

# DOUGLAS STEWART EDU

## SALES **Back to School Toolkit**



**JUNE 2020**

**ABBYY**<sup>®</sup>



livescribe<sup>™</sup>

swivl<sup>™</sup>

## Education Focused, Relationship Driven

Welcome to the Douglas Stewart EDU, Back to School Toolkit June 2020, the leading distributor for tech and software brands for the education marketplace in the UK and across Europe. With over 15 years' experience in the education marketplace, Douglas Stewart EDU is well placed to provide you with the industry knowledge and expertise to support your business. Our vendors are carefully selected to ensure their products deliver a positive impact on the learning journey and add real value to the classroom.

This Back to School Toolkit showcases a selection of our vendors offering solutions that are ideal for the classroom environment. The booklet will support your product sales, it gives you all the key product information you need at your fingertips. Inside there is an overview of the product, the key benefits for the marketplace and the details of the resources supplied by vendors to support your sales teams.

I hope you find this toolkit a useful addition to your sales tools. We look forward to working with you



Scott Richardson  
General Manager

### Douglas Stewart EDU are proud members of:



**Universities and Colleges Information Systems Association** is the member-led professional body for digital practitioners within education.

Open and inclusive, we use our collective knowledge and expertise to help transform teaching, learning and research to ensure both operational efficiency and an excellent student experience.



The **All-Party Parliamentary Group for Assistive Technology** aims to disseminate knowledge, generate debate and facilitate engagement on assistive technology amongst Members of both Houses of Parliament.

The APPG brings together experts for roundtable discussions and briefings, contributing to government consultations, and promoting the group and its activities amongst parliamentarians.



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## ABBYY FineReader 15

All the PDF tools you need for your academic work—backed up by powerful OCR



### About ABBYY FineReader 15:

- ABBYY FineReader addresses the digital transformation of research and classrooms by facilitating work with both paper and digital books, magazines, scientific publications and other materials.
- Educational content is based on all types of documents. The digital transformation of research and classrooms makes teaching and learning easier.
- With ABBYY FineReader, teachers, researchers and students can be significantly more productive and efficient.
- Designed for high-volume document conversion, ABBYY FineReader Server automatically converts large collections of documents into searchable and accessible digital repositories. This server-based OCR and PDF conversion offering converts scanned and electronic documents into PDF, PDF/A, Microsoft Word, or other formats for search, long-term retention, collaboration, or additional processing—quickly, accurately, and automatically.

### ABBYY Fine Reader15 Unique Selling Point:

- All the PDF tools you need for your academic work, backed up by powerful OCR (Optical Character Recognition).

### Features and benefits of ABBYY Fine Reader15:

- Create teaching materials and worksheets by using content from different resources such as scanned textbooks or scientific articles, without manually retyping, saving you lots of time.
- Protect information from unauthorised viewing, copying and reusing, this means your data always stays safe and secure.
- Review student assignments: mark-up and give feedback digitally, using PDF documents instead of paper, making marking more efficient.
- Quickly find relevant information in educational materials scanned and converted into searchable PDF documents, speeding up your desk work.
- Utilise market-leading OCR to support educational organizations to make documents searchable and accessible for students with visual impairments and reading disorders.

### ABBYY FineReader 15 Standard

- Edit, protect and collaborate on PDFs
- Create and convert PDFs
- Digitize paper documents and scans with OCR

### ABBYY FineReader 15 Corporate

- Edit, protect and collaborate on PDFs
- Create and convert PDFs
- Digitize paper documents and scans with OCR
- Automate digitization and conversion routines
- Compare documents in different formats

### Why would a school/educational institution want to buy ABBYY?

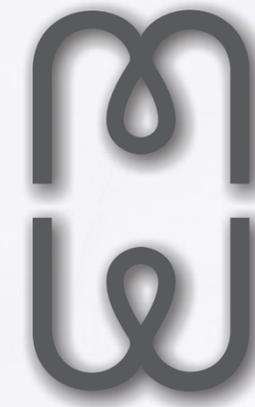
ABBYY can help educational institutions who require innovative solutions to make the most of limited resources—by providing affordable, efficient and accurate document processing. Now institutions can significantly improve their productivity and lower the costs of managing the paper produced by students, faculty and staff. ABBYY helps streamline processes in lower and higher education.

