integrates with Educational Measure's EducationalTrak™ data management solution, allowing session results to be seamlessly uploaded into EducationalTrak for immediate assessment.

Mike Broderick, Turning Technologies' CEO stated, "Integration with Educational Measures systems helps our clients enhance reporting capabilities. The combination of instant data collection with our TurningPoint polling software and the analysis capabilities of EducationalTrak offers more detailed assessment. Our partnership with Educational Measures exhibits our commitment to comprehensive data management."

"Turning Technologies' products collect consistent, accurate data in an interactive setting. By designing EducationalTrak to work with the TurningPoint polling software, we can deliver powerful reports that take full advantage of information collected," said Marc Crawford, Educational Measures President.

Turning Technologies response solutions allow speakers to ask participants interactive assessment questions. Polling software TurningPoint directly integrates with PowerPoint for polling during presentations, polls with any application using a floating toolbar and offers self-paced testing capabilities. Participants answer questions with handheld ResponseCard® keypads which transmit responses to a radio frequency USB receiver. Turning's ResponseWare® app also offers the ability for participants to answer questions with any web-connected device. Results are instantly displayed on screen and available in detailed reports or for further analysis with LMS or data management solutions.

EducationalTrak from Educational Measures offers outcome data tracking, capture, analysis, application and storage. It is a customized, easy-to-use repository for all event and evaluation data. Data is accurately measured and always available to drill down, generate reports and create certificates. Evaluations can easily be applied for future events. In addition to simple tracking data, EducationalTrak can be used with Turning Technologies' audience response systems to collect real-time data on activities.

### About Turning Technologies:

Turning Technologies creates leading assessment delivery and data collection solutions for learning environments. Founded in 2002, the company began with the development of response technology that was affordable, user-friendly and better documented so that users could easily grasp its benefits. Today, more than four million ResponseCard keypads have been delivered to K-12 schools, universities and businesses worldwide. Turning has expanded its portfolio of products to include data collection systems that securely transfer digital data for various assessment, testing and certification programs. Based in Youngstown, OH, information on Turning Technologies' solutions can be found at [www.TurningTechnologies.com](http://www.TurningTechnologies.com).

### About Educational Measures:

Founded over a decade ago, Educational Measures specializes in content management and data collection, organization, reporting and tracking. The company focuses on helping clients assess performance improvement and return on education and training through a cutting edge suite of technology solutions with customizable products and services. With offices in Colorado, Pennsylvania and the United Kingdom, Educational Measures works to ensure their clients deliver content effectively and collect the data they need, because more facts, more figures and better stratification lead to more powerful results. For more information, visit [www.EducationalMeasures.com](http://www.EducationalMeasures.com).

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