Electronic Arts Innovation Playground

Featured Exhibitors

Logging Into the Playground: How Digital Media Are Shaping Children's Learning
The Joan Ganz Cooney Center at Sesame Workshop Inaugural Symposium

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Technology provided by

Professional Development

Amazon Kindle from Amazon

Amazon Kindle is a revolutionary portable reader that wirelessly downloads books, blogs, magazines and newspapers to a crisp, high-resolution electronic paper display that looks and reads like real paper, even in bright sunlight. More than 115,000 books are now available in the Kindle Store, including 101 of 112 current *New York Times* Best Sellers and New Releases, which are $9.99, unless marked otherwise. Books can be downloaded in less than a minute and magazines, newspapers, and blogs are delivered to subscribers automatically via the Kindle wireless delivery system, Amazon Whispernet. Kindle customers can wirelessly shop the Kindle Store, and download new content—all without a PC, Wi-Fi hot spot, or syncing. Amazon pays for the wireless connectivity so there are no monthly wireless bills, data plans, or service commitments for customers.

Kindle uses a high-resolution display technology called electronic paper that provides a sharp black and white screen that is as easy to read as printed paper. It reflects light like ordinary paper and uses no backlight, eliminating the eyestrain and glare associated with other electronic displays such as computer monitors or PDA screens. At 10.3 ounces, Kindle is lighter and thinner than a typical paperback, yet its built-in memory stores more than 200 titles, and hundreds more with an optional SD memory card. Additionally, a copy of every book purchased is backed up online on Amazon.com so that customers can make room for new titles on their Kindle knowing that Amazon.com is storing their personal library of purchased content.

Animal Crossing from Nintendo

This utterly unique new game begins with a train trip to a charming country village populated by animals. While on the train, a friendly cat prompts you to choose an appearance and name for your character and set a clock. Once in town, your character gets a job and a house and begins an utterly absorbing round of quaint activities, including fishing, running errands, planting crops, digging up fossils, playing music and decorating your house. Some events are only timed to occur at certain times of the day or days of the week. Familiar holidays only occur at certain times of the year.

Animal Crossing is even more fun when the entire family joins in. As many as four players can take turns building their own lives and visiting each other's village. Players can even send letters back and forth to each other. Now that's communication! Animal Crossing comes with a Memory Card 59 that has replicas of two classic Nintendo Entertainment System games pre-programmed onto it. These games can be played on the Nintendo GameCube.

Apple Learning Interchange from Apple Professional Development

Supporting the creation of a 21st century environments through rigorous and relevant staff development is the mission of Apple Professional Development. Explore the wealth of high quality workshops, such as *Language Acquisition and the iPod*, *Digital Storytelling*, *Documentary Filmmaking*, and *Podcasting in Your Classroom* at apple.com/education

The Apple Learning Interchange (ALI) is a social network for educators. Find a wealth of free content ranging from simple lesson ideas to in-depth curriculum units for K-12 educators as well as a new channel for Higher Education faculty showcasing campus projects, research and more. Additionally any member can submit projects as simple as classroom snapshots or as complex as multi-page abstracts for assessment, enhancement, and peer review. Explore podcasts produced by teachers for teachers at apple.com/ali

Center for Applied Special Technology (CAST)

Founded in 1984 as the Center for Applied Special Technology, CAST has earned international recognition for its development of innovative, technology-based educational resources and strategies based on the principles of Universal Design for Learning (UDL). CAST staff includes specialists in education research and policy, neuropsychology, clinical/school psychology, technology, engineering, curriculum development, K-12 professional development, and more. By defining UDL and exploring its practical applications, CAST is pushing the boundaries of education research, practice, and policymaking. Achievements include: Creation or codevelopment of innovative software such as Thinking Reader, WiggleWorks, and Bobby; Leadership of federally funded initiatives to develop and promote a National Instructional Materials Accessibility Standard (NIMAS). NIMAS will guide the production and electronic distribution of curricular materials in accessible, student-ready versions, including Braille and Digital Talking Books; and Provision of support for school teachers and administrators through professional development, consultation, publications, and online resources. This work is generously funded by private foundations, government agencies, and individual supporters--all partners in the effort to make education accessible and rewarding for learners of all kinds.

