



BETT London Olympia 2011

Freezing was still the first feeling when we traveled to London. However, we didn't feel cold for long as we were excited to attend BETT London Olympia again from 12th to 15th January 2011. Over the four days of the show, Sun-Tech, as a leading IT educational solutions provider presented the latest products to thousands of visitors with positive word of mouth.

Last year, XCLASS EVO impressed visitors much and changed their general perceptions towards classroom management system. By taking advice from distributors and end users, we showcased XCLASS EVO with value added features to strengthen practicality this year. "New Quiz module looks nice and professional to evaluate students' performance by diversified question approaches. And I also find Lesson Reminder greatly helpful to manage our class with automatic notification system." one of our clients commented. What's more, XCLASS WiFi was presented which allows teacher to have mobile teaching under wireless environment. Teachers love this evolutionary change much as they can take care classes everywhere in the campus.

Apart from XCLASS EVO, we found that XPRESS Audience Response System (ARS) was pretty prevalent in the Show. Although ARS is not something new in the market, XPRESS RF did draw visitors' attention by its ease-to-use program & decent keypad design while other solutions in the market looks complicated. "We love voting system like this which looks simple and easy to understand in presentation, editing, and instant result display. Complicated system is not what I look for as I won't spend much time on learning complicated technology."

Not only for meeting the new partners, gathering with clients is also the major goal for BETT participation. We do cherish the partnership established as we work with regional distributors as a team. That's why Sun-Tech's solutions could be widely distributed in over 60 countries since 1997. Over the four days of the show, we have met more than 20 old friends mainly from Europe and the Middle East and shared market intelligence with each other. With new products launched, we can say with certainty that we could bear fruit together in 2011.

2011 is the Year of Rabbit in Chinese Zodiac. And it is a Year to get fortune easily and have great business growth in traditions of Chinese. We wish all of you a Prosperous Chinese New Year and let's share all the happiness with your family & friends.

