



Inspiration Wins 2010 Software & Information Industry Association CODiE Award for Excellence in Educational Technology

Company's Flagship Visual Learning Software Honored as Best Instructional Solution in Other Curriculum Areas

PORTLAND, Ore. – May 26, 2010

Inspiration®, the ultimate thinking and learning tool to comprehend, create, communicate and achieve more, is the winner of a 2010 Software & Information Industry Association (SIIA) CODiE Award for Best Instructional Solution in Other Curriculum Areas. This top honor from the education technology community is the most recent addition to the growing list of honors and accolades for Inspiration 9, the newest version of Inspiration® Software, Inc.'s visual learning software for learners in grade six to adult, which debuted less than six months ago.

"For more than 20 years, millions of students and teachers around the world have used Inspiration to build strong critical-thinking, writing and organization skills, as well as good communication skills," said Mona Westhaver, president and co-founder, Inspiration Software. "To have Inspiration recognized with this prestigious honor from our peers in the education technology industry demonstrates that they recognize what teachers tell us every day: Innovative technology combined with visual learning instructional strategies can transform teaching and learning for students."

The CODiE Awards honor the software and information industry's finest products and services, and hold the distinction of being the industry's only peer-reviewed awards program where companies have the unique opportunity to earn praise from their competitors. This year's education CODiE winners were selected from more than 327 nominations submitted by 124 companies.

"Now in its 25th year, the CODiE Awards continue to recognize companies that provide the best new technology products and services across a broad array of industries," said Ken Wasch, president, SIIA. "CODiE winners are a prolific testament to the power of technology to deliver innovative solutions to businesses and consumers. SIIA warmly congratulates all of the winners and nominees of the CODiE Awards, whose innovation is essential for continuing America's leadership in the global knowledge economy."

Inspiration is designed to offer an essential framework for thinking – helping students use 21st century skills to achieve more in all subject areas. Learners use Inspiration to build graphic organizers, including concept maps, webs and idea maps; to visualize and develop ideas; understand and retain concepts; plan and organize work; and communicate and present knowledge.

Among the new capabilities in Inspiration 9 is the Presentation Manager, used by students to create organized and compelling presentations to present and communicate their knowledge and work. The Presentation Manager automatically creates bulleted slides and graphics from a student's diagram, mind map or outline. Students use this as the starting point to build their oral presentation and handouts and then add slides, speaker notes, talking points, graphics, video and sound to emphasize their points. Inspiration 9 ships with numerous ready-made, professional-quality themes to quickly develop a visually appealing presentation, or students can create their own themes to personalize their presentations. Once their presentation is complete, they can play it directly from Inspiration or from any Macintosh® or Windows® computer using the free Inspiration Presenter available on the installation CD and at <http://www.inspiration.com>.

Teachers are also finding innovative ways to integrate the new visual view, Map View, into instruction. Map View allows students to create and think in mind maps, another proven visual learning methodology that promotes better understanding of the relationships and connections among ideas, and helps students retain information. Mind maps capture information in a natural, free-flowing style. With Map View, students build visual models, adding ideas branching off a central topic with just one click, and reorganize ideas by simply grafting one branch to another. Graphic images, colors and fonts allow learners to embellish, differentiate and emphasize their ideas. Just like with idea maps, concept maps, graphic organizers and other diagrams created with Inspiration, the process of building a mind map is fluid and visual, complementing the natural way that students think and expand on ideas. As with other diagrams created with Inspiration, mind maps can be instantly transformed into outlines to support the writing process.

For more information about Inspiration, go to <http://www.inspiration.com>.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to 500 leading software and information companies. For further information, visit www.sii.net.

About Inspiration Software, Inc.

Recognized as the leader in visual thinking and learning, Inspiration Software, Inc.'s award-winning software tools, Inspiration, Kidspiration® and InspireData®, are based on proven visual learning methodologies that help students think, learn and achieve. With the powerful combination of visual learning and technology, students in grades K-12 learn to clarify thoughts, organize and analyze information, integrate new knowledge and think critically. Founded more than 25 years ago by Donald Helfgott and Mona Westhaver, the company's visual learning software tools are used today by more than 25 million students and teachers worldwide.

