SMART™
Technologies

Your Guide to SMART Products

Bringing Full Productivity to Your Organization

The future belongs to those businesses that have quick access to information and simple yet powerful ways to work together. SMART can help you realize that vision.

Since 1990, SMART Technologies Inc. has specialized in collaboration solutions for business, education and government. After pioneering the world's first interactive whiteboard in 1991, SMART has continued to deliver industry-leading products that help groups meet, train and present more effectively.

Believing that people, process and technology need to converge, SMART has collaborated with top research universities around the world and such businesses as Intel, Ford, Texas Instruments and Boeing to investigate better ways to integrate people and ideas. It also sponsors EffectiveMeetings.com™, an online resource center that helps people make the most of their meetings and presentations. Read on to discover how powerful communication can improve productivity across your organization.

Contents

More productivity – without working more hours

Solve the Hidden Productivity Problem

Time is your most precious resource – you can't buy a 25-hour day

Your organization has invested in infrastructure to improve productivity and stay competitive. You have computers, network connections and software suites at every workstation. With these tools, people can accomplish more, in less time, than they could in the past. But how much time do people actually spend at their desks?

The average professional spends approximately 47 hours a month working in groups. Forty hours are spent in meetings and presentations.* Another seven hours are spent in training, whether formal or informal.† That's almost six days every month that the tools you've invested in are inaccessible to your staff.

If your information systems were down for six days every month, what would you do?

SMART products help your staff stay productive – wherever they're working. They provide group access to networks, files and websites. They leverage your existing infrastructure to give you powerful ways to share information when you're training, presenting and collaborating, whether you're meeting in-house or conferencing across continents.

With SMART products, you can put those six days back to work.

". . . time is the scarcest resource in any company – after all, no amount of money can buy a 25-hour day."

Michael C. Mankins, "Stop Wasting Valuable Time,"
Harvard Business Review, September 2004

Average Time without Productivity Tools

Training	7 hours
Meetings and presentations	40 hours
Total every month	47 hours (6 days)

* *We've Got to Start Meeting Like This!* by Roger K. Mosvick and Robert B. Nelson.
† U.S. Department of Labor (www.bls.gov).

More done in less time – that's what working meetings are all about

Meetings That Work

Working Meetings
- Result in faster task completion
- Increase consensus over decisions made
- Reduce costs

Collaboration means not just discussing but doing, not just meeting but working

Meetings are essential to the business of business. Specialized skills need to be shared. Cross-functional teams need to communicate. Decisions need to be reached.

Yet studies have shown that about 50 percent of meeting time is wasted.* Simply put, meetings lack focus and direction. People digress, debate and disagree, with nothing getting resolved.

Three Rules to Rule Your Meetings

1. Everything paper does, computers do better

2. Showing is better than telling

3. Don't just talk about it – do it now

Whether you're meeting to update, brainstorm or strategize, a structured agenda and clear focus will improve productivity. But the real key is the shift from discussion to action. In a traditional meeting, you talk about what to do. In a collaborative meeting, you actually do it.

Good collaboration requires access to the latest information, tools that let you work with that information together, in person and over distances, and quick ways to save what you're doing, so you can move on.

With SMART products, you can access computer information and work with it in various ways. You can analyze a project draft and mark up the design as a group. You can review a budget, write over it and enter your notes directly into the Microsoft® Excel spreadsheet as text. You can record decisions digitally, so everyone stays on the same page.

By sharing these files in real time with people miles away, you can reduce travel and courier costs. Most importantly, you get results immediately instead of waiting for deliveries. The bottom line is that you get more done in less time, and that's what a meeting should really be about.

* *We've Got to Start Meeting Like This!* by Roger K. Mosvick and Robert B. Nelson.

"The evolution of a plan can take place right there, when normally it would take three meetings."

Helma Gansen, President
Gansen Lindsay Design Consultants Inc.