### Discounts for the education sector

#### Up to 50% off for customers from the educational sector\*

- Volume licensing and discounts for institutionally owned PCs (starting at 5 seats)
- Special Campus Licensing—enabling affordable easy to manage mass deployment across campus

\*Eligibility proof when ordering from an ABBYY reseller or distributor needed.



**Live.Move.Protect.**  
 Discover a full range of accessories  
 for tablets & smartphones

**Cases now available for  
 the 10.2" iPad.**

**About MW:**

- MW offers a full range of accessories for tablets and smartphones.

**MW Unique Selling Point:**

- MW products are attractive, modern and have a perfect-fit design, which offer great value for money, making them ideal for students.

**Why would a school/educational institution want to buy MW products?**

MW offers protective sleeves for MacBooks and iPads at competitive prices. The memory foam coating absorbs shocks and reduces the risk of damaging the MacBook. With its ultra-thin and perfect-fit design, no matter what size the device is, the end users find the perfect sleeve so they can easily carry their Apple laptop with them. Moreover, the soft inner lining prevents the laptop from being scratched inside the sleeve. The perfect match between style and protection.

**What marketing resources are available to support sales?**

MW have a [communications pack](#) which includes lifestyle photos, product photos, and tech data sheets available.

# Livescribe™

Slim. Stylish. Powerful.

The most advanced smartpen ever

## About Livescribe:

Livescribe produces smartpens, ballpoint pens with an embedded computer and digital audio recorder. When used with Livescribe digital paper, it records what it writes for later uploading to a computer and synchronizes those notes with any audio it has recorded. This allows users to replay portions of a recording by tapping on the notes they were taking at the time the recording was made. It is also possible to select which portion of a recording to replay by clicking on the relevant portion of a page on-screen once it has been synced to the Livescribe Desktop software.

## Livescribe Unique Selling Point:

### Pioneering Smartpens

In this ever-changing technological landscape, constantly switching between written and typed notes can be frustrating. Livescribe have created a pen that brings these two worlds together.

## Features and benefits of Livescribe:

### SYMPHONY

- Livescribes lightest, slimmest smartpen yet. Designed to feel like a pen, but to does so much more. Giving a new dimension to your notes, by harmonising audio and script.

### ECHO

- Revolutionary. The bridge between audio and script. Writing, recording and repeating. You can have a parrot on your back, or you can have the Echo in your hand.

### DOT PAPER

- Livescribe notebooks use regular paper printed with a unique pattern of tiny micro-dots. This pattern is called DPS and works like a GPS for the smartpen.
- The smartpen's high-speed infrared camera reads the dot-pattern, which enables a wide range of digital functionalities and paper-based applications. Livescribe's dot paper notebooks and paper-based applications are provided by Livescribe at prices comparable to standard paper products.

### THE SMARTPEN

- Every Livescribe pen is equipped with an IR camera that takes up to 72 snapshots per second, which captures and recreates your handwriting.
- It is easy to change the ink in your smartpen, and each pen can be charged using a Micro USB Cable.

### LIVESCRIBE+

- Is a partner app that works on all devices. Sync your Livescribe smartpen to the app and keep all your notes where you need them most.
- Transform your handwritten notes to text and search through them, effortlessly. Store your notes on your favourite cloud service and use Pencast to sync audio to your notes.
- Share your ideas in any format, so you never lose touch with what you create. From text and doodles to a masterpiece.

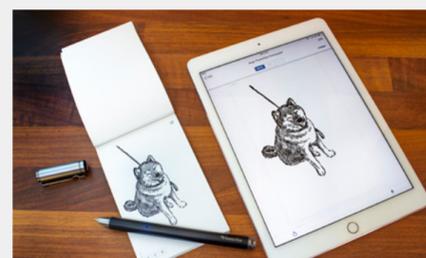
## Why would a school/educational institution want to buy Livescribe products?

