

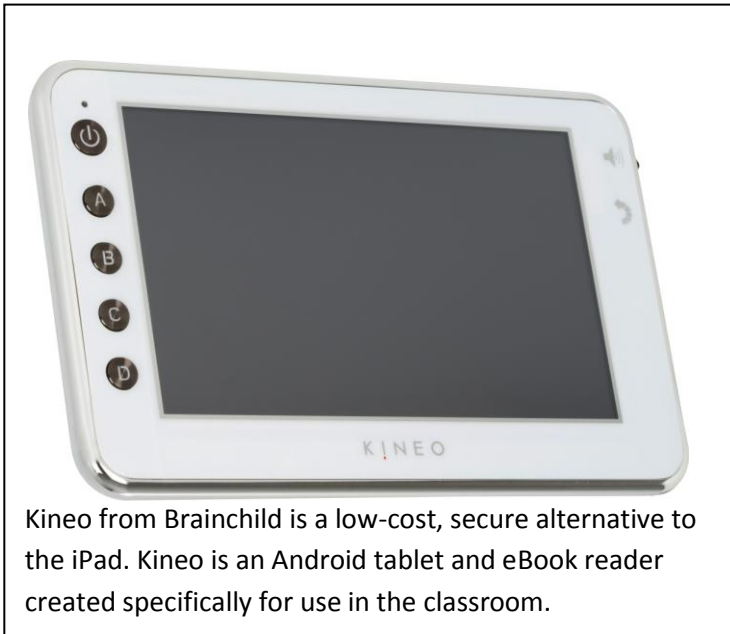
# B R A I N C H I L D

## New Android Tablet eBook Reader from Brainchild Has the Security Features Schools Need

*No Messaging, No Camera and Moderated Internet Access Keeps Students On Task and Safe*

**ORLANDO, Florida— February 1, 2011** — Schools want to use tablets and handheld devices in the classroom but the dangers loom large and the cost can be prohibitive. Brainchild has a solution. Kineo— being launched today by Brainchild ([www.Brainchild.com](http://www.Brainchild.com)) at the Florida Educational Technology Conference— is the first Android™ tablet eBook reader created exclusively for education with built-in features that keep schools *and* students safe ([video link](#)).

“Learning devices need to enhance instruction, not be a distraction. With over 15 years of



experience in developing handhelds and software for schools, we know how to make a tablet device suited to a teacher’s needs for individualized instruction,” said Jeff Cameron, president of Brainchild. “Teachers can be confident that Kineo is a secure and safe handheld instructional device because Kineo removes the temptation for students to text or surf.”

Kineo was designed in close cooperation with teachers and administrators who stressed that security features were critical. Unlike other tablets that can surf the Internet at will, Kineo can only access websites that are pre-programmed by the administrator or teacher. In addition, messaging capabilities have been disabled to make sure that students use it for learning, not texting.

Kineo is durable enough for the demands of daily classroom use. It includes Wi-Fi®, plays multimedia and video files, includes a 4500 mAh battery that runs for 10-12 hours and features a super heavy-duty touch screen rated to handle 500,000 impressions.

Kineo is perfectly suited to capitalize on the power of Brainchild's *Achiever!* web-based assessment and standards-based instruction program. *Achiever!* evaluates performance and then delivers tutorials and retests students to determine progress on state standards in mathematics, language arts and science. GlobalSYNC then synchronizes *Achiever!* data from every Kineo and computer and makes it easy for teachers to manage from a convenient web-based interface.

"A classroom full of Kineos is easy to manage and a worry-free way to use Internet-based learning programs like *Achiever!*," added Cameron. "A teacher can have full confidence that when her students are working on Kineos, they are on task and won't get into trouble."

See Kineo in action at [FETC 2011](#) (Florida Educational Technology Conference) in Orlando, January 31-February 3 in Booth 231. Orders will be taken starting February 1 for March shipment. The cost per Kineo is \$299.99.

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*Wi-Fi®*, is a registered trademarks of the Wi-Fi Alliance.

### **About Brainchild**

*Brainchild, Corp. is a Florida-based company that provides standards-based online assessment, instruction and reporting tools that help students reach and exceed learning objectives. In addition to its Achiever! series built individually for each state, Brainchild also manufactures Kineo and the Study Buddy, hand-held learning devices built specifically for classroom use. Call or click for more information: 800-811-2724 or [www.Brainchild.com](http://www.Brainchild.com). Follow Brainchild on [Facebook](#), [Twitter](#) and [YouTube](#).*

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### **Media Contact:**

Jennifer Harrison, for Brainchild: 916.716.0636 or [jennifer@JHarrisonPR.com](mailto:jennifer@JHarrisonPR.com)