More impact – great presentations get great results

Presentations That Persuade

In the end, you want a presentation to result in a favorable decision

Whether you're introducing a new product or pitching a concept, you're delivering information for a purpose. Yet reviewing facts and preparing slides are a mere fraction of a solid presentation. In fact, what you say accounts for only seven percent of its impact. Fifty-five percent is how you come across personally, and 38 percent is how you deliver your information.* SMART products help you cover this 93 percent.

The Presentation Continuum

Telling
will inform

Showing
will engage

Involving
will persuade

With an interactive whiteboard or pen display, you convey confidence and professionalism. Instead of clicking through slides routinely, you write over your slides as you go. Instead of passively repeating your prepared material, you highlight particular areas to provide focus and prioritize concepts.

Now your audience is paying attention. When you ask questions and record your listeners' feedback, you gauge their agreement and involve them in your ideas. Incorporating your audience's opinions will make your concepts more memorable and your proposal more persuasive. At the end of the day, your success won't be measured by the number of slides you prepared but by the number of clients you gain, the bids you win and the buy-in you obtain.

"We believe with the SMART Board interactive whiteboard we've overcome the biggest challenge faced by lawyers. Juries are absolutely on the edge of their seats watching the information come to life. Evidence is no longer just heard. It's heard and seen."

Peter Villari, Trial Lawyer
Villari, Brandes & Kline, PC Lawyers

* Tom Mucciolo, "The Mechanics of Presenting," EffectiveMeetings.com.

More attention, more retention – training that really works

Training That Performs

High-Performance Training
• Increases retention
• Covers more material in less time
• Translates theory into practice

How do you get high ROI from training?
Make every hour count.

The most recent U.S. labor statistics state that the average 50-person company spends US$32,350 on training every six months.* Whether your organization spends more or less than that number, you want a significant return from your training investment. Each hour should be productive and help improve performance in the future.

To make the most of every hour, trainers need efficient ways to deliver and save material during sessions, and they need options for real-time delivery over distance. With SMART products, trainers can access all the information they need from one place, so they don't have to run between a computer and flip chart. They can use digital ink to highlight key information and reinforce concepts.

The effect on learners is dramatic. SMART products help focus attention, clarify concepts and save time. Dynamic, colorful material engages visual learners, and hands-on interaction increases interest and retention.

The products are so easy to use that trainers can invite learners to try tasks themselves at the front of the room.

With SMART products, trainers can maximize the effectiveness of their sessions and share material in real time with those who can't attend in person. All information can be delivered to learners after the session as a .pdf file, digital video or Web page. This flexible information sharing helps translate theory into practice. People have complete, accurate material, so they can review what they've learned and apply it themselves when they get back to work.

Helping Theory Become Practice

✓ Clear, memorable visuals

✓ Learner involvement

✓ A medium that supports your message

✓ Comprehensive follow-up

* Wage and salary costs for formal and informal training, U.S. Department of Labor, 1995 (www.bls.gov).

" I know training with the interactive whiteboard has been effective when students recall what they saw 45 slides ago. No slide projector can do that."

Tom Burlingame, Services Training Development Group
General Motors

Products

SMART Board
Interactive Whiteboards

Sympodium
Interactive Pen Displays

Bridgit
Conferencing Software

SMART products help you work the way you always have – only better. Simply choose the product that suits your working environment and budget.

Interactive Whiteboards and Interactive Pen Displays
Interactive whiteboards and interactive pen displays share the same functionality. Simply choose the product that best suits your presentation style and room requirements.

With both products, you just walk up and touch the screen. You can control your computer as you would with a mouse, write in digital ink over any file or website, and save your notes and images. You don't have to remember complex commands or launch toolbars.

Award-winning SMART Board software is the power behind both products, giving you all the tools you need for effective collaboration, including the following:

- Convert handwriting to text
- Save images, screen captures and notes into a single, presentation-ready file
- Save notes and images directly into many software applications
- Write over digital video and save your notes
- E-mail notes as .pdf or image files
- Brainstorm with unlimited whiteboard space in Notebook™ software

Bridgit Conferencing Software
You can share information over distance with one of the most intuitive, affordable conferencing products on the market. Bridgit software simplifies conferencing to give you exactly what you need, without extra costs or complications. You use it at your desktop or with SMART's interactive whiteboards and interactive pen displays.

