

CANON HELPS PROVIDE DIGITAL TECH FOR THE SCIENCE CLASSROOM

November 22, 2005—In a unique fusion of technology, education, and documentary filmmaking, Canon U.S.A. participated in Thirteen/WNET's National Teacher Training Institute (NTTI) 2005 classroom development conference for educators throughout the New York metropolitan area.

The collaboration of the corporate social responsibility department (CSR) of CUSA's Corporate Communications Division (CCD) and the education sales department of the Consumer Imaging Group (CIG) created an opportunity for Canon CIG staff, for the first time, to participate in the conference created for grades 5-8 science and related subject teachers. CIG's Terrence Markwart and Frank Vastola explained to educators from New York City and New Jersey (at Thirteen/WNET's Manhattan studios on October 15) the growing role and importance of technology to assist classroom learning. They also eased the fear factor of incorporating new technology in class.



"In order for our children to be able to compete after they complete school, they need to be tech savvy," said Markwart. "Employers expect people entering the workforce to know how to use technology, and if they can be exposed to it, understand it, and become comfortable with it beginning in grade school, they will have a significant advantage when applying for employment as adults."

Canon and the Public Broadcasting System have a long relationship based on Canon's support of NATURE since 1990. NATURE is public television's leading showcase for natural history and wildlife films. This award-winning PBS series has raised the environmental consciousness of millions of Americans by celebrating the beauty, diversity and value of the Earth's species and habitats. For more information: www.pbs.org/wnet/nature/

Canon's participation in NTTI has increased each year. Early on, the company lent and then eventually donated Canon ZR models of digital camcorders to the program. This year, the conference

also provided Canon with the opportunity to educate teachers about Canon's environmental education programs such as Canon Envirothon and *Eyes on Yellowstone* is made possible by Canon.

Each teacher participated in three workshops developed by NTTI's Master Teachers:

- "So You Think the World Evolves Around You?"—a lesson that defined the term "evolution" and explored various ways in which organisms adapt to survive.
- "Diamonds Are Forever Most of the Time!"—a lesson that uses the Internet, the NATURE program "Diamonds" and a hands-on component to make crystals in the classroom.
- "How to Use A Canon Digital Camcorder in the Classroom"—to learn and apply the basics of using a Canon camcorder and iMovie editing software.

"This was a great opportunity for us to talk with teachers directly about technology in the classroom," added Markwart. "Working together with CCD has helped us develop new opportunities that will prove very beneficial for Canon."

This conference, and one later held on Long Island, incorporated NATURE programs, allowed educators to become acquainted with Thirteen's extensive and free resources, and provided comprehensive hands-on training on how to integrate Canon digital camcorders and editing software in science classroom curricula. Each participating school also was eligible to borrow a Canon digital camcorder for the remainder of the 2005-2006 school year.

