The Management and Delivery of Electronic Course Materials to Students
About Ambassador and CourseSmart

- Since 1973 Ambassador has served educational institutions. Ambassador engineers, develops and implements **specialized bookstore solutions** that enable educational organizations to efficiently fulfill their academic and financial goals.

- Ambassador College Bookstores’ **mission** is to provide post-secondary, proprietary and career schools with leading-edge technologies and software for the optimized delivery of student course materials.

- CourseSmart was founded in 2007 and has demonstrated a leadership position in the industry since inception. CourseSmart is a venture supported by the leading publishers in North American higher education. CourseSmart investors include Pearson, Cengage Learning, McGraw-Hill Education, Macmillan Higher Education, and John Wiley & Sons.

- CourseSmart is a leading Educational Services Platform and the only provider of digital course materials able to combine curriculum, content and delivery into a single solution. CourseSmart’s mission is to reduce the costs of higher education digital course materials, deliver the best overall customer experience for access and consumption of these materials and ensure that students & faculty have the right materials to meet their teaching and learning objectives.
An Integrated Solution

- **Administrators**
  - Command/control and monitoring
  - Distribution flexibility

- **Students**
  - Choice options
  - eReader capabilities
  - Accessibility

- **Instructors**
  - FIA
  - Engagement metrics
Access To The World’s Largest Catalog

Content from over 50 publishers

More than 90% of core textbooks available today

Many publisher courseware products
The CourseSmart Reader provides a superior reading experience and user generated content management.

- Quick access navigation to Table of Contents, Search, and My Notes
- Easy access to page viewing functions, such as zoom, pan, and page presentation style
- Customers always have the ability to switch to the old Reader design
- Navigation within the book, print, and share functions are readily available
- New Bookmark functionality for all pages in book
- Dynamic menu for adding highlights, notes, and copying text appears when text is selected.
Accessibility

• The first online reader accessible to the blind

• In 2010, CourseSmart and the Alternative Media Access Center (AMAC) at Georgia Tech were awarded a $1.1M STEPP (Student E-rent Pilot Project) grant to create accessible eTextbooks

• Partner with AMAC to create content remediation and workflows

• CourseSmart has a long-term and deep working relationship with the NFB and Tech-for-All to meet their stringent Accessibility Requirements
Unique Student Engagement Analytics

CourseSmart®

Administrator's Summary

27.60
Avg Session Length (minutes)

693,252
Total Pages Viewed

1,412
Books Subscribed

1,412
Student Accounts With Books

2
Faculty Accounts

1,690.45
CourseSmart Engagement Index

Trend Analysis

Engagement Index by Month
Select a filter value to view results.

Activity by Month
Highlights, notes and bookmarks, and average of all three shown. Select a filter value to view results.
Quantify Student Engagement

Seamlessly Integrate into Teaching Workflow
Anytime, Anywhere Any Device

Industry Leading Mobile Support
Content is Always Available

- Same user experience online AND offline
- No downloads required
Secure Digital Rights Management

Multi-device support
- Standard package: unlimited online and two offline devices
- Configurable package: can be configured to additional devices based on publisher permissions

Access Durations
- Support short-term and permanent access
- Full flexibility available to meet business needs

Printing
- Students may print entire book with a 50% overage “buffer” to allow for failed print jobs
- Print on Demand solution coming in 2013
Free, Convenient Faculty Access

Streamline Content Discovery And Evaluation

Total Transparency

Compare eTextbooks

Table of Contents

Table of Contents

Refine Results

eTextbooks

CourseSmart

AMBASSADOR COLLEGE BOOKSTORES

CourseSmart
License Management

Manage Purchased eBooks and Accounts

Ambassador Demo Virtual Bookstore Edit Orders

Course Smart Student Data

Full Licenses

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Order ID</th>
<th>ISBN</th>
<th>Title</th>
<th>License Type</th>
<th>License Start</th>
<th>License Exp</th>
<th>Downloadable</th>
<th>Return</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Smart</td>
<td>0659195</td>
<td>9780135041528</td>
<td>Comprehensive Health Insurance: Billing, Co</td>
<td>Online</td>
<td>Tue Jul 19 19:39:49</td>
<td>01/01/2012</td>
<td>Check Status</td>
<td></td>
</tr>
<tr>
<td>Course Smart</td>
<td>0659195</td>
<td>9781111149548</td>
<td>Fundamentals of Anatomy and Physiology (E)</td>
<td>Online</td>
<td>Tue Jul 19 19:39:40</td>
<td>01/01/2012</td>
<td>Check Status</td>
<td></td>
</tr>
<tr>
<td>Course Smart</td>
<td>0762376</td>
<td>9780205768899</td>
<td>Psychology, Tenth Edition</td>
<td>Online</td>
<td>Wed Aug 24 18:50:44</td>
<td>02/20/2012</td>
<td>Check Status</td>
<td></td>
</tr>
<tr>
<td>Course Smart</td>
<td>4052799</td>
<td>9780205768899</td>
<td>Psychology, Tenth Edition</td>
<td>Online</td>
<td>Thu Jan 5 12:44:50</td>
<td>07/03/2012</td>
<td>Check Status</td>
<td></td>
</tr>
<tr>
<td>Course Smart</td>
<td>4558318</td>
<td>9780135041528</td>
<td>Comprehensive Health Insurance: Billing, Co</td>
<td>Online</td>
<td>Mon Jul 30 10:54:23</td>
<td>01/24/2013</td>
<td>Check Status</td>
<td></td>
</tr>
<tr>
<td>Course Smart</td>
<td>4750320</td>
<td>9780135041528</td>
<td>Comprehensive Health Insurance: Billing, Co</td>
<td>Online</td>
<td>Wed Nov 7 31:00:03</td>
<td>05/06/2013</td>
<td>Check Status</td>
<td></td>
</tr>
</tbody>
</table>
New Features and Technology

- **Administration**
  - Financial Controls, Monitoring and Reporting
  - Options for Distribution and Fulfillment
  - eBook License and Student Account Management

- **Students**
  - Advanced eReader and LMS Integration Capabilities
  - Accessibility
  - Anytime, Anywhere, Any device

- **Instructors**
  - Faculty Instant Access
  - eTextbook adoption tools
  - Controls and features for classroom instructors
  - Student engagement metrics
Discussion
The End

Thank You

For more information please visit our website at:

www.ambassadorbookstores.com

Or call us: (800) 431-8913