SMART Board
Interactive Whiteboard

Versatile and Affordable

The SMART Board interactive whiteboard fits easily into any group space. You connect your projector and computer to display your desktop on the interactive whiteboard surface. It's an affordable way to start training, collaborating and conferencing more effectively.

Key Features

Intuitive Use

Touch system allows you to write, erase and perform mouse functions with your finger, a pen or an eraser – you need no proprietary tools.

SMART Pen Tray automatically detects when you pick up a pen or the eraser. Buttons activate the On-Screen Keyboard, right-click and help function.

Durable hard-coated polyester surface is tear proof, optimized for projection, compatible with dry-erase markers and easily cleaned with whiteboard cleaner.

Flexible Integration

Wall-mount bracket provides a simple and secure installation.

Expansion slot allows you to add future hardware upgrades such as a projector-control button.

Floor stand (optional) is height adjustable with heavy-duty, locking casters and stabilizing safely guards.

Wireless connection (optional) connects your computer via USB and Bluetooth.

15-watt, stereo-amplified speakers (optional), with a two-port USB hub, that mount to the SMART Board interactive whiteboard or the wall.
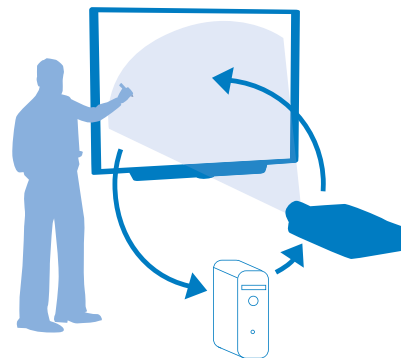
Award-Winning Software

SMART Board software enables you to write over applications, websites and videos, and save your notes within Microsoft® Excel, Word and PowerPoint® documents, or AutoCAD® and .pdf files. Free upgrades ensure you stay up to date.

LinQ™ software allows you to control your laptop or Tablet PC from the interactive whiteboard. LinQ software uses your wired or wireless network to create a quick connection between devices.

How affordable is a SMART Board interactive whiteboard?

1 coffee x 4 people x 3 daily meetings x 1 year costs more than one SMART Board interactive whiteboard

You'll need a computer and projector.

Models	Active screen area	For groups of
680	77" (195.6 cm)	2 to 40 people
660	64" (162.6 cm)	2 to 20 people
640	48" (121.9 cm)	2 to 6 people

• Flexible integration
• Touch-sensitive surface
• Intuitive operation

www.smarttech.com/smartboard

Rear Projection SMART Board 2000i
Interactive Whiteboard

Adaptable by Design

The 2000i gives you the benefits of rear projection in a mobile, height-adjustable system. Its flexibility makes it ideal for training and collaborating when you need to accommodate different people and uses.

Key Features

Intuitive Use

Touch system allows you to write, erase and perform mouse functions with your finger, a pen or an eraser – you need no proprietary tools.

SMART Pen Tray automatically detects when you pick up a pen or the eraser. Buttons activate the On-Screen Keyboard and right-click.

One-button start-up turns the projector on from the control panel.

Shadow-free display features a built-in projector behind the screen.

All-in-One System

SVGA (800 x 600) projector comes installed (optional XGA [1024 x 768] projector also available).

Audio system includes stereo-amplified speakers and one volume control for all sources.

Laptop or videoconferencing shelf attaches to either side of cabinet.

Wireless keyboard includes a built-in trackball.

Laptop support (optional) includes cables and allows you to switch sources from the control panel.

Flexible Integration

Height-adjustment handle adjusts screen height between 69" (175.3 cm) and 83" (210.8 cm).

