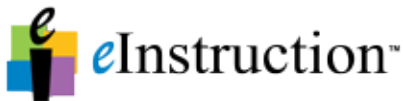




success story - ARS



Fleetwood Group pioneered the first purpose-built Radio Frequency (RF) Audience Response System (ARS) in 1991 and holds more than a dozen US and International patents protecting the Reply® technology. Today, Fleetwood is recognized as the industry's top US manufacturer of ARS products. Fleetwood's leading edge RF ARS hardware is sold globally by OEM partners. Partners like eInstruction and IML rely on Fleetwood-built hardware not only for its excellent performance but also its affordability. Here's a brief story why.



There are only a handful of large companies who specialize in the creation and delivery of interactive learning solutions that employ audience response technology. Virtually all of them serve K-12 and Higher Education markets with targeted offerings that include interactive whiteboards (IWB) and ARS solutions. One such company is eInstruction.



In 2003, Fleetwood Group began seeking partners for its ARS technology in the Education market. Providentially, eInstruction was at the same time seeking to outsource an ARS development project. At that time, eInstruction had a single SRS solution using IR technology (produced in Asia). RF technology had already proven to be superior in performance to IR, but the cost of RF products was now decreasing. This created an ideal opportunity for eInstruction to specify its next product as an advanced RF device, and to source that product at an affordable price.

eInstruction recognized Reply® as the dominant technology for corporate meetings, and they sought to create a new ARS solution by integrating that technology. eInstruction also had experienced some of the pitfalls of sourcing products in Asia (e.g. lost IP), so a US-based partner was preferred. Working in close collaboration with eInstruction, the Fleetwood team moved the project from concept to production in four months. The new RF hardware solution revolutionized student assessment and testing, and contributed to establishing eInstruction as the dominant SRS solution provider to the Education market.

Four product generations and 8 years later, Fleetwood Group and eInstruction remain in close partnership. Fleetwood now produces a million units per year for eInstruction. Of course, eInstruction

continues to be diligent to evaluate its design/build options for ARS in Asia, Europe, and the US. Yet each time a new ARS product has been desired, Fleetwood has won the project. And each new version of the hardware has exhibited improved performance and lower costs.

“ We have worked with Fleetwood going on 8 years. They have been a partner in the true sense of the word providing world class technology, state of the art manufacturing services and highly responsive customer service. We can depend on them to deliver a high quality product on schedule...that’s one less thing we have to worry about. I can say that our relationship with Fleetwood is a key ingredient of our success. And the business has grown every year... proof that the partnership is working! Steve Kay, CEO, einstruction



iml

Historically most small- and medium-sized companies in the audience response industry have internally developed all aspects of the ARS solutions they offered – the voting hardware, software that operates the devices and displays audience results, full-service meeting operations), customer service, technical support, and more. While this ‘Jack Of All Trades’ business philosophy assured the presence of key business elements in a sole source, it did not mean those elements were optimized for efficiency or profitability. It also made it very difficult for these firms to have the agility to successfully navigate an ever-changing market landscape.

As the pace of change escalated several major ARS companies came to the realization that they could source voting hardware more efficiently and with a higher degree of reliability through Fleetwood Group. This redirection allowed them to focus on business elements that they were well positioned to develop and deliver with superior competitiveness. In short, these companies assigned the hardware creation and support tasks to Fleetwood while they performed software, meeting services, and other tasks with their organic resources. Such a division of skills and effort resulted in a flurry of innovative and profitable new products for the ARS industry during the last decade.



Most recently in 2010, Fleetwood Group began a partnership with UK-based IML. IML is the undisputed global leader in corporate meetings that employ ARS technology. IML desired a new lower cost ARS solution to take advantage of emerging opportunities with its international clientele. IML was already designing and manufacturing a product for its own service use, yet was attracted to Fleetwood’s RF technology and manufacturing capability. After considering its alternatives, IML selected Fleetwood as their ARS system design/build partner. Five months after contract signature, the new IML Click product line was being sold around the world with outstanding results.

“ We needed a manufacturing partner who could deliver a robust yet elegant interactive device to support our freely available ViewPoint Express interactive software and to be deserving of the IML brand. We found Fleetwood to have the scale we needed and to be very responsive to our needs. We were also delighted with the speed at which the project moved from initial concept to shipment.” Richard Taylor, CEO, IML

