



NEWS RELEASE

Acadia partners with Pearson Canada to deliver high-tech learning tool

(Wolfville, N.S.) -- Business insights from around the globe will soon be available online for students across Canada thanks to an innovative product developed by Acadia University and distributed exclusively by Pearson Education Canada.

The *Acadia Pearson Business Insider Series* is a user-friendly, multimedia product developed at Acadia University. The web-based database contains video interviews of industry leaders and top executives that are searchable by key terms.

“Professors at Acadia have a unique opportunity to partner with innovative technical support professionals on our campus,” said Dr. Conor Vibert, an Acadia business strategy professor who helped develop the interactive video series. “This level of expertise is simply not a part of the culture of many other universities in Canada.”

Acadia University, through its Office of Technology Transfer and Innovation (OTTI), recently reached the multi-year exclusive agreement with Pearson Education Canada, a leading educational publisher, to distribute the *Acadia Pearson Business Insiders Series* to university, community college, and CEGEP students throughout Canada.

Filmed in seven countries, the interview topics range from entrepreneurship and advertising to human resource management. A wide range of industries and areas of interest are also included, from wine, oil and gas, finance, mining, fruit growing, and advertising, as well as Canadians working in Japan, and female entrepreneurship.

“The video interviews allow us to capture insights from business leaders around the world and bring textbooks and lectures to life through a series of questions and answers,” said Dr. Vibert. “Using technology developed at Acadia, users can search a database of key terms to explore their specific areas of interest or to compare industries.”

He added the classroom of today is much different than the past. “Today’s students are a visual generation and they enjoy learning when and where they want to. This video series provides real-time and real-world learning opportunities that appeal specifically to them,” said Dr. Vibert.

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The project became possible through funding obtained from the J.W. McConnell Family Foundation of Montreal. Since 2003, Dr. Vibert and Dave Sheehan, video and multimedia producer at Acadia, have filmed more than 170 top executives to compile more than 4,000 searchable video clips lecturers and students to draw from.

“The Acadia video database partnership offers Pearson Canada the unprecedented opportunity to access and create current, relevant, and text-specific content to enhance the value and learning experience of our academic customers here in Canada,” said Gary Bennett, Vice-President and Editorial Director, Higher Education, Pearson Education Canada. “The database enables Pearson to enrich our online content repository for both faculty and students, who continue to seek alternate media sources for lectures and for studying.”

Already in use in classes at Acadia University, the *Acadia Pearson Business Insider Series* will be featured as enhancements to Pearson textbooks and academic offerings in the near future.

About Acadia University

Acadia University, in Wolfville, Nova Scotia, has long been recognized as one of Canada’s premier undergraduate institutions. With its nationally and internationally recognized research initiatives, small class sizes and technology-rich teaching and learning environment, Acadia offers students with an experience that includes academic achievement combined with personal growth and development. *Maclean’s University Ranking 2007* named Acadia the best overall primarily undergraduate university in Canada. For more information about Acadia, visit www.acadiau.ca

About Acadia’s Office of Technology Transfer and Innovation

Acadia's Office of Technology Transfer and Innovation (OTTI) works closely with the Division of Research & Graduate Studies to assist Acadia's research community in commercializing products resulting from research activities. The OTTI actively liaises with Acadia faculty and students, industry, government agencies and the local community in carrying out its mandate. The OTTI also partners with a variety of organizations active in the field of technology transfer, such as AUTM, LES and other university tech transfer offices. For more information visit <http://ace.acadiau.ca/otti/>

About Pearson Education Canada

Educating 100 million people worldwide, Pearson Education is the global leader in integrated education publishing. Pearson Education provides quality content, assessment tools, and educational services in all available media, spanning the learning curve from birth through college and beyond. Its [Higher Education Division](#) is the pre-eminent provider of post-secondary learning materials in Canada.

Pearson Education is a business of Pearson (NYSE: PSO; LSE: PSON), the international media company with market leading businesses in education, business information and consumer publishing. Pearson’s primary operations also include the Financial Times Group and the Penguin Group. For more information about Pearson Education, see <http://vig.pearsoned.ca/>

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