

Research Shows Interactive Whiteboards Improve Public Safety Planning and Briefings

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Results to be Presented in Special BAPCO Seminar

Bagshot, UK; 21 April 2008 – Research into Public Safety planning and briefings has shown that wherever SMART Board™ interactive whiteboards are used, significant improvements in communication effectiveness are being made.

In the case of routine briefings, interactive boards are able to increase participation, attention and the ability to capture points – as a result, briefings are more comprehensive and accurate, and information is better retained.

The research also found that SMART Board interactive whiteboards provided a faster build-up of a common operational picture in command and control, and reduced instances of misunderstanding between those involved in the management of an incident. They resulted in faster decisions that lead to more effective incident containment.

The study was carried out by AIMTech, Leeds University's research group and sponsored by Steljes, SMART's exclusive distributor in the UK. The findings highlight the necessity of technology in a modern police force and will be presented at a special seminar in the BAPCO Showcase Theatre at 2.00pm on Thursday, 24 April – entrance to the seminar is free.

SMART Technologies will be exhibiting on Stand 252 at BAPCO 2008 at the Business Design Centre in Islington on 23 and 24 April.

Visitors to the stand can discover how SMART products deliver clear benefits to a variety of routine briefing, operational planning, command and control, and training scenarios. They will also be able to collect a copy of the research presented at the AIMTech seminar.

Exclusive to BAPCO there is an offer of a 50% discount on an onsite SMART training course as well as a

free copy of SMART Ideas™ concept mapping software with every purchase of a SMART Board™ interactive whiteboard.

SMART training courses are designed to be the easiest way of opening up the full potential of interactive whiteboards. Specialised SMART tutors travel to the client and in a single session explain easy techniques to enhance the immersive capabilities of the whiteboard and really bring training to life.

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For more information, please visit SMART Technologies on Stand 252 or call 08450 724 800.

About Steljes

Steljes Limited is a technology pioneering organisation that sources products from around the world, working with manufacturers to customise and bring their solutions to the UK market through its specialised channel network. The company's innovative solutions enable people to interact and communicate more effectively while working and learning.

The company has been sourcing products from around the world for over 20 years, introducing LCD panels, projectors, plasma displays and interactive whiteboards to the UK market. The company has consistently been the UK's number one supplier of interactive whiteboards and recently increased its UK market segment share from 54.7% in 2006 to 57.3% in Q4 2007 (source: DTC).

Steljes Limited is a privately owned company and the exclusive representation of SMART Technologies ULC in the UK and Ireland.