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## **National Show-and-Tell Contest Winner Awarded With \$10,000 in Classroom Sound Technology**

*W.H. Day Elementary in Bradford, ON creates winning video, detailing the impact FrontRow sound systems have on student engagement and learning*

*MISSISSAUGA, ON – December 14, 2009 – Classrooms all across North America have been trying the new FrontRow student pass-around microphone (a kind of 21<sup>st</sup> century “talking-stick”) in the past few months as part of a special video contest, awarding one lucky school in both the USA and Canada with thousands of dollars worth of audio equipment.*

To enter, teachers submitted videos of their class using the 21<sup>st</sup> century “talking-stick” during their Show-and-Tell presentations, mathematics & reading lessons, and web or video conferences. After reviewing numerous creative submissions, the winner was determined by demonstrating the best use of the microphone and its impact in the classroom. The winning video fantastically illustrated how the 21<sup>st</sup> century “talking-stick” facilitates collaborative work with people from around the world, as well as its unique ability to increase student confidence, attentiveness and participation. The powerful submission from Mali Bickley, grade four/five teacher at W. H. Day Elementary School, also highlighted how her class uses the microphone to create an engaging learning environment for all children.

“We are honoured to be recipients of this prize and extremely excited for the other classes receiving this wonderful sound system in our school”, said Bickley. “It really does enable us to communicate more effectively with our global partners during web and video conferences, as we can hear them as if they were in the room right with us. It facilitates learning WITH the world, instead of just learning about it! With the new student microphone, I’ve noticed how eager my students are to share their work. Their confidence level to share in front of others has soared, thus allowing for an enthusiastic classroom of interactive learning.” To see Bickley’s impactful video, please visit: <http://gofrontrow.com/showandtell>.

As part of the grand prize, the winning school is set to receive 5 complete FrontRow Pro Digital systems with both teacher and student microphones, IR speakers and drop-in chargers. Installed with the support of FrontRow authorized partner, High Tech Communications, these systems will help outfit W.H. Day Elementary so that more classrooms can experience the same exciting benefits. Additionally, the winning classroom will receive an MP3 player for podcasting with the FrontRow system, and the opportunity to discuss the history of the traditional talking-stick with an authentic Aboriginal tribe member via Skype, the classroom computer and the Pro Digital.

To see the complete contest entries and more, please visit: <http://gofrontrow.com/showandtell-video-library>.

## About FRONTROW

FRONTROW is a division of Phonic Ear — whose wireless technology has helped build more engaging learning environments since the mid-1960s. The FRONTROW division has focused on using classroom amplification (soundfield) technology to improve students’ listening success — resulting in better behavior, comprehension, test scores, and teacher vocal health.

FrontRow is part of the William Demant Group, founded in 1904 as a hearing aid company. Listed on the Copenhagen Stock Exchange (CSE3247), William Demant comprises a group of international companies that develop, manufacture, and sell innovative and highly advanced technological



solutions in the hearing healthcare and educational field. Through 45 Group companies located in over 20 countries, consolidated group sales exceed US\$1 billion.

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