

June 29, 2009

**FOR IMMEDIATE RELEASE**

FROM: Jeff Gibellina, NYSTROM Herff Jones Education Division, 773-279-3238  
E-mail: [jrgibellina@herffjones.com](mailto:jrgibellina@herffjones.com) Fax: 773-463-1924

Don Rescigno, NYSTROM Herff Jones Education Division, 773-279-3222  
E-mail: [dprescigno@herffjones.com](mailto:dprescigno@herffjones.com) Fax: 773-463-1924

RE: NYSTROM Herff Jones Education Division, announces StrataLogica™ powered by Google Maps API Premier™

Nystrom, the leading publisher of hands-on social studies products for K-12, is springing to the forefront of educational technology with *StrataLogica*™. This first-of-its-kind web-based product delivers all Nystrom wall maps and globes in a 3-D environment using the Google Maps API Premier™ platform, including the Google Earth™ API. StrataLogica also includes Nystrom e-book atlases, charts, and outline maps.

StrataLogica allows users to compare and contrast high resolution, age-appropriate map and globe views—side by side—on a computer screen, projection screen, or interactive whiteboard. Using the dual-map viewer, teachers and students can overlay any Nystrom reference map, thematic map, or Google Earth API view on one side of the screen while simultaneously overlaying a different layer on the other side. This flexibility stimulates classroom discussion and naturally develops critical thinking about a variety of relationships:

- ✓ Population
- ✓ Climate
- ✓ Time zones
- ✓ Rainfall
- ✓ U.S. history
- ✓ World history
- ✓ Land use
- ✓ Physical & political features
- ✓ Growing seasons
- ✓ Temperature

“Never before could a teacher conveniently display two custom views of maps or globes side by side for the entire class to see. Now they can do it with the touch of a finger or click of a mouse, and the content is both crystal clear and interactive. What’s more, users can synch views on the split screen, allowing for geo-referenced comparisons using StrataLogica’s vast selection of layers. Using the Google Maps API Premier™ to help deliver Nystrom’s exclusive content has truly made this a groundbreaking product that schools will benefit from for years,” says Don Rescigno, Director of Marketing at Herff Jones Education Division.

Users can also emphasize and display rare perspectives by zooming in and out, flying through, and tilting views while maintaining an age-appropriate presentation of content. The level of customization is unprecedented—and it's encouraged via an intuitive user interface.

Students and teachers can easily enhance these views by using placemarks, teacher notes, drawing tools, labels, and icons. Custom views can be saved with teacher notes, so there is no need to waste valuable class time re-creating a lesson, and because StrataLogica is web-based, teachers and students can also access these custom views anyplace with an Internet connection.

“With the release of StrataLogica, Nystrom is enriching the educational experience for teachers and students. Google is excited to work with Nystrom in providing hands-on, interactive access to Google’s comprehensive global mapping data,” said Daniel Chu, Product Manager of Google Maps API Premier, Google Enterprise.

Furthermore, StrataLogica offers cross-curricular activities for math, language arts, science, and reading. “Like our existing products, StrataLogica encourages users to make the most of social studies lessons by applying skills from other curriculum areas. Measure distance or elevation to integrate math, incorporate writing to add information for visual references, or display thematic overlays to support science lessons,” says Tina Garrison, Executive Editor at Herff Jones Education Division.

Considering the sheer amount of information accessible through StrataLogica, some may view it only as a reference tool. However, it is so much more. It includes multiple on-screen tips for each map and globe series to suggest ways for navigating within the framework. The tips ensure that activities are age-appropriate and curriculum-related, thereby maximizing comprehension from kindergarten to 12<sup>th</sup> grade.

“Nystrom’s release of StrataLogica is truly a significant event for the K-12 marketplace. This product allows for learning about our multi-layered world in an exciting and revolutionary way. We strongly believe it will set a new standard for the way social studies content is delivered and used in classrooms,” says Don.

StrataLogica will be priced on a per-classroom basis with a five-year license agreement for each purchase. During this time, users will not have to worry about antiquated materials as a result of political name or boundary changes in the world. All updates to maps and globes are included with a classroom license.

Before and after a purchase, Nystrom promises the same exceptional customer service that distinguishes the company as an industry leader. “Nystrom’s philosophy is to provide in-service training and professional development workshops so customers get the most out of their investment in our products. This same commitment can be expected with StrataLogica,” says Don.

Nystrom will begin taking orders for this product in late July/early August. Purchased classroom licenses will be activated starting in September. To receive more information, please visit [www.stratalogica.com](http://www.stratalogica.com).

## About Nystrom

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](http://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.

#####

*Google, Google Earth, and Google Maps API Premier are trademarks of Google, Inc.*