

Hello,

In listening to our clients and seeing a growing need for the integration of video, we have aligned with a safe and secure video solution called EduVision from JDL Horizons. EduVision was designed for educators and students to leverage video communications as a medium in a safe and controlled manner. The creators of EduVision involved thought leading educators, who have been expert in the use of technology, in focus groups before their design work began in 2007. They listened to their concerns and needs and then developed a video portal with the power of "post-it-and-share-it" sites but with a focus on the safety and security required in K-12 settings. We are working internally to integrate this offering with your CMS4Schools.

Our alignment with JDL and EduVision, will provide you with a video portal that makes adding video to your CMS4Schools website both easy and affordable. This allows for your complete online video portal with an affordable annual subscription that fits into an education budget. This solution, now offered with CMS4Schools, requires no hardware to buy, no hosting or distribution fees and has no hidden charges. Because both organizations work exclusively with the K-12 environment we understand the need to customize to meet very specific criteria. We are working to integrate single sign-on and are making it easy for you to upload and access your video for seamless integration into your web presence. Additionally, we will continuously be adding new features, all requested by users, that will become immediately available to all users upon release.

EduVision is the video portal for eSchool News, eCampus News and eClassroom News, all three are leaders in sharing up to the minute information on technology and curriculum. EduVision is also being used by leading education associations including the Education Commission of the States, the National School Boards Association, the American Association of School Administrators, the Partnership for 21st Century Skills, the Consortium for School Networking, the Software and Information Industry Association, the National Association for Media and Technology Centers and the Association of Education Service Agencies. EduVision was also recently awarded a statewide contract with the Iowa Department of Education and nine Iowa Area Education Agencies to support the video-based Iowa Core best practices for teaching and assessment and to stream this content to all 1,400 public and private Iowa schools.

An overview of EduVision with sample applications for schools and districts follows along with a Confidential CMS4Schools EduVision Education Price List. Usage examples for each EduVision add on offering are based on estimated annual usage. If usage exceeds the estimated amounts after the first year, we will discuss changing plans in the next renewal period. There will be no over-usage charges---ever. We look forward to discussing next step as you enhance your communications, education and professional development initiatives using video.

Best regards,

EduVision™ and CMS4Schools provide an Internet broadcast television station for each subscribing district or school.

- Complete Online Video Portal Management
- Start with one channel for on-Delay viewing
- Expandable with unlimited channels
- Stream live events & workshops
- Password & private options
- Affordable annual subscription
- No hardware to buy
- No hosting or distribution fees
- No training investment
- No hidden charges
- Your content, Your Rules
- Simple Administration
- Embeddable Player & Portal for CMS4Schools
- Free 30 Day Trial



EduVision and CMS4Schools are safe, secure and ready for your content.

EduVision and CMS4Schools from CESA6:

“Opening a Window that Connects Your Schools and Communities”.

The growing integration of all forms of rich media is transforming every facet of modern life. Telephones show movies. Computers create connections that transcend time and place. Schools and their communities are watching more rich media than ever before, and are doing so on an ever-expanding variety of devices with high-resolution screens and broadband wireless connections. Already, our students are pioneering this brave new world. And their families expect schools to not only prepare them to live in this world, but to be leaders in it.

EduVision and CMS4Schools take you there. Today.

More than a powerful video streaming platform, JDL Horizons has developed EduVision.TV as a full-featured communications solution that provides any School or District with its own IP television broadcast service.

You'll find EduVision and CMS4Schools will work within a full range of Web browsers, from Internet Explorer and Firefox to Safari. It's built around Flash-format video streaming, the simplest and most trouble-free Internet video technology available. HTML5 and support for mobile devices will also be supported in a future release.

Students Are Ready for EduVision and CMS4Schools

Every minute of every day, hours of new video content are being posted to popular online services such as YouTube and Facebook. And most of that content is being produced by middle- and high-school students who go to school every morning but do their most creative work after school hours when they create, edit and upload their videos to social networking sites that are typically blocked by school policy.

EduVision and CMS4Schools empowers students, while at school, with a new outlet for their creativity – a high-quality media environment in which their work can be showcased to their peers, their families, and their community in a controlled setting that demonstrates a commitment to responsible use of cutting-edge technologies.