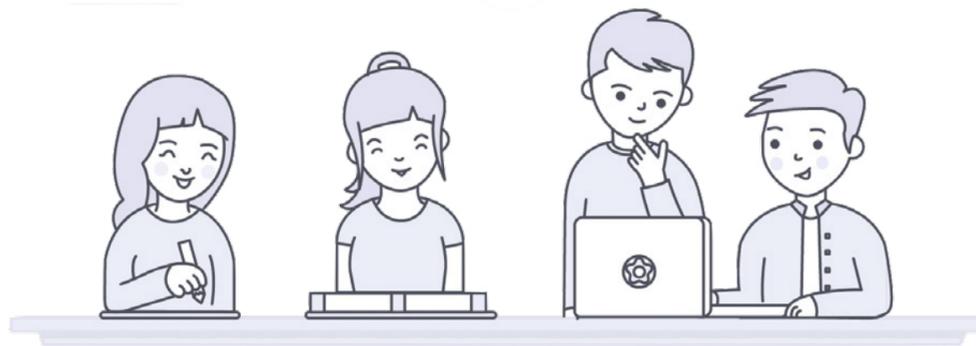
- Students Study Smarter—Write, Record, Playback and Share—all with one smartpen.
- Research has proven that handwriting notes vs typing them significantly improves students' comprehension and retention. Using Livescribe Smartpens, students enjoy all the benefits of pen and paper without worrying about missing important notes. Livescribe Smartpens elegantly deliver the added ability to record voice/audio, share content easily, and transform handwritten notes into searchable copy.
- The pens store information, and once paired with the free Livescribe+ app, captured notes flow seamlessly to students' mobile or desktop devices for instant backup.



## Where does Livescribe fit the school curriculum if applicable?

- Students can seamlessly capture, manage and share data. Automation has the ability to transform a student's life. Livescribe pens are ideal for all types of students, however they are great for students who use assistive technology.





swivl™

Save time, stay  
organized and stay  
secure with Swivl



### About Swivl:

- Swivl offers the only complete video review and collaboration solution for schools and Teacher Training Institutions. Swivl is used for a range of activities in over 40,000 schools around the world.

### Swivl Unique Selling Point:

Every day 30 children watch you teach. See exactly what they see and make the small changes that will make a big difference. Swivl can transform your teaching and engagement by using the power of video, providing meaningful feedback.



### Features and benefits of Swivl:

#### Remote Learning via Live Streaming

- With Swivl you can share real-time video with anyone in the world! Make a video call from your classroom while Swivl continues to follow you or broadcast your class to a big audience. It's easy, just connect to Swivl and use the Zoom app to setup the video call.

#### Teachers and Coaches

- What can make the biggest impact on teaching and learning in your classroom? Your teachers can! Swivl Teams makes it easy for teachers, mentors and coaches to record and share video with others to get essential support and feedback. Swivl helps you take control over your CPD.

#### Trainee Teachers

- With the right tools and support, current Trainee Teachers will become great teachers. Through video-based self-reflection and collaboration with their mentor, teachers get the objective, actionable feedback they need. Find out more about how you can harness the power of lesson capture to empower all of your trainees.

#### Senior Leaders

- Swivl Teams was designed specifically to help Senior Leaders transform and retain their teachers by creating a culture of feedback and support in their organisation. With the new Swivl Teams, video-based collaboration is easier, faster, and more secure than ever before.

#### Self-Reflection

- Teachers can focus the video recording on their students or on themselves. Then they can review the video, add personal notes at specific moments, switch audio channels to listen to students' questions or comments, and summarise the main points to improve the next day.

#### Swivl for the Hybrid Classroom

- When you want remote students to be able to see and hear teacher and in-class participants' audio, connect a set of speakers directly to the Swivl robot. Remote students hear the teacher and in-class participants using Swivl's microphones and will never miss a moment on camera with Swivl's superb 360° tracking.

### Why would a school/educational institution want to buy Swivl?

- Swivl creates endless learning opportunities and provides an instant picture of what is happening in the classroom. Teachers are empowered as they have a much clearer picture of what their pupils/students are doing, helping them improve and adjust the learning process/style to adapt to the needs of their pupils/students. This improves pupils/students' achievements.



## To place an order or for more information

Call: +44 (0) 1252 612 806

Email: [orders-eu@dstewart.eu](mailto:orders-eu@dstewart.eu)

Visit: [www.dstewart.eu](http://www.dstewart.eu)



@\_dsedu



[Douglas Stewart EDU](https://www.linkedin.com/company/douglas-stewart-edu)