



Chalk is a mobile communication software company dedicated to helping organizations communicate with their target audiences, effectively and efficiently.

With over ten years of experience in technology platforms and content production, Chalk launched **Mobile chalkboard™** in 2007. The winner of Elearning! Magazine's 2008 Readers Choice Award for mLearning, Mobile chalkboard is a premiere solution that is both robust and affordable.

### For more information

- Visit: [www.chalk.com](http://www.chalk.com)
- Email: [info@chalk.com](mailto:info@chalk.com)
- And for more on BlackBerry® solutions for education, visit: [www.BlackBerry.com/education](http://www.BlackBerry.com/education)

## ... MOBILE chalkboard™

### Mobile chalkboard™

*Changing the Face of Wireless Communication*

Chalk's mLearning platform, Mobile chalkboard™, makes it easy to create media-rich and interactive content, reliably push it out to a dedicated inbox, and track its effectiveness.

Content creation is made possible by way of an add-in to Microsoft® PowerPoint®, which lets you add audio and video files, record audio and video on the spot, and rapidly create tests and surveys using a wizard. Chalk calls these impactful and interactive modules of content "pushcasts".



Mobile chalkboard pushcasts are:

- In a separate inbox dedicated to priority content
- Announced with visual and audible notifications
- Always accessible, even when a device is out of range or offline
- Trackable, so professors know their priority messages have been read
- Secure, as content is encrypted and cannot be forwarded or copied

What type of content is suitable for mobile pushcast delivery? You can send anything from mobile courses and study tips, to faculty updates, quizzes and feedback surveys.

What are the benefits?

- Facilitate anytime, anywhere learning & studying
- Improve knowledge retention
- Improve student engagement and productivity
- Send updates, tips and refreshers between classes
- Gather feedback wirelessly

