



78-inch electronic whiteboard changing way kids learn in school

by Jackie Watson
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With kids these days being hooked on electronic gizmos and interactive gadgets, it's no surprise that schools would begin to tap into the latest technology to grab a student's attention. And a Duluth company is behind the trend that is bringing interaction and high tech products into Georgia's classrooms.

Duluth-based Logical Choice Technologies offers products that convert simple classrooms into state-of-the-art learning facilities that engage both the teachers and students. The company's hallmark product, a collaborative teaching system manufactured by Promethean, uses a 78-inch interactive whiteboard and student response devices as the core teaching tools in its ACTIVclassroom.

The teaching system includes a quizzing device for instant assessment, and comes with a variety of resources including lessons, activities and tools for lesson development. Incorporating multimedia, the Internet and handheld student response devices are just a few of the ways to focus student attention and keep classroom participation high.

"The ability to create more engaging lessons increases participation, improves learning and reduces discipline problems. Learning becomes fun and effective," says Cynthia Kaye, president and CEO of Logical Choice Technologies. "The Promethean Collaborative Classroom is truly 'more than an electronic whiteboard.'"

Logical Choice has deployed thousands of these teaching systems across Georgia and in 14 other states from New York to California. In the metro area, Atlanta Public Schools, Fulton County and Forsyth County schools all use the high-tech whiteboards. According to Kaye, Gwinnett County is currently in the process of starting an ACTIVclassroom pilot study.

Forsyth County installed ACTIVclassrooms including ceiling-mounted LCD projectors and integrated sound and video systems to all of its 1,600 classrooms this year.

Aside from its educational focus, Logical Choice Technologies also provides collaborative interactive whiteboard systems to the federal government as an electronic platform for conducting battle planning, operational briefings, classroom training and group presentations. The company's reach expands into the manufacturing sector, as they supply hardware, software and accessories through alliances with some of the world's leading IT manufacturers such as Hewlett Packard, Sony, Cisco, Sanyo and Sun Microsystems.



The company began offering the interactive whiteboards to school systems last year. Its experience and success in helping schools modernize their classrooms has led the company to become the largest volume Promethean integration and training partner in the United States, according to Kaye.

"Education, with a boost from new technologies, is undergoing a vast transformation around the world today," Kaye says. "How students are taught has become as important as what is taught. Our company's K-12 focus is all about helping schools deploy these amazing modern classrooms that literally place a window to the world in front of their students."

Logical Choice Technologies, founded in 1994, began as a small company with five employees. The company now employs nearly 100 staff members at its Duluth headquarters and in 15 other states. In 1999 and 2000, "INC. Magazine" named Logical Choice Technologies to the Inc. 500, the magazine's list of the 500 fastest growing private companies in America.

Logical Choice Technologies expects to close out 2005 with \$33 million in sales, which represents a 65 percent increase over 2004 sales. The company expects to continue double-digit growth annually over the next two years.