EduVision and CMS4Schools together is Internet Broadcasting Made Simple



Embed Portal or Mini-player on your existing page

With EduVision and CMS4Schools, you can add rich multimedia content to your website quickly and easily without the need for costly system upgrades.

Your Teachers Are Ready for EduVision and CMS4Schools

With EduVision and CMS4Schools, teachers can help their students literally see their world in all its dimensions – and, in doing so, learn to effectively communicate their ideas using the techniques and standards of the digitally driven worlds they will someday take their place in: business, entertainment, communication and government.

What's more, there's virtually no learning curve, even for the most techno-phobic. EduVision and the programming created through it, resides on a central offsite data hosting facility with a video content distribution network with over a thousand edge servers managed by JDL Horizons. There's no complex hardware or software to master or purchase, no bandwidth constraints and technical system administration and maintenance are transparent. Plus, EduVision and CMS4Schools integrate seamlessly with professional development seminars and workshops by streaming video either live or on-demand.

Your Education Communities Are Ready for EduVision and CMS4Schools

EduVision and CMS4Schools' promise doesn't stop at a school or association building's walls. It's a powerful tool for engaging all of the important constituencies involved. In effect, schools or their District offices become online broadcast centers, streaming live and pre-recorded programs to parents, relatives, alumni, public officials and the community at large –even to partners anywhere around the world. EduVision's administration is simple and easy to use. Unlike other popular "post it and share it" sites, EduVision allows three levels of administration; site administrator, channel manager and contributor.

This allows for easy, centrally managed scheduling of live events and the ability for channel managers to preview and approve all video before it's published. Because the design was made for educators, nothing goes up through a school's EduVision portal without the approval of the school or association's channel manager, a vital form of operating control not available in so many of the popular media outlets on the Internet today.

What's more, EduVision and CMS4Schools offer a unique syndication feature. When a video asset is being approved it can also be syndicated or shared to another trusted site. That could be a school partner or school district's EduVision and CMS4Schools site or eSchoolNews.tv to name a few.

What can schools show with EduVision and CMS4Schools?

- *Sports highlights*
- *Contests*
- *Concerts and plays*
- *School assemblies*
- *Commencement exercises*
- *weather & emergency closings*
- *Time-sensitive announcements*
- *School Board meetings*
- *Individual and class projects*
- *Student homework as video*
- *Student-produced news and feature segments.*

What can Districts show with EduVision and CMS4Schools?

- *Public or time sensitive announcements*
- *Legislative news and budget*
- *Conferences and workshops*
- *Professional development*
- *Add video to on-line publications*
- *Student Enrichment Programs*
- *Teacher and School recognition*
- *Cooperative Purchasing Connection*
- *Facilitation of Improvement Processes*

From the most widely popular to the most narrowly scoped, EduVision and CMS4Schools gives every facet of a school or districts activities a chance to be seen, heard and appreciated. The potentialscope of this service is limited only by the number of producers interested in creating programming or syndication video for their sites. Even better, EduVision and CMS4Schools is a dynamic resource that grows progressively, but not physically.

Instead of filling up shelves with videotapes, CDs and DVDs that constantly need to be accounted for, EduVision's programming is digitally archived by JDL Horizons. At the click of a mouse, it's instantly available to future users 24/7, whether on school grounds, at work, or in their homes. It provides busy and understaffed organizations a simple and easy way to manage all of their video with no additional costs for hardware, software, storage or bandwidth.

Are You Ready for EduVision and CMS4Schools?

A cost-effective safe and secure platform for streaming video to every school family community, EduVision is a robust tool that helps bring the power of modern media and online communications to both the education decision makers and to the classrooms of the world. EduVision and CMS4Schools are available for a nominal annual subscription fee and most associations and schools quickly can offset the subscription price through sponsorships if desired. That makes this unique service an asset to a schools tight budgets, not an expense item.

Integrating EduVision and CMS4Schools into Your Web Offering

The EduVision and CMS4Schools portal was designed to be implemented into a web presence with an iFrame that can be accessed by the site administrator. Online video is increasingly a staple in advertising, viral marketing and communications and is accomplished for schools with EduVision.TV while reducing costs in communications.

