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Recent Study Emphasizes Importance of Utilizing Interactive Tech Tools in Education

Research suggests use of “clicker” devices nearly double students’ learning

SCOTTSDALE, Ariz. (June 6, 2011) – A recent [study](#) conducted by a Nobel Prize-winning physicist, now a science advisory to President Obama, suggests that how you teach is more important than who does the teaching. He found that in nearly identical classes, college students learned more from teaching assistants using interactive tools than they did from a veteran professor giving a traditional lecture.

The students who had to engage interactively using the TV remote-like devices scored about *twice* as high on a test compared with those who heard the normal lecture. The interactive method had almost no lecturing. It involved short, small-group discussions, in-class “clicker” quizzes, demonstrations and questions-answer sessions. The teachers received real-time graphic feedback on what the students were learning.

“Interactive technology has become essential to fostering student interaction and improving student achievement,” said John Godbout, Founder and CEO of [CCS](#), the largest audio visual integrator in the Southwest. “These collaboration tools allow teachers to quickly add multimedia and interactivity to their lessons, engaging and involving their students.”

CCS, a large supplier of education technology such as student response systems (“clickers”), SMART boards™ and wireless slates has been a strong advocate of getting necessary technology in the hands of educators. For three consecutive years, CCS has held a “[Classroom Solutionz](#)” technology grant opportunity to help educators fund tech tools needed to improve the learning process for students.

CCS also trains more than 4,500 educators each year through its centers in Scottsdale and Tucson and through its Mobile Training Center – a 12-seat computer lab that provides access to the latest audio and visual equipment for training corporate and educational clients. CCS instructors teach administration and faculty members to use interactive whiteboards, projectors, document cameras, digital and video cameras, student response systems and more.

About CCS, Inc.

Since 1991, Scottsdale, Ariz.-based CCS, has served customers in the corporate, government and educational sectors. CCS provides full-service integration, installation and maintenance of audio and video equipment, including LCD & plasma displays, digital projectors, interactive whiteboards, room control systems, audio systems, high definition videoconferencing systems and more. The company has expanded from a two-person operation to one of the largest A/V integrators in the U.S., with more

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than 350 employees, sales offices in 14 states and annual revenue in excess of \$105 million. CCS was recently ranked by *Systems Contractor News* magazine as the nation's #3 top audio visual integrator and by *Ranking Arizona* as the #1 Computer Training Center in Arizona. For more information about CCS, visit www.ccsprojects.com.

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