

# Press Release

## **Matrix Ingenuity - Fulfilling the Vision of Education**

*Joining 13<sup>th</sup> Annual technology in Education Conference as a Featured Exhibitor*

**For Immediate Release – 26 February, 2008**

**Sacramento, CA -- TechEd 2008, the International Technology in Education Conference & Technology Exposition** focusing on real-world and best-practice solutions for the issues facing K-20 education, is proud to announce **Matrix Ingenuity** as a Featured Exhibitor during their 13<sup>th</sup> Annual conference being held April 13 – 16, 2008 at the cutting edge Ontario Convention Center, in Ontario, California.

“TechEd is the premier education technology forum and offers the best opportunity for educators and administrators to experience successful classroom solutions first hand.” said **Theresa Dessaso, President**. “**Matrix Ingenuity** is proud to be a part of this innovative environment and helping educators to succeed in the world of tomorrow.”

As the world's largest hands-on conference of its kind with more than 250 sessions presented by leading educators and technology authorities, TechEd is truly known as “the hands-on conference.” TechEd 2008 will be even more incredible than previous years with cutting edge opportunities to test-drive a wide variety of technology solutions, and learn from dynamic presenters addressing critical technology and education issues.

**Matrix Ingenuity** will share the expansive TechEd exhibit floor with more than 200 other leading solutions providers who are catering to the needs of the education professional with real world solutions using effective technology and innovative services.

Some of the exciting attractions on this year's TechEd exhibit floor include the model “**Classroom of the now**” featuring the ideal solutions for the ideal classroom, the **TechEd Green Pavilion**, featuring Green Technology solutions for our classrooms, and the **Vendor Theatre** where exhibitors will give first-rate demonstrations of their products. Also returning is the **very popular interactive Roundtable and Electronic Poster Sessions** featuring educator and industry presenters leading engaging discussions on key education topics and best practice solutions and much, much more!

“TechEd's approach is unique -- we not only focus on the immediate needs of the education community, but also help institutions to anticipate and plan for tomorrow's technologies that will have a critical impact on the learning environment,” said TechEd marketing director, Matson Breakey. “Our goal is that every educator, every administrator, every education professional returns to their campus equipped with greater experience using a multitude of technologies, and a inspired enthusiasm for their role in the technological future of education.”

All members of the press and the educational community are invited to visit **Matrix Ingenuity** at TechEd. Complimentary Exhibit Hall Passes with registration discounts are available by contacting **Michael Dessaso, [matrixinfo@matrixingenuity.com](mailto:matrixinfo@matrixingenuity.com)** TechEd offers fabulous registration discounts for interested attendees who submit their registration and payment by the Early-Bird Registration deadline of March 18, 2008.

To learn more about **Matrix Ingenuity**, go to <http://www.matrixingenuity.com> and for more information on TechEd, including registration details, visit [www.TechEdEvents.org](http://www.TechEdEvents.org).

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