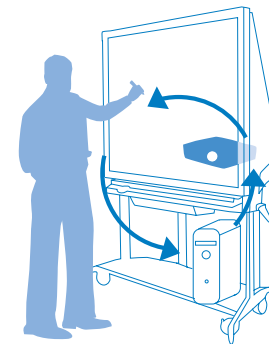**Mobile cabinet** moves easily on locking casters and fits through standard doorways.

Room-control module (optional) integrates the 2000i with your room-control system.

Award-Winning Software

SMART Board software enables you to write over applications, websites and videos, and save your notes within Microsoft Excel, Word and PowerPoint documents, or AutoCAD and .pdf files. Free upgrades ensure you stay up to date.

LinQ software allows you to control your laptop or Tablet PC from the interactive whiteboard. LinQ software uses your wired or wireless network to create a quick connection between devices.

You'll need a computer.

For groups of 2 to 25 people

Dimensions	
Active screen area	66" (167.6 cm) diagonal
Height	69–83" (175.3 cm–210.8 cm)
Size	66 7/16" W x 29 1/8" D (168.8 cm x 74 cm), 35 1/2" D (90.2 cm) with tip feet retracted

- Adjustable screen height
- Built-in projector
- Simple start-up
- Touch system
- Intuitive operation

www.smarttech.com/2000i

Rear Projection SMART Board 3000i
Interactive Whiteboard

Streamlined Sophistication

The 3000i combines a high-quality image with an all-in-one system. The stunning visuals, professional appearance and equipment space make the 3000i ideal for presenting and videoconferencing.

Key Features

Intuitive Use

Touch system allows you to write, erase and perform mouse functions with your finger, a pen or an eraser – you need no proprietary tools.

SMART Pen Tray automatically detects when you pick up a pen or the eraser. Buttons activate the On-Screen Keyboard and right-click.

One-button start-up turns the projector on from the control panel.

Shadow-free display features a built-in projector behind the screen.

All-in-One System

XGA (1024 x 768) projector has 2,500 lumens.

Audio system includes stereo-amplified speakers and one volume control for all sources.

Laptop or videoconferencing shelf attaches to either side of cabinet.

Wireless keyboard includes built-in trackball.

Laptop support includes cables and allows you to switch sources from the control panel.

Flexible Integration

Tapered, mobile cabinet moves easily on locking casters, and fits through standard doorways and into corners.

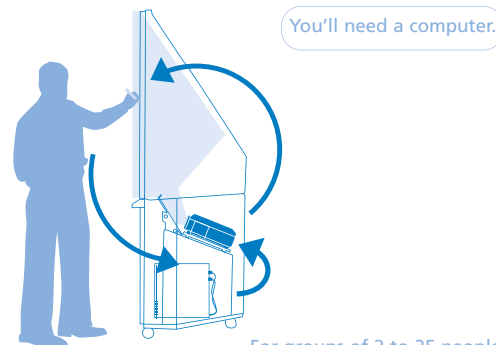**Standard 19" (48-cm) rack mount** secures equipment inside the cabinet.

Connection panel attaches second projector, external audio, network and printer.

Room-control module (optional) integrates the 3000i with your room-control system.

Award-Winning Software

SMART Board software enables you to write over applications, websites and videos, and save your notes within Microsoft Excel, Word and PowerPoint documents, or AutoCAD and .pdf files. Free upgrades ensure you stay up to date.

LinQ software allows you to control your laptop or Tablet PC from the interactive whiteboard. LinQ software uses your wired or wireless network to create a quick connection between devices.

You'll need a computer.

For groups of 2 to 25 people

Dimensions	
Active screen area	66" diagonal (167.6 cm)
Size	57 3/8" W x 79" H x 29 1/4" D (145.8 cm x 200.7 cm x 74 cm)

- High image quality
- Laptop support
- Built-in projector
- Simple start-up
- Touch system
- Intuitive operation

www.smarttech.com/3000i

In-Wall *Rear Projection* SMART Board
Interactive Whiteboard

Elegant Integration

Designed for your new boardrooms, the In-Wall *Rear Projection* SMART Board interactive whiteboard builds into the wall. It gives you powerful functionality in a sleek, professional design that makes the most of the space in your room. Available with or without a projector-and-mirror system.

