

Imagine a classroom powered by cognitive technology that transforms and personalizes the teaching and learning experience

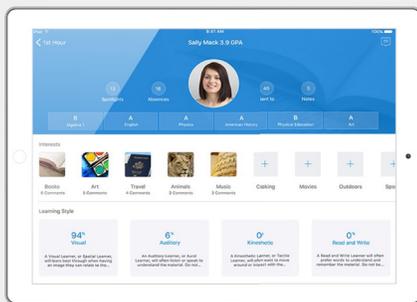
We understand teachers' challenges

Educators are under enormous pressure to assess students, ensure mastery and meet state standards. However, there's little time to develop plans that keep students engaged, and personalize learning experiences based on a deeper knowledge of students' interests, strengths and weaknesses.

IBM Watson Classroom makes teachers' lives easier

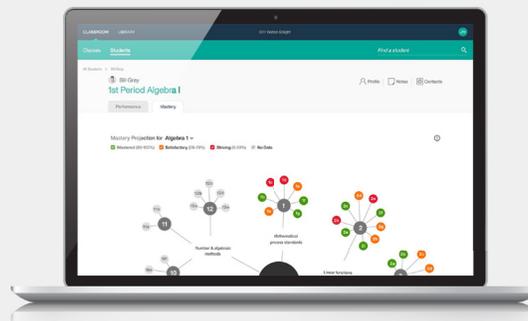
IBM® Watson® Element and IBM Watson Enlight tackle these challenges by applying Watson cognitive capabilities to education.

IBM Watson Element



Designed exclusively for iPad, this app provides teachers a single 360-degree view of students by consolidating various academic, social and behavioral data sources.

IBM Watson Enlight



Offers a unique browser-based experience, and provides deeper insights and lesson planning from the data collected on iPads in the classroom.

Realize amazing outcomes in the classroom

Challenges	IBM Watson Classroom Benefits	Outcome
Partial or incomplete view of individual student strengths, weaknesses and interests	Data-driven insights	Provides a 360-degree view of students, including academic, social and behavioral
Manually developing individualized classroom plans	Student-centric learning	Intelligently delivers personalized curricula
Disparate sources of student information	Student data via a single source	Supports universal sharing of data for improved learner outcomes

Why IBM?

Our education clients recognize IBM for our unique combination of:



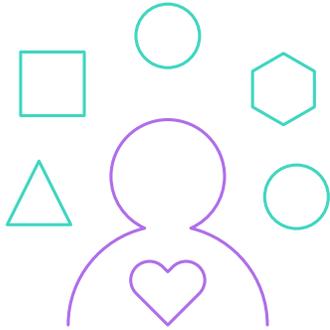
Cognitive technologies to transform teaching and learning



Big data and analytics capabilities to empower teachers



Secure and scalable cloud-based solutions to support the entire education enterprise



“As an educator, I love the fact that IBM Watson Element paints a picture of the whole child. The learner is more than a number or a grade. I can add information about the child’s interests and learning style, or add other notes that will not only help me, but their future educators.”

Samira Khan
Richard J. Lee Elementary

Get started with IBM Watson Education

IBM Watson Classroom provides the data to understand students’ needs, personalize learning activities and proactively suggest and share learning content—all with an intuitive, teacher-focused interface developed with teachers, for teachers.

We have always pursued world-changing progress. We believe that the application of cognitive capabilities in education can truly transform the learning experience by delivering personalized education throughout the entire lifelong learning journey.



Learn more via our webcast at <http://bit.ly/WatsonEduIntro>

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