



Cool Vendors in Education, 2011

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Common Need, Computer Software Innovations Technology Outfitters, and Urban Planet Mobile are profiled in this brief industry research report. The key findings of the research suggest that established technologies such as ringtone file formats and SMS can be more innovative when learning language than smart-phone functionalities (Lowendahl and Rust, 2011). The helpfulness of CIPA and FERPA requirements being programmed into vendors' offerings is discussed as is the importance of service-oriented architecture (SOA) when it comes to the integration of Web 2.0 and social media tools into the education ecosystem.

The analysts recommend that CTOs interested in how CIPA regulations may work in collaborative environments, how to leverage social media tools while using an existing Learning Management System, and inexpensively extending mobile learning capabilities should explore the approaches of the vendors profiled.

This is the 1st *Cool Vendors* report provided by Gartner regarding the education landscape. All three of the vendors profiled "...deal with scalability in a cost-effective manner..." (Lowendahl and Rust, 2011, p. 3). CTOs interested in mash-up capabilities that make it easier to exploit social media for educational purposes, improving the multimodality of their educational institution's offerings, and are focused on appropriately handling privacy as well as political regulations in a Web 2.0 world will be interested in the breadth of issues discussed through these profiles.

To request your copy of this original and complete industry report, see the instructions below.

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Request: Article 8-211751 Cool Vendors in Education, 2011

Lowendahl, J., & Rust, B. (2011, April). *Cool vendors in education, 2011* (Rep. No. G00211751). Stamford, CT: Gartner.