Classmate from Intel

Without question, the Internet has transformed the way we communicate. Through glimpses into the future, we have seen how technology can change the way we live and work. Preparing students to manage and maximize what technology has to offer is a high priority for Intel and education systems worldwide. One of the greatest challenges

facing education and industry alike is how to harness the power of technology, put it to work for students today and do it at a cost that already strained education budgets can afford. Through partnerships with corporate America, school districts now have the ability to address critical technology issues and deliver the solutions teachers and students need most. The new classmate powered by Intel represents one such solution. Classmate is a small, mobile learning device which is part of a solution crafted to meet the needs of early education. The classmate is designed with a set of particular features, to include: A rugged, lightweight, and easy-to-carry design and software stack with educational applications; and wireless and messaging systems that allow tight integration and collaboration between users from different groups, e.g. student-student, teacher-student, allowing them to share experiences, communicate and coordinate activities. Intel strongly recommends solutions that foster 21st century learning. While the specific elements of solutions vary based on the needs of individual teachers and their students as well as the overall plan for technology integration across the school's curriculum.

Cosmos Chaos™ from Pacific Resources for Education and Learning

Cosmos Chaos!™ By combining the talents of artists, game developers, and educators, Cosmos Chaos!™, a handheld role-playing game (RPG) that helps struggling 4th grade readers learn vocabulary and reading strategies, brings the latest educational research to the Nintendo DS system. Cosmos Chaos!™ gives players a gaming experience in which they will have fun exploring diverse environments; overcoming wacky robot challenges; completing engaging quests; solving thought-provoking puzzles; and earning new abilities and skills by collecting words, understanding their meanings, and using them to solve problems. Using the Nintendo DS, a game delivery system well-liked by the target population, Cosmos Chaos!™ actively engages players in word learning activities that allow them to take ownership of their learning. Educational concepts align to 4th grade standards in math, science, and social studies, and teaching methods embedded in the game are grounded in current vocabulary research. Add all of that to a dynamic storyline and a fantastical world in which players take center stage. Cosmos Chaos!™ has merged research-based curricular content with sound game design to please kids and grown-ups alike. Cosmos Chaos!™ and its contents were developed under grant U203GO50007 from the U.S. Department of Education (U.S. ED). However, those contents do not necessarily represent the policy of the U.S. ED, and you should not assume endorsement by the federal government.

BOOM BLOX™ from Electronic Arts

BOOM BLOX™ is the must-have Wii™ game for Summer 2008. This action-puzzle game is the first game developed in collaboration between EA and director and producer, Steven Spielberg. This high-energy game features nearly four hundred levels, a variety of activities, a cast of over thirty wacky characters, and an easy-to-use in-game editor that allows players to express their creativity.

Fun for kids and the entire family, BOOM BLOX offers action-packed interactive activities that takes Wii play to a new level of creativity and fun with single player, co-op, and versus gameplay. Explore the visceral gameplay—perfectly suited for the Wii's

interactivity—that keeps you destroying your way through brain-twisting challenges. Interact with entertaining characters such as the Blox-laying chickens or the baseball throwing monkeys, who bring personality to the Tiki, Medieval, Frontier, and Haunted themed environments. Additionally, remix any level of the game in Create Mode using props, blocks, or characters that have been unlocked during the game. You can virtually build anything you can dream up. Plus, your designs can then be shared with friends or used to challenge others to solve your newly created puzzle via WiiConnect24™. BOOM BLOX will be available May 6 for the Wii and Mobile devices.

Brain Age from Touch! Generations

Exercise is the key to good health, both for body and mind - and now there's finally a way to make mental exercise simple, fun, even competitive. Inspired by the work of prominent Japanese neuroscientist Dr. Ryuta Kawashima, the Brain Age games feature activities designed to help stimulate your brain and give it the workout it needs like solving simple math problems, counting currency, drawing pictures on the Nintendo DS touch screen, and unscrambling letters.

