



# Interactive Whiteboard Production

## • Good • Better • Best

### OVERVIEW

Saferock helps publishers and technology companies develop and manage new interactive digital products, assessments, and traditional textbook programs in core-curriculum areas including mathematics, reading/language arts, science, and social studies. Our team offers experienced project directors and editors who understand the need for high quality content and rapid development. This is essential for success in today's K-12 marketplace.

Contact us  
Today!  
201-820-2700

Our experience includes:

- Extending print programs to include interactive digital features
- Rapid book production
- Traditional production/composition
- Interactive content production

We have produced complete IWB programs for major basal publishers and supplemental publishers. We are also members of the IWB content developer network for Promethean.

Saferock bases its IWB product descriptions into 3 different categories; Good, Better, and Best.

### Good

The standard and basic level of IWB product includes placement of existing materials, questions, snapshots, or PDFs into a whiteboard template. This allows additional content and new or subsequent editions to be quickly and cost-effectively created into new products. The design is typically adapted from existing programs. The whiteboard is viewed in a landscape format, which is the opposite of most print products, which are created in a portrait layout. Saferock takes an existing design from a program or raw images and creates a similar design, altered to display correctly on the IWB. All content, including images, application files, editorial content, and additional media, is either provided by the client or created by our skilled compositors. In most cases, content is taken from a pre-existing print product.



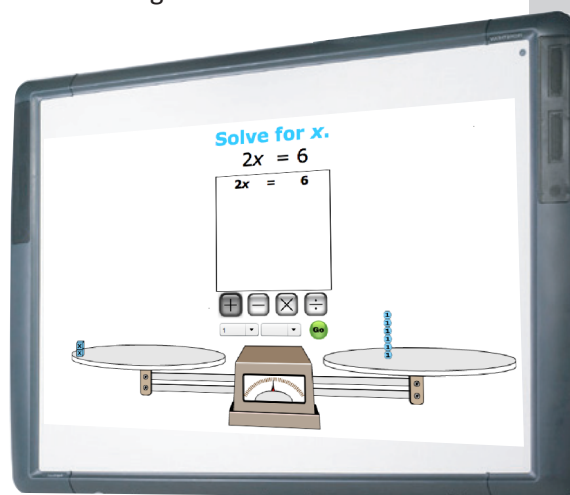


## Better

Includes all aspects of “Good” but expands into more robust multi-media platforms, such as audio, video, and built-in hardware features of whiteboard applications. Existing video clips can be incorporated into or in addition to a whiteboard lesson. Audio can also be used in creative ways to contribute to the learning process in a whiteboard activity. Along with expanded media on screen, many whiteboard vendors offer student input hardware, such as clickers and other assessment input devices. Flipcharts with teacher-led assessment lessons enable multiple choice input from students and give teachers valuable feedback on the level of progress their classroom is achieving.

## Best

This is sometimes referred to as “Beyond the Book” and takes the lesson to a completely new level of interaction. The most common method of achieving this is through a custom web-based application or Flash. Most of these “Apps” are games or modeling tools, which lend visual aid to solving problems, and are created on a custom basis per client specifications.



## Digital Content

We are deeply involved with digital projects, including ones that hold the potential to transform personalized learning.

We were recently written up in Electronic Education Report. Visit <http://bit.ly/kPPQCo> to view the reprint.

STEM, gaming, and digital components describe the upcoming areas where competitors will place their business emphasis. This will be supported by policy-makers who are concerned about failure rates in schools, the need for more engaging content to engage students and keep them motivated, as well as the transformation going on in terms of technology.

Saferock can safely adapt your legacy material so you can monetize it over multiple channels. We'll prepare it for online and interactive whiteboard consumption, as well as mobile use. Our experience includes core curriculum areas such as mathematics, reading/language arts, science and social studies. We provide the necessary planning, project management, software and technology systems to support this.

If you are thinking of creating digital programs and have existing legacy content, we'd love the opportunity to speak with you. Please call today at 877-753-7300.