Key Features

Intuitive Use
Touch system allows you to write, erase and perform mouse functions with your finger, a pen or an eraser – you need no proprietary tools.

SMART Pen Tray automatically detects when you pick up a pen or the eraser. Buttons activate the On-Screen Keyboard and right-click.

Shadow-free display features a projector behind the screen.

All-in-One System
XGA (1024 x 768) projector with 2,500 lumens (2860 and 2960 models only).

Wireless keyboard includes built-in trackball.

Efficient Integration
Space-saving mirror stand is less than 30" (76.2 cm) deep (2860 and 2960 only).

Wall-mounting kit includes items for installation.
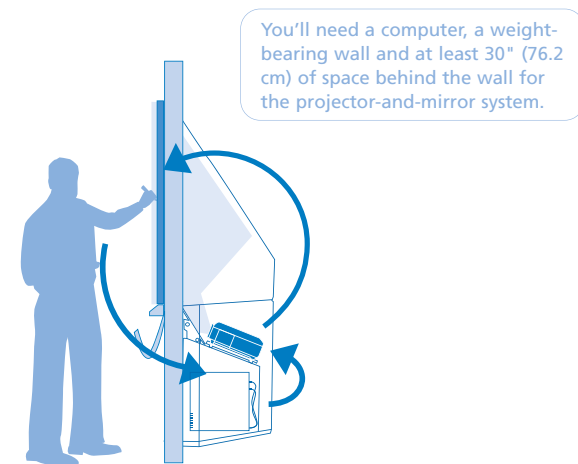
Award-Winning Software
SMART Board software enables you to write over applications, websites and videos, and save your notes within Microsoft Excel, Word and PowerPoint documents, or AutoCAD and .pdf files. Free upgrades ensure you stay up to date.

LinQ software allows you to control your laptop or Tablet PC from the interactive whiteboard. LinQ software uses your wired or wireless network to create a quick connection between devices.

- Space-saving integration
- High image quality
- Touch system
- Intuitive operation

www.smarttech.com/inwall

You'll need a computer, a weight-bearing wall and at least 30" (76.2 cm) of space behind the wall for the projector-and-mirror system.

Models	Active screen area	For groups of
2960 (includes SMART mirror stand and projector)	84" (213.4 cm)	2 to 40 people
2860 (includes SMART mirror stand and projector)	71" (180.3 cm)	2 to 30 people
1910	84" (213.4 cm)	2 to 40 people
1810	71" (180.3 cm)	2 to 30 people
1710	66" (167.6 cm)	2 to 25 people

SMART Board *for Flat-Panel Displays*

Interactive Whiteboard

First In Impressions

Attached to your plasma or LCD panel, this overlay combines brilliant visuals with full interactivity. A wide range of sizes ensures that you have a model that best fits your needs. Whether you're collaborating, presenting or conferencing, you'll have a durable, easy-to-use system that makes the most of your investment.

Key Features

Intuitive Use

Touch system allows you to write, erase and perform mouse functions with your finger, a pen or an eraser – you need no proprietary tools.

SMART Pen Tray automatically detects when you pick up a pen or the eraser. Buttons activate the On-Screen Keyboard and right-click.

Display control strip lets you control your flat-panel settings from the overlay.

Efficient Integration

Protective surface is chemical and scratch resistant, reduces glare, and protects your display while retaining a high image quality.
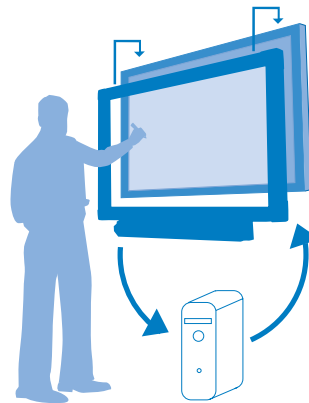
Mounting brackets attach the overlay securely to your display.

