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Britannica Launches SmartMath for Grades 1-6

Formative Assessment and Practice Tool Personalizes Learning

Resource guide

marketwire
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CHICAGO, IL - Encyclopaedia Britannica, Inc. today introduced Britannica SmartMath, a formative assessment and online, interactive math practice tool for Grades 1-6 developed by Hong Kong-based PLANETii (<http://www.planetii.com/corpsite/index.jsp>).

An engaging and highly interactive program, Britannica SmartMath consists of more than 35,000 practice questions within 91 math topics that together form a closely intertwined mathematics program correlated to educational standards. It combines questions and activities with an adaptive platform that individualizes student learning. Amusing avatars and an award system create a fun, game-like environment that engages students.

Britannica SmartMath also helps schools address the assessment provisions in the U.S. No Child Left Behind Act, which require that they assess student learning and provide evidence of improved performance. As a formative assessment program, Britannica SmartMath measures what students have learned and provides data to inform subsequent instruction with interpretive and diagnostic reports that identify each student's academic needs. The results of these assessments are used to differentiate instruction and maximize what each student learns.

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"This is the future of math instruction," said Michael Ross, a senior vice president at Britannica and general manager of Britannica Digital Learning. "It's fun and engaging for students and a powerful, easy-to-use formative assessment tool for teachers. It's on the cutting edge of incorporating feedback into the learning process. Educators, parents and students now have real-time measurable results of student performance and a way to track student progress."

The introduction of Britannica SmartMath comes just after Britannica resumed distribution of its Mathematics in Context middle school mathematics curriculum late last year. Ross confirmed that the two initiatives are related and represent Britannica's intention to move beyond the company's historical focus on reference and provide more products that are highly useful in classrooms.

Schools interested in Britannica SmartMath or any of Britannica's products can go to <http://info.eb.com> or call 1-800-621-3900.

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