



Inspiration Software and Varitronics Partner to Offer Teachers and Students More Ways to Use Visual Learning to Support Achievement

Inspiration 9 Visual Learning Software Now Optimized To Work With VariQuest Poster Maker 3600

BROOKLYN PARK, Minn., & PORTLAND, Ore. – Sept. 14, 2010 – Two education companies who share a passion for the power of visual thinking and learning today announced a partnership that offers more support for the integration of this proven instructional strategy in classrooms around the country. Inspiration[®] 9, from Inspiration[®] Software, Inc., and the VariQuest Poster Maker 3600, from Varitronics, are now optimized to work together, allowing students and teachers to create and print large-scale visuals they can use to communicate ideas and present knowledge and encourage collaborative and whole-class learning.

Inspiration 9, for students in grades 6 to adult, is the ultimate thinking and learning tool to comprehend, create, communicate and achieve more. With Inspiration, students brainstorm ideas, structure thoughts and visually communicate concepts with graphic organizers, including concept maps, webs and idea maps. Learning with Inspiration 9 strengthens their ability to plan and organize; research and evaluate; and comprehend and communicate. When used with the VariQuest Poster Maker 3600, students can print posters to enhance presentations and display their work in a compelling way. Teachers can use the technologies together to diagram and display assignment instructions, explain concepts, show work examples, post an outline of classroom expectations or jumpstart brainstorming.

“Showing relationships between ideas to illustrate concepts and communicating understanding play an important role in the visual learning process. This offers students opportunities to share their knowledge with their peers and teachers and build 21st century communication skills,” said Mona Westhaver, president and co-founder, Inspiration Software. “We partnered with Varitronics to make Inspiration 9 compatible with the VariQuest Poster

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Maker 3600 to provide students and teachers with another way to present their work by creating visually engaging posters to support their presentations and display in classrooms, schools and communities.”

Varitronics, developer of the VariQuest 3600, provides schools with education technology products and solutions that help improve student achievement, reinforce student engagement, enhance professional development and support fundraising initiatives. The VariQuest 3600 is part of the company’s latest product suite – the VariQuest Visual Learning Tools.

“At Varitronics, we are committed to offering teachers innovative ways to use our technology products to help put students on the path to academic success,” said David Grey, vice president and general manager, Varitronics. “Now with the combination of the content that they develop using Inspiration 9 and our innovative Poster Maker 3600, teachers and students can quickly and easily produce visuals that bring their messages to life.”

Customers with Inspiration 9 can visit the Inspiration Software Web site to download a free update to Inspiration 9.0a with support for the VariQuest Poster Maker 3600. Lesson plan and teaching strategy ideas for using Inspiration 9 and the VariQuest Poster Maker 3600 in the classroom are available on the Varitronics Web site.

About Varitronics

Varitronics, a Brady Business, provides education technology products and solutions that help improve student achievement, reinforce student engagement, enhance professional development and support fundraising initiatives. Varitronics’ customer base includes more than 30,000 early childhood centers, elementary schools, secondary schools and post-secondary institutions throughout North America. Varitronics’ latest product suite, the VariQuest Visual Learning Tools, includes the Cutout Maker, Poster Maker, Awards Maker and Design Center, and is powered by proprietary VariQuest Software, featuring thousands of curriculum-aligned templates and graphics designed specifically for schools. The tools allow students and teachers the ability to quickly and easily create visual supports that help bring their lesson, activities and key messages to life. Varitronics was founded in 1983 in Minneapolis, Minn. Brady Corporation is headquartered in Milwaukee, Wis., and acquired Varitronics in 1996.

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.

For more information, press only:

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