

Pearson launches a bold new approach to online learning: Pearson LearningStudio
New generation learning environment offers assessment and analytics to inform instruction, improve student retention and performance

Denver, CO ([PRWEB](#)) November 3, 2009 -- Pearson, the global leader in education, education technology, and services, today announced [Pearson LearningStudio](#), a powerful new approach to personalized learning that drives student performance and faculty engagement, and course and program enhancement. This new generation learning environment extends [Pearson's](#) proven record of helping institutions increase access, providing technology-enabled learning tools, and improving faculty effectiveness and student success.

Pearson LearningStudio will be unveiled this week at the 2009 meeting of EDUCAUSE, one of the largest gatherings of education technology professionals in the world.

Pearson LearningStudio combines the power of two existing platforms serving over nine million students worldwide--Pearson eCollege and Fronter--allowing institutions to create a flexible learning environment that best aligns with their academic mission and goals. Pearson LearningStudio offers three licensing levels (Campus, Blended, and Online) to create a customizable learning solution that grows with institutions as their needs evolve. Pearson's widely adopted MyLab study and assessment tools are fully integrated and customizable within Pearson LearningStudio giving faculty instant access to data and analytics on student performance.

This breakthrough learning environment embraces the latest technologies to support a culture of collaboration and creativity, including Software-as-a-Service and cloud computing, providing educators and administrators with a choice of scalable, cost-effective, dependable solutions to power their online programs so they can focus on what they do best--educating students.

"For years we have been providing a successful experience for our customers. They crave data and analytics about their students and we deliver it in a customizable and dependable learning environment, which is why we have the most trusted reputation in the industry", says Matt Leavy, CEO of Pearson eCollege.

Leavy emphasized, "We have an unparalleled commitment to continuous R & D investment to ensure the efficacy of our technology-enabled learning programs and the excellence of the services we offer to the education community. With Pearson LearningStudio we have the unique capability to integrate technology, content and services to measurably improve student retention and success which is at the core of Pearson's mission."

This goal is reinforced by the results of the 2009 Managing Online Education Survey by the Western Cooperative for Educational Telecommunications and The Campus Computing Project in which senior campus leaders responsible for managing their institution's online and distance education programs underscored the need for data-driven learning technologies to improve student success and retention.

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About Pearson

Pearson (NYSE:PSO), the global leader in education, education technology, and services, reaches and engages today's digital natives with effective and personalized learning, as well as dedicated professional development for their teachers. This commitment is demonstrated in the company's investment in innovative print and digital education materials for preK through college, student information systems and learning management systems, teacher professional development, career certification programs, and testing and assessment products that set the standard for the industry. The company's respected brands include eCollege, Prentice Hall, Addison Wesley, Benjamin Cummings, Allyn & Bacon/Merrill, Longman and many others. Pearson's comprehensive offerings help inform targeted instruction and intervention so that success is within reach of every student at every level of education. Pearson's commitment to education for all is supported by the global philanthropic initiatives of the Pearson Foundation. Pearson's other primary businesses include the Financial Times Group and the Penguin Group. For more information, go to www.pearson.com.

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