Endless Ocean from Touch! Generations

Dive into tropical waters and discover an underwater paradise that has to be seen to be believed. Endless Ocean puts you in the role of a diver exploring a tranquil sea teeming with marine life and stunning seascapes. More of an experience than a game, Endless Ocean offers you the freedom to explore underwater locations by taking a relaxing swim among the inhabitants of the sea or searching for unusual fish to photograph and record in your journal. All set to a haunting soundtrack that features New Zealand singer Hayley Westenra, Endless Ocean lets you directly interact with the fish you find by using the Wii Remote to touch them. You will come face-to-face with such animals as angelfish, penguins, walruses and dolphins and you can even discover lost ruins and secret diving locations to explore. Navigating through the game is easy, and by simply pointing and clicking with the Wii Remote you can direct your ship to a new location on a map or guide your diver as they swim. When you want to interact with ocean life, you'll simply point at a fish or underwater plant and press the A Button. In addition to searching vast waters, you and a friend can explore the sea together by using Nintendo Wi-Fi Connection to connect to the Internet. Whether you dive with a friend or on your own, you'll quickly discover that the sights and sounds you experience in Endless Ocean make it an adventure like no other.

Everyday Mathematics from McGraw-Hill Education

Everyday Mathematics, is a Wright Group/McGraw-Hill Pre-K-6 mathematics program developed by the University of Chicago School Mathematics Project to substantially enhance math education in the U.S. EM Games are an integral part of the *Everyday Mathematics®* program, helping to reinforce mastery of basic skills in a fun way. Available in an online version or on CD-ROM, the games extend classroom learning to the home by offering families the chance to play the same games students play in school. The program also helps teachers monitor student progress through a variety of reports that measure skill success for each game.

Gamestar Mechanic from Gamelab, the Institute of Play, and the Games, Learning, and Society research group

Gamestar Mechanic is an online experience for youth in which the core experience is creating games, learning principles of game design, and participating in a community of fellow player-designers. Gamestar Mechanic allows young people to design digital games—to be game designers—not in order to train them for game industry jobs, but to give them a platform on which to build technical, technological, artistic, cognitive, social, and linguistic skills suitable for our current and future world. Gamestar Mechanic is a collaboration between Gamelab, the Institute of Play, and the Games, Learning, and Society academic research group. Gamestar Mechanic was funded through a grant from the Digital Media and Learning division of the MacArthur Foundation.

Google Earth from Google

Google Earth, Google's free satellite imagery-based mapping product, represents, in essence, the whole world on a teacher's or student's computer. It enables users to "fly" from space to street level to find geographic information and explore places around the world. Google Earth is more immersive than a search engine – it's basically a 3D model of the entire planet that lets you grab, spin and zoom down into any place on Earth. Google Earth offers tools for measuring, drawing, saving, printing, and GPS device support. Teachers across the country use Google Earth demonstrations to get students excited about geography and all of the Earth sciences. For instance: you can use real-time coordinates to demonstrate distance calculations and verify the results using measurement tools; view tectonic plate-shift evidence by examining whole continents, mountain ranges and areas of volcanic activity; study impact craters, dry lake beds and other major land forms. In addition to browsing the Earth, Google Sky allows you and your students to leave the planet and view stars, constellations, galaxies, planets and the Earth's moon. The only limit to Google Earth's classroom uses is your imagination.

Global Kids Island in Second Life from Global Kids

Global Kids Island in Second Life is the center for a series of programs, both face to face and distance learning, that aim to foster global issue awareness and leadership development among teens. The Global Kids programs utilizing Second Life range include teen social entrepreneurship (The D.I.D.I. Initiative), global issue related film (The Virtual Video Project) and peer education on global issues (The Power of Citizenry in SL), amongst many others.

Handheld Augmented Reality Project from the Technology, Innovation & Education (TIE) office of the Harvard Graduate School of Education

The Handheld Augmented Reality Project is responsible for the implementation and testing of an augmented reality simulation game. This game involves participants moving around the physical environment and using GPS-enabled handheld computers to interact with virtual characters or objects. As participants move around the physical space, they are tracked by a representation of themselves moving around a virtual map of that space. Within the virtual map, their avatar triggers characters, objects and events that provide information that is necessary to progress through the game. Each

game is based on a simulation problem-based scenario that requires teamwork and collaboration to solve.