Communications

- Directly link to specific video assets in your EduVison Library from an email, eNewsletter or PowerPoint presentation
- Manage your video asset library without the need for a web developer
- Host and manage your own contests with guest registration
- Allow for user registration and upload with seamless Flash transcoding
- Share best of breed video product demonstrations
- Introduce new video updates, upgrades and premium offerings
- Share best practices and embed individual assets in your LMS
- Syndicate video assets and awards to other schools, districts or eSchool News for greater recognition

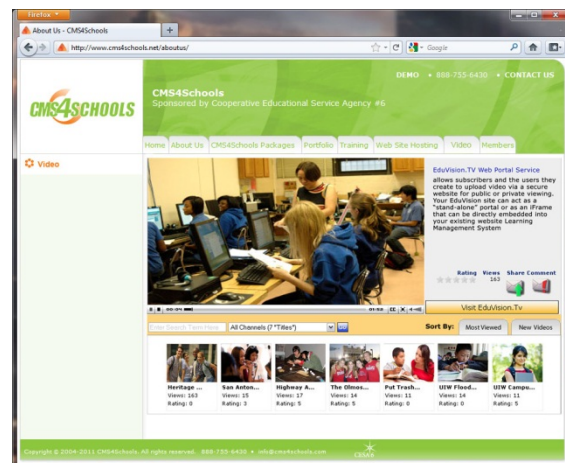


Help Desk

- Create your own searchable on-line video helpdesk channel in your EduVision and CMS4Schools video portal
- Post your help videos easily with an EduVision and CMS4Schools mini-player anywhere in your web properties using an I-Frame code or the Pop-up Video Player
- Create tutorials and “how to” videos for first time users, school tours, new school updates and announcements
- Reduce support costs and create more effective help to users online
- Continually measure and improve your video help through the user feedback gathered by the video rating feature

Professional Staff Development & Communications

- Communicate to thousands of your school family community members with live or on-demand video
- EduVision and CMS4Schools places no video duration limits for your video
- Receive syndicated video from other EduVision and CMS4Schools portals
- Deliver video communications simultaneously to thousands of users, seven days a week and twenty-four hours a day without impacting current server or bandwidth infrastructure



Sports and Tournaments

- Add a GrandStadium sports channel to your portal
- Syndicate and be recognized by a local television station
- Extend the opportunities to tie video production into the multidisciplinary and standards based project-based-learning curriculum for middle schools and high schools

CMS4Schools will offer an affordable license to EduVision with the necessary support to include the following:

- Orientation and set up
- Help Desk support as required
- EduVision and CMS4Schools site hosting
- Video content distribution
- Implementation date TBD

Confidential CMS4Schools Price List for JDL Horizons EduVision

EduVision.TV Single-Channel Video-On-Demand Portal – Annual Subscription

This annual subscription offers a video portal that can be “standalone” with its unique URL, or embedded into an existing CMS4Schools website via a simple copy-and-paste into an iframe provided by the CMS4Schools system.

- *The portal includes one (1) custom-named channel with up to three (3) “sub-channels” that videos can be uploaded to for public viewing.*
- *Each video title offers unique embed and pop-up player codes to allow videos to be embedded on the subscriber’s website for viewing outside of the portal page.*
- *Additionally each title has a DirectLink code that, when clicked, brings the viewer to the portal and plays that specific title.*
- *EduVision.Tv offers administrative tools to create Site Administrators (SA), Channel Managers (CM) and Contributors and optionally supports Self-Registration for video uploads.*
- *Usage examples for each EduVision are based on estimated annual usage. If usage exceeds the estimated amounts after the first year, we will discuss changing plans in the next renewal period. There will be no over usage charges--- ever. Examples of usage are available with individual quotes.*

Additional Title Management Features:

- *Each video is approved by assigned SA or CM before published for public viewing*
- *Password Protection: assigned password required to View*
- *Private: Removes titles from the public while allowing embedded or direct links to play.*
- *Create start and end dates for public viewing*
- *Replace or update your video file while keeping embedded players and links active*
- *Replace or update video title, text and unpublished searchable keywords*
- *Syndicate (share) with eSchoolMedia or other trusted school partners*
- *Admin search by title, description, keywords, filename*
- *EZ-Search – create a matrix for categorizing your titles for users to see and access*

