

NYSTROM's StrataLogica™, Powered by Google Earth, Now Available in Classrooms

*StrataLogica, Built in partnership with Roundarch, Reinvents the Traditional Classroom Map and Globe into a Hands-on Digital Experience
(Visit www.StrataLogica.com for a free trial)*

CHICAGO, IL and ATLANTA, GA, Nov 13, 2009 – [NYSTROM](http://www.nystrom.com) Herff Jones Education Division, the leading publisher of hands-on K-12 social studies products, has made available for purchase StrataLogica, a web-based, 3-D map and globe product. Built in partnership with [Roundarch](http://www.roundarch.com), a leader in digital design and implementation, StrataLogica is a first-of-its-kind digital product that delivers all Nystrom wall maps and globes in a stunning environment using the Google Maps API Premier™ platform, including the Google Earth™ API.

“The early reactions to StrataLogica have been overwhelmingly positive,” said Don Rescigno, director of marketing for Herff Jones Education Division. “We have been demonstrating StrataLogica in school districts around the country since the start of the school year and educators tell us they have never seen anything like it—it’s a true 21st century product.”



About 730 licenses for StrataLogica have been sold to school districts across the United States thus far. Early adopters of StrataLogica include schools in the states of Alabama, Arizona, California, Georgia, Illinois, Michigan, New York, Texas, and Virginia.

“Roundarch’s goal in creating StrataLogica was to take what we know best – rich internet experiences and technologies – and apply that expertise toward realizing a unique and innovative solution that would allow kids to interactively learn in amazing new ways,” said Scott Judy, Roundarch’s director of user experience. “We feel we have accomplished this goal and then some – StrataLogica is a breakthrough educational tool that is changing how our kids learn about their world.”



StrataLogica allows teachers and students to compare and contrast high resolution, age-appropriate map and globe views side-by-side. The flexibility of StrataLogica

stimulates classroom discussion and naturally develops critical thinking about a variety of geographic and historical relationships. The offering also includes Nystrom's e-book atlases, social studies charts, and outline maps.

Today Nystrom announces the StrataLogica Video Challenge at booth #409 during the [National Council for the Social Studies Annual Conference](#) (NCSS) in Atlanta, November 13-15, 2009. Using either a purchased license or trial version, educators are tasked with filming a brief video—up to three minutes in length—that best demonstrates StrataLogica in action in the classroom. The challenge will run through December 21, 2009. To learn more and sign up for a free trial visit www.stratalogica.com or www.StrataLogicaChallenge.com.

For more information about StrataLogica and to read what educators are saying about it visit <http://impost.roundarch.com/2009/11/12/roundarch-develops-game-changing-stratalogica-for-classrooms/>.

About Nystrom

Founded in 1903, NYSTROM Herff Jones Education Division is the leading publisher of hands-on social studies products for K-12, including maps, globes, atlases, hands-on programs, and technology components. Nystrom products are proven effective and have been adopted by districts and schools around the country. To learn more about Nystrom, please visit www.nystromnet.com

About Herff Jones

Herff Jones, Inc., an Indianapolis-based corporation in its 89th year, is a leading manufacturer and publisher of educational products, recognition awards, and graduation-related items for the school market in North America. Herff Jones product lines include yearbooks, class rings, medals and awards, diplomas, graduation announcements, caps and gowns, school photography and educational materials. Approximately 4,000 employees manufacture its products in 22 U.S. plants. Those products are sold through a network of more than 800 sales representatives. Herff Jones is one of the nation's largest 100% employee-owned corporations.

About Roundarch

Roundarch designs and implements digital experiences for the world's largest organizations. Roundarch delivers web sites, rich web applications, mobile apps, social media applications, digital marketing campaigns and more for clients such as Avis, A&E, Hershey's and the US Air Force. Roundarch's unique blend of breakthrough user experience design and enterprise-class technology implementation is perfectly suited for the most complex problems in the digital space. Roundarch has offices in Boston, Chicago and New York. For more information visit www.roundarch.com and <http://impost.roundarch.com/>.

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