Award-Winning Software

SMART Board software enables you to write over applications, websites and videos, and save your notes within Microsoft Excel, Word and PowerPoint documents, or AutoCAD and .pdf files. Free upgrades ensure you stay up to date.

LinQ software allows you to control your laptop or Tablet PC from the interactive whiteboard. LinQ software uses your wired or wireless network to create a quick connection between devices.

You'll need a computer and plasma or LCD panel.

For groups of 2 to 25 people

• Anti-glare, protective surface

• Range of sizes from 37" to 63" (94–160 cm)

• Touch system

• Intuitive operation

www.smarttech.com/overlay

Sympodium ID250
Interactive Pen Display

Eloquence Delivered

The ID250 gives you a simple, dynamic way to give presentations, collaborate and save information. You can place it on a lectern or table and use it to control your computer and write notes – all from the LCD screen. Your connected digital projector displays this same image on a larger screen, so your audience can easily follow along.

Key Features

Intuitive Use

Interactive screen lets you use the pen to control computer applications or write in digital ink.

Battery-free tethered pen lets you control computer applications or write notes in digital ink.

Pen-tool buttons let you change ink color or use the eraser without crowding your desktop with toolbars.

Function buttons provide quick access to common functions.

Flexible Integration

Adjustable tilt stand changes the viewing angle.

USB connection connects the ID250 to any computer.

VESA mounting plate attaches to any VESA-75 LCD mounting arm for a variety of installation options.
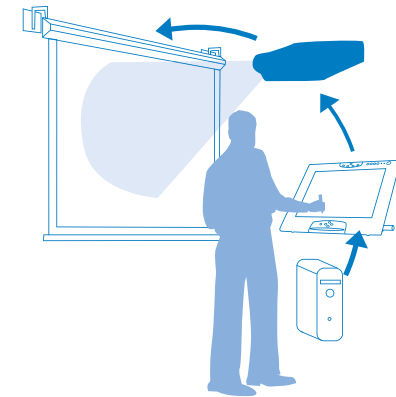
Distribution amplifier sends a computer image directly to a projector from the ID250.

Award-Winning Software

SMART Board software enables you to write over applications, websites and videos, and save your notes within Microsoft Excel, Word and PowerPoint documents, or AutoCAD and .pdf files. Free upgrades ensure you stay up to date.

LinQ software allows you to control your laptop or Tablet PC from the interactive pen display. LinQ software uses your wired or wireless network to create a quick connection between devices.

• Flexible integration options
• Interactive screen
• Interactive whiteboard functionality

www.smarttech.com/ID250

You'll need a computer, projector and projection screen.

For groups of 2 to 2,000 people

Dimensions	
Active screen area	15" (38.1 cm) diagonal
Size	15 3/4" W x 2" H x 13 3/8" D (40.0 cm x 5.1 cm x 34.0 cm)

Sympodium DT770
Interactive Pen Display

Practicality and Precision Combined

The DT770 simplifies system design and installation by allowing control of all peripheral devices from one dual-touch, interactive display. You can use your finger to navigate room-control menus and the pen to write notes. Your connected digital projector displays your computer image, while your audience simultaneously views the same content on a large screen.

Key Features

Intuitive Use

Dual-touch DViT technology lets you control all of your peripheral devices from one display – with either your finger or the pen.

Battery-free tethered pen lets you control computer applications or write notes in digital ink.

Pen-tool buttons let you change ink color or use the eraser without crowding your desktop with toolbars. Colored LED indicators show which tool is selected.

Room-control interface button launches the navigation menu for peripherals and lighting (room-control system not included).

Programmable function buttons provide quick access to the features and applications you use most often.

17" (43.2-cm) SXGA LCD screen is ideal for displaying and manipulating high-resolution images.

Flexible Integration

USB hub allows you to deliver material from a USB memory device.

Distribution amplifier sends a computer image directly to a projector from the DT770.

VESA mounting plate attaches to any 100-mm VESA mounting arm.

