



Timecruiser Expands its Campus Engagement™ Solutions Suite with Mobile and Alert Communications, Learning Management, and Academic Social Networking

*CruiserAlert™, CruiserMobile™, CourseCruiser™, and CruiserCafe™
Set the Higher-Education Technology Agenda*

FAIRFIELD, NJ—July 16, 2007—Timecruiser Computing Corporation® today announced that it is broadening its Campus Engagement™ Solutions Suite to include new tools for mobile communications, urgent campus alerts, social networking, and a faculty-friendly Learning Management System (LMS). Together with CampusCruiser's® robust features, these new solutions redefine the profile of traditional campus communication, collaboration, and learning systems. SaaS delivery of the suite challenges the conventional software-in-a-box formula. Small colleges and universities can have all of these services available to their constituents without the stresses of purchasing or maintaining hardware, software, or related infrastructure. Instead, the institution is free from those hassles, allowing IT to focus on strategic institutional objectives. The new services will roll out this summer.

"For our clients, learning management, mobile communications, and social networking have become mission-critical systems, so expanding our Campus Engagement Solutions to include these capabilities was the natural next step," said Allen Wang, President and CEO, Timecruiser Computing Corporation, "We are thrilled with the reception the new services have had so far."

"There are a lot of emergency alert providers out there, but we don't need yet another point solution to manage," said Jon Wilmesherr, Dean of Learning Resources Center at Mayland Community College in North Carolina. "From our vantage point, having CruiserAlert as part of our CampusCruiser portal makes all the difference."

CruiserAlert™

The need for a high-priority communication channel on campuses has never been clearer than it is today. CruiserAlert gives campus administrators the power to broadcast urgent messages via SMS text messaging.

CruiserCafe™

Like no generation before them, today's college students are using technology to express themselves and interact with one another. CruiserCafe™ is CampusCruiser's academic peer networking tool that enables peer-to-peer collaboration in a social networking forum.

CruiserMobile™

Students and faculty expect to be able to work at any hour, from anywhere. Now, with basic CampusCruiser communication and personal productivity services available on the Smartphones of CampusCruiser users, colleges can meet these expectations.



CourseCruiser™

Developed in collaboration with course design specialists, the LMS addresses the specific challenges faculty encounter when designing and managing their classes in an online environment, whether they are teaching online-only courses, Internet-enhanced, or hybrid on-campus programs.

Faculty Workstation (FWS)

CourseCruiser's Faculty Workstation (FWS), patent pending, helps faculty to effectively and efficiently manage and deliver learning content and resources to students. Instructors can access information pertinent to all their classes from a single entry point, making it possible to perform a single task for multiple classes, which saves time for instructors.

Course Designer enables faculty to guide their students through the course by organizing learning materials in accordance with a progressive learning path. Faculty can easily prepare Learning Units with both imported and newly-created content. Courses can be integrated with assignments and assessments, and set up for feedback. Content can be released to students based on calendar, sequence of weeks within a semester, or by test benchmarks.

Student Tracking provides real-time data regarding student usage of course content and materials. Graphical drill-down functionality provides deeper detail for a richer understanding of student progress.

Attendance Records are quickly generated from the student information system for click-and-pick tracking.

Assessment Manager provides an online integrated quiz and test tool which can link to instructional material. Assessments can also be graded in conjunction with the existing Gradebook, facilitating easy administration.

"Learning Management Systems have reached an evolutionary point whereby features and functions can no longer suffice as the yardstick by which such systems are measured," commented John Morris, Director of Academic Technology Innovation at Drexel University and one of several Timecruiser advisors who influenced the design of the new system. "The CourseCruiser LMS is designed to shift the focus from tools to instructional processes and from the management of one to the management of many. By simplifying and streamlining workflow, instructors spend less time with non-instructional tasks and are able to concentrate on education which in the end is what truly matters."

About Timecruiser Computing Corporation

Since 1995, institutions of higher education have relied upon Timecruiser to deliver innovative enterprise management solutions, backed by unrivaled customer service and technical support. Timecruiser's award-winning products are used by over 2.5 million students, faculty, and administrators at 90 institutions to

- Improve Campus Communication
- Implement Effective Course Management
- Streamline Faculty Workload
- Build Cohesive Campus Communities
- Increase Efficiencies Campus-wide

The company's flagship product, CampusCruiser® was launched in 1999. In recent years, Timecruiser has expanded to include CourseCruiser™ Learning Management System, which assists faculty in efficiently managing and delivering learning content and resources to students.

For More Information:

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