Hot Brain from Midway

Fire up your mind with Hot Brain™, a game that engages the mind through a series of puzzles and challenges designed to raise the activity and temperature of your brain. Hot Brain presents challenging and fun mental activities that help ignite your mind in areas like logic, memory, math, language and concentration. Exclusive to the PSP® (PlayStation®Portable) system, the game allows you to test your skills in several single player modes or you can play with up to three people

Imagine It! from McGraw-Hill Education

Imagine It! is a PreK-6 reading and language arts curriculum from SRA/McGraw-Hill especially designed for a classroom full of students with a variety of different learning needs. The program has a strong focus on Differentiated Instruction, giving teachers more opportunities to teach every student how to effectively read, write, and communicate. With *Imagine It!* eSkills & eGames, students build reading skills like phonics, fluency, spelling, vocabulary, and writing while they're having fun playing online games and completing interactive reading activities.

The International Children's Digital Library from the University of Maryland

Since 2001, an interdisciplinary, international, and intergenerational team of adults and children have been designing a digital library for the world's children. The International Children's Digital Library (ICDL) (www.childrenslibrary.org) is today the world's largest and most diverse collection of digitized children's books freely available online. The collect represents outstanding historical and contemporary books from 48 countries which include Mongolia, Iran, Croatia, Kenya and more. Led by researchers at the University of Maryland (USA), co-designing has taken place with partners in New Zealand, Honduras, Germany, Hungary, Argentina, Mexico, and Mongolia. These research experiences have led to unique online tools for searching and reading digitized children's books. It has also led to establishing a non-profit foundation to support outreach efforts with the ICDL.

This important digital library is being used by children, their teachers, librarian, parents throughout the world. In rural South Africa, this library is being used by pre-school children for informal learning experiences. This same digital library is being used for digital storytime in the Chicago Public Library to expand their program to engage older children up to 8 years old. And in computer labs and on the XO, children in urban and rural schools in Mongolia access picture books where few children's books were available in the country only a few years ago.

Jamestown Reading Navigator™ from McGraw-Hill Education

Jamestown Reading Navigator™ is a groundbreaking program for struggling readers based on the latest research in adolescent literacy. The online environment for Jamestown Reading Navigator allows each student to work at their own pace – resulting in a customized, motivating experience for each learner. Imbedded multimedia,

interactive features, and interesting content keep students engaged in the learning process. A robust reporting system helps teachers track each student's progress and provides information to inform their instruction.

Jam Sessions from Ubisoft

Jam Sessions is the groundbreaking music experience that transforms your Nintendo DS™ system into a portable guitar, promoting singing, playing and songwriting while offering the perfect companion for social gatherings, commuting to work/school, or just relaxing at home. Whether you are an experienced musician or merely a fan of music, Jam Sessions offers liberation through music, making it a must-have title for all Nintendo DS owners.

Key Features include: Authentic Sound and Playability: Use the Nintendo DS Touch Screen to strum just as you would with a real guitar, while experiencing authentic, remastered guitar-chord sound modeled after Gibson guitars; Unlimited Soundtrack: Free-play design allows users to learn and play any song ever played using an acoustic guitar. What you play is entirely up to you; Performance Mode: Play and sing songs from some of today and yesterday's most popular artists; A Musician's Dream: Experienced musicians can use Jam Sessions as an interactive notepad to write, play, and save their own original music…anytime, anywhere; Tutorial: Advanced tutorial modes allow novice musicians to learn how to play guitar without paying for lessons! From ear training to learning chord progressions, users get first-hand guitar experience using Jam Sessions; Complete Control: From sound to strumming style, it's up to you. Jam Sessions gives you complete control over the music experience offering users the ability to add reverb, adjust stroke pattern and much more.

JumpStart World™ from Knowledge Adventure

JumpStart World™ is a revolutionary 3D world of learning that progresses in response to your child's own pace. Children build math, reading and critical thinking skills as they explore whimsical lands personalized with their own artwork, photos and special holidays. Parents create custom rewards and receive progress reports plus tips to motivate and extend the learning. JumpStart World is the smart, fun way to achieve Kindergarten success!

Kerpoof from Kerpoof

Kerpoof provides free multimedia creativity software for children of all ages on its website, www.kerpoof.com. Anyone can use Kerpoof directly from any Web browser to create original artwork, animated movies, stories, greeting cards, and much more. No software download, installation, or licenses are required. Available in seven languages, Kerpoof has been praised by educators, parents, technology reviewers, and kids worldwide. Kerpoof is committed to helping transform children's use of computers from a passive experience into a creative one, and is proud to have been supported by the BizWorld Foundation, the National Center for Women and IT, and the National Science Foundation (under SBIR grant number 0741208).