Upgrade to:

- *Additional Channels – add one channel & three sub-channels*
- *Unlimited Portal – create unlimited channels and sub-channels*
- *Live Broadcast Channel(s) – broadcast Live, locally, nationally, internationally*
- *EduDocs / Associated Docs – upload and distribute non-video files*

Confidential and CMS4Schools Price List for JDL Horizons EduVision

EduVision.TV Single-Channel Video-On-Demand Portal – Annual Subscription

District Size	EduVision Channel SKU	EduVision Channel (each)	EduVision Portal SKU	EduVision Portal Unlimited Channels	EduVision Live Channel SKU	EduVision Live Channel
0 - 500	EDU-C600C1	\$299	EDU-C600P1	\$999	EDU-C600L1	\$499
501 - 900	EDU-C600C2	\$399	EDU-C600P2	\$1,299	" "	\$499
901 - 1,800	EDU-C600C3	\$499	EDU-C600P3	\$1,499	" "	\$499
1,801 - 4,000	EDU-C600C3	\$499	EDU-C600P4	\$1,799	" "	\$499
4,001 - 6,000	EDU-C600C3	\$499	EDU-C600P5	\$2,499	" "	\$499
6,001 - 10,000	EDU-C600C3	\$499	EDU-C600P6	\$2,799	" "	\$499
10,001 - 20,000	EDU-C600C3	\$499	EDU-C600P7	\$3,499	" "	\$499
20,001 +	EDU-C600C3	\$499	EDU-C600PC	Custom	" "	\$499

Examples in the Confidential Education Price List are shown when encoded at 500kbps

This listing above offers a single EduVision and CMS4Schools portal hosted by JDL Horizons, LLC and all content distributed using our bandwidth. Your site can be accessed via URL example: www.yourschool.EduVision.tv or your video portal can also be embedded into your current website. By accepting this proposal, you agree to both the Terms and Conditions for use and End User Subscriber Agreement available in your EduVision.tv site.

The usage examples above are estimated annual usage, however, there will be no over usage charges ever. If usage exceeds these amounts after the first year, congratulations, we will discuss changing plans in the next renewal period. These prices do not include the streaming of third party video asset libraries of thousands of videos to support classroom instruction. If you have a need for distributing third party video assets, please contact your JDL Horizons, LLC Representative).

Please direct your Purchase Order or Payment to:

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 Oshkosh, WI 54903
 Fax: 920 424-3478

About JDL Horizons

JDL Horizons was founded in 2007 through the acquisition of two business units from JDL Technologies, a wholly owned subsidiary of Communications Systems, Inc. JDL Horizons, LLC focuses on enhancing the integration of technology in the classroom through professional staff development and provides IP based video technology in support of all school based activities.

JDL Horizons is the developer of the EduVision & GrandStadium video streaming solutions for schools. Our alliance partners include:

- *eSchool Media, the independently rate top source for information on technology & curriculum*
- *American Association of School Administrators*
- *National School Boards Association*
- *Consortium for School Networking*
- *Association of education Service Agencies*

Sample Clients: New York City Public Schools, Broward County Public Schools, Ft. Lauderdale, Clark County Public Schools, Las Vegas in addition to many others.

About CESA 6

CESA 6 is a non-profit, educational service agency located in Oshkosh, WI. CESA 6 makes it possible for schools, regardless of size, to work together to share staff, save money, and extend educational opportunities to all corners of our region and to all children.

CESA 6 leads by providing quality and equitable products and services to our community of learners through innovation, collaboration, communication, partnership and service. Our vision is to be the educational catalyst for an ever-changing world.

CESA 6 is the developer of CMS4Schools which is part of the 4Schools web application suite. The 4Schools applications are affordable web-based solutions for curriculum management, lesson plan management, web-site content management, and event and facility management.

CMS4Schools Sample Clients: Eau Claire Area School District, Wauwatosa School District, School District of New Berlin, Beaver Dam Unified School District, Sun Prairie Area School District in addition to many others.