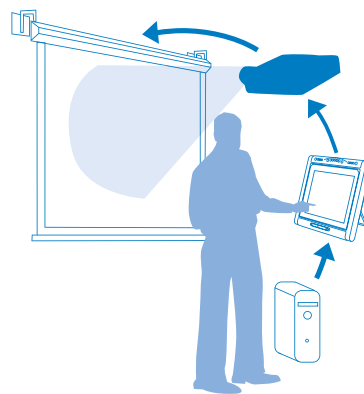**USB and serial connections** link the display to a computer.

Table stand positions the DT770 at a comfortable working angle.

Mounting bracket with tilt adjustment (optional) secures the display to any countertop.

Award-Winning Software

SMART Board software enables you to write over applications, websites and videos, and save your notes within Microsoft Excel, Word and PowerPoint documents, or AutoCAD and .pdf files. Free upgrades ensure you stay up to date.

LinQ software allows you to control your laptop or Tablet PC from the interactive pen display. LinQ software uses your wired or wireless network to create a quick connection between devices.

For groups of 2 to 2,000 people

Dimensions	
Active screen area	17" (43.2 cm) diagonal
Size	18 7/8" W x 3 5/8" H x 17 7/8" D (47.2 cm x 9.1 cm x 44.7 cm)

- Dual-touch interactive screen
- Ideal for rooms with control systems
- Flexible integration options
- Interactive whiteboard functionality

Bridgit
Conferencing Software

Bridge the Distance

With just a PC, Internet access and a simple download, you can share information in real time, right from your desk. Bridgit software also integrates with SMART's interactive whiteboards and interactive pen displays, so all users can write directly into a single SMART Board software file. Purchase a server package to run Bridgit software from your server, or pay a monthly subscription to use one of SMART's servers.

Key Features

You'll need a PC, Internet connection and telephone.

Simple Sharing

Connect quickly to anyone with an Internet connection. You can start or join a conference at any time.

Share desktops instantly and alternate desktop sharing. Participants can see any program on your desktop, including spreadsheets, presentations and websites.

Highlight information by writing over a shared desktop. More than one participant can write at the same time.

Direct attention with the spotlight or pointer tool.

Send invitations with an automatic e-mail.

Flexible Choices

Add video with multipoint webcam support.

Take control of another participant's desktop to demonstrate a solution or provide technical assistance.

Switch languages by choosing from 13 interface options.

Secure Environment

Protect information with password options and SSL encryption – the same security used by online banking systems.

What you see...

...they see

• Simple desktop sharing
• Automatic invitations
• Webcam support
• Multiple languages

Try it for free at www.smarttech.com/bridgit

Buying SMART

SMART's commitment to you includes award-winning products, solid, no-small-print warranties, flexible training options, affordable pricing and knowledgeable technical support. With offices in Canada, the U.S., Germany and Japan, and resellers in more than 75 countries worldwide, SMART offers global support to hundreds of thousands of satisfied customers.

Free SMART Board Software Upgrades

Available for Windows®, Macintosh, UNIX® and Linux® systems, SMART Board software works with all the applications you normally use. You can maintain your meeting- and training-room computers the same as you do your workstations. Because all SMART Board software upgrades are free, your investment improves over time.

Flexible Training Options

SMART products are designed to be intuitive, so anyone can simply walk up and begin using them. At the same time, they have numerous advanced features for those who demand flexible, customizable and powerful options. Find out what SMART products have to offer through online training materials, training events and online sessions at **www.smarttech.com/trainingcenter**.

Free Meeting Advice

SMART sponsors an online resource center with hundreds of articles on presenting, meeting and collaborating. Visit **www.effectivemeetings.com**.

Worldwide Service

SMART products are sold by resellers worldwide. A reseller in your area can provide hands-on service, support and integration expertise, as well as advise you on complementary products. To find the reseller nearest you, visit **www.smarttech.com**, e-mail **info@smarttech.com** or call **1.888.42.SMART**.

SMART products are owned by more than 60 percent of Fortune 100 and hundreds of thousands of other customers worldwide.

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Notes

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