LocoRoco from Sony Computer Entertainment

The LocoRoco lived in harmony with their far way planet, helping to look after the plants and generally making it a pleasant place to be, playing and singing the days away. It seemed like the fun and laughter would go one forever…that was until the day the MojaTroop came down from the stars to take over! Now everything's going wrong. The LocoRoco are a peaceful bunch, they don't know how to deal with invaders from outer space! It's up to you. There's only one thing for it: Take control of the planet, tilt the land and rescue the LocoRoco! Features in this every-shifting world include: Roll, bounce and tilt LocoRoco through vibrantly animated world; fluidly react to the environment by staying round to roll, slimming to squeeze through narrow passages, and disassembling into smaller LocoRoco to collectively pass through small crevasses and paths; eat to increase the size and quantity of LocoRoco and to gain access to secret areas and hidden rewards; over 40 stages of lush living landscapes; customizable LocoHouse, minigames and wireless features.

mCLASS®:Reading 3D™ from Wireless Generation

This handheld-to-web assessment solution integrates the best of DIBELS and Reading Records as a way of providing comprehensive holistic information to screen, diagnose, instruct and track all k-3 students at every stage of reading development. mCLASS:Reading 3D is the only assessment product out there that finally brings together the two kinds of reading assessment that teachers want and need - predictive of high-stakes outcomes and in-depth insight into student interaction with authentic text.

mCLASS®:Reading 3D™ was developed in partnership with Montgomery County Public Schools (MCPS) and DIBELS authors Dr. Roland Good and Dr. Ruth Kaminski of the University of Oregon and the Dynamic Measurement Group.

My Word Coach from Ubisoft

The "My Coach" brand, part of Ubisoft's Games for Everyone division, is made up of a series of games that encourages players to improve themselves while being entertained at the same time. My Word Coach is designed to improve vocabulary and help develop verbal expression skills. The game is structured into three levels of difficulty, each with new and different features, allowing people of all skill levels to play and learn. Features include:16,800 words with official dictionary definitions; 6 training exercises: Missing letter, Split decision, Cereal letter, Block letter, Word Shuffle and Safecracker; 3 different levels of difficulty featuring new game features; 5 multiplayer games: Missing Letter, Word Shuffle, Safecracker, Cereal Letter and Spelling Bee Competition; and 4 different coaches will track the player's potential and progression

My Spanish Coach from Ubisoft

The "My Coach" brand, part of Ubisoft's Games for Everyone division, is made up of a series of games that encourages players to improve themselves while being entertained at the same time. My Spanish Coach teaches players the basics of word use, grammar and construction of phrases through fun and easy-to-play mini-games. Designed under the guidance of a Spanish teacher, the game is equipped with over 1,000 interactive lessons, complete with almost 10,000 words and 400 phrases to master.

Panwapa from Sesame Workshop

Panwapa is a new website designed to inspire and empower young children to become responsible global citizens. To succeed in this endeavor, Sesame Workshop, working in partnership with the Merrill Lynch Foundation, began with a design process that was premised on the integration of a strong international team of advisors to insure that our creative decisions were globally informed. Formative studies in the US, Mexico and China also helped to shape our development. The result is a brand new virtual destination for kids ages 4 to 8 that gives them the tools to understand and engage with the world in ways that are appropriate for them. Here are just a few of the features that make Panwapa a vital part of the digital frontier: It is in five languages--English, Spanish, Arabic, Mandarin and Japanese; it has six new Muppet characters; it has ways for kids to communicate with other kids around the world in a totally SAFE environment; it is about awareness of the wider world, appreciating similarities and differences, and about understanding that there are economic disparities in the world; it has partnerships with organizations like UNICEF, Oxfam and the Apple Learning Interchange; it has visitors from over 100 countries on a weekly basis and is growing at a rate of 10,000 new Panwapa Kids a month. And it is all free. Welcome to Panwapa.

