

Going Mobile: Pearson eCollege to Unveil Pearson LearningStudio Mobile Solution at Campus Technology 2010 Conference

Students can collaborate, communicate and stay on task via their mobile device without applications, downloads or installs

Boston, MA (Vocus) July 20, 2010 -- Pearson eCollege, a division of Pearson – a global leader in education, technology and services – will unveil its Pearson LearningStudio mobile solution at Campus Technology 2010 on Wednesday, July 21 at 5PM at the Seaport World Trade Center in Boston.

The latest enhancement to the Pearson LearningStudio online learning environment, the new mobile solution allows students to view upcoming assignments and class announcements, access their grades and participate in online threaded discussions via a customized mobile website (mSite). By leveraging a mobile website-based solution, students are able to access activities occurring within the online learning environment from multiple mobile operating systems while avoiding the challenges and additional costs associated with applications, downloads and installs.

The mobile solution will begin early adoption in August, and be widely available to all Pearson LearningStudio customers in November 2010 at no additional cost. The customizable mSites require no application maintenance or updating, nor will customers have to worry about downtime for installation. Pearson eCollege will provide 24/7 help desk support for the mSites and users.

“Mobile engagement has been and will continue to be the dominant conversation for online learning in 2010,” said Matt Leavy, CEO of Pearson eCollege. “Our new Pearson LearningStudio mobile solution reflects the desire among online learners for an easy to use and universally available mobile solution that makes communication and collaboration simple and provides access to class updates when and where they want them.”

Pearson LearningStudio Mobile Solution Demonstration

Who: Tom Thayer, Pearson eCollege and Dr. Richard Novak, Associate Vice President for Continuous Education and Distance Learning, Rutgers University

When: Wednesday, July 21 at 5PM

Where: Seaport World Trade Center Waterfront 2, Harbor Level Boston, Massachusetts

For more information on Pearson LearningStudio and its mobile solution, event attendees can visit the Pearson booth (#434). For those not attending Campus Technology 2010, please visit www.pearsonlearningstudio.com for more details.

Pearson eCollege

Pearson eCollege is a trusted and innovative leader in powering personalized online learning programs and a part of Pearson (NYSE: PSO), a global leader in education, technology and services. Pearson eCollege's flagship product – Pearson LearningStudio – represents the next generation in learning management systems and provides a comprehensive, flexible and fully supported cloud computing environment for online personalized learning in higher education. Pearson eCollege's SaaS-based education solutions advance, improve, and measure the teaching and learning experience in a vast range of educational institutions and programs.

About Pearson

Pearson has global-reach and market leading businesses in education, business information, and consumer publishing (NYSE: PSO).

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