

Shoo Fly Connected Learning

BETT Show 2006

PRESS RELEASE, October 2005

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11 - 14 January 2006
BETT 2006 Olympia, London

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PRESS RELEASES



The BETT Awards 2006 has further established itself as the definitive showcase for innovative and effective ICT education resources, having received a record number of entries from across the industry this year.

The BETT Awards represent a partnership between Becta, the government's lead agency for ICT in education, BESA, the trade association representing educational supply companies, Emap Education, the organisers of BETT – the biggest educational technology show in the world, and EC&T, one of the major magazines in the school ICT marketplace.

The BETT Awards judging process is demanding and rigorous, and has become increasingly recognised and respected by both developers and educational practitioners. Vanessa Pittard, Director of Evidence and Evaluation at Becta, and joint chair of judges, said: "This year we have had almost a 100 percent increase in entries to the BETT Awards, reflecting a recognition by the industry of the Awards and judging process. Entries have come in from a range of companies across the sector - large and small, established and new. "Each product shortlisted has the potential to enhance learning, and should be viewed as an exemplar."

Ray Barker, director of the British Educational Suppliers Association, and joint chair of judges, comments: "We believe that ICT can enhance the learning and teaching experience for everyone. In the UK, we are justifiably renowned for high-quality ICT resources. By 'high-quality' we mean those products and services designed to meet the needs of learners and teachers, particularly when they are used effectively by practitioners'.

The shortlist announcement is online at www.bettawards.co.uk. Winners will be announced at the BETT Awards dinner on 11th January 2006.

**Exemplar products listed in alphabetical order by category:
English Key Stages 1 and 2**

2Create A Story - 2Simple Software
Interactive Literacy: Multimedia Reading - Harcourt Education Ltd
Jack and the Beans Talk - Shoo Fly Publishing
Longman Digitexts: Feargal Fly Private Eye - Pearson Education
Navigator Dimensions - Harcourt Education Ltd



www.shooflypublishing.co.uk