PicoCrickets from Playful Invention Company and MIT's Lifelong Kindergarten Group

PicoCrickets are a new creative construction kit based on research by the Lifelong Kindergarten Group at the MIT Media Lab. PicoCrickets enable young people to create musical sculptures, interactive jewelry, dancing creatures, and other artistic inventions -- and learn important math, science, and engineering ideas in the process.

Pre-K to 4th Grade Exemplary Podcasts by Kathy Shirley and Kris Vassos, Apple Distinguished Educators, Apple Professional Development

Selection of exemplary podcasts from two top Apple Distinguished Educators, Kathy Shirley and Kris Vassos. Highlights include podcasts created by students, such as *TechSavvyGirlzz*, podcasts aimed at students, such as *StoryNory: Audio Kids for Stories*, student presentations and other podcasting resources for educators.

Rock Band from Harmonix

Dive into Rock Band's challenging and addicting game modes and rock out to your favorite tunes. Put together a band, play in it, and tour for fame and fortune all while learning to master lead/bass guitar, drums and vocals. Learn to play songs spanning all genres of rock and including many master recordings from legendary artists! Rock Band is available on the Xbox 360 videogame and entertainment system and the PLAYSTATION3 computer entertainment system.

Tag Reading System from LeapFrog

Available this summer, the Tag Reading System is the first handheld learn-to-read technology that interacts directly with real books. Designed for children four to eight, Tag is easy to use, amazingly responsive and small enough for a child to take anywhere. Kids can continue to use the Tag system as their knowledge grows, choosing to hear an

entire story read aloud, hear it read line-by-line or hear individual words. Audio for the stories, as well as the games and activities spread throughout the pages, is delivered through an innovative Web-based application called LeapFrog® Connect, offering children an entirely new and captivating reading experience.

XO by One Laptop Per Child

The XO is a potent learning tool created expressly for children in developing countries, living in some of the most remote environments. The laptop was designed collaboratively by experts from both academia and industry, bringing to bear both extraordinary talent and many decades of collective field experience for every aspect of this nonprofit humanitarian project. The result is a unique harmony of form and function; a flexible, ultra-low-cost, power-efficient, responsive, and durable machine with which nations of the emerging world can leapfrog decades of development—immediately transforming the content and quality of their children's learning. XO creates its own mesh network out of the box. Each machine is a full-time wireless router. Children in the most remote regions of the globe—as well as their teachers and families—will be connected both to one another and to the Internet. Two display modes are available: a transmissive, full-color mode, and a reflective, high-resolution black and white mode that is sunlight readable. Both consume very little power: the transmissive mode consumes one watt—about one seventh of the average LCD power consumption in a laptop; the reflective mode consumes a miserly 0.2 watts. The laptop selectively suspends operation of its CPU, which makes possible even more remarkable power savings. The laptop nominally consumes less than two watts—less than one tenth of what a standard laptop consumes—so little that XO can be recharged by human power. This is a critical advance for the half-billion children who have no access to electricity.

Exhibiting Organizations A-Z

Company/Organization	Exhibit
Amazon	Amazon Kindle
Apple Professional Development	Apple Learning Interchange
Center for Applied Special Technology (CAST)	
Electronic Arts Casual Entertainment	Boom Blox
Gamelab, the Institute of Play, and the Games, Learning, and Society research group	Gamestar Mechanic
Global Kids	Global Kids Island in Second Life
Google	Google Earth
Harmonix	Rock Band
Intel	Classmate
The International Children's Digital Library	The International Children's Digital Library
Kerpoof	Kerpoof
Knowledge Adventure	JumpStart World
LeapFrog	Tag Reading System
McGraw-Hill Education	Jamestown Reading Navigator, Everyday Mathematics, and Imagine It!
Midway	Hot Brain
Nintendo	Wii, Animal Crossing
One Laptop Per Child	XO
Pacific Resources for Education and Learning (PREL)	Cosmos Chaos!
Playful Invention Company and MIT's Lifelong Kindergarten Group	PicoCrickets
Sesame Workshop	Panwapa
Sony Computer Entertainment	LocoRoco
Technology, Innovation & Education (TIE) office of the Harvard Graduate School of Education	Handheld Augmented Reality Project
Touch! Generations	Brain Age, Endless Ocean
Ubisoft	My Word Coach, My Spanish Coach, Jam Sessions
VTech	To Be Determined
Wireless Generation	mCLASS:Reading 3D