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FOR IMMEDIATE RELEASE

Adobe Study Reveals That Asia Pacific Educators Strongly Support Mobile Technology Adoption in the Classroom

- **Educators reveal that mobile devices make accessibility to digital tools and applications easier, boosting student engagement in the classroom**
- **Budget and integration issues are the biggest challenges to the faster adoption of mobile technology in educational institutions**

Hong Kong — March 26, 2015 — Adobe today unveiled the findings of its study, **'Transforming Education with Mobile and Digital Technology'** , at the 10th annual Adobe Education Leadership Forum in Bali, Indonesia. More than 1,000 educators representing 13 countries across Asia Pacific were surveyed for the research, with an aim to gauge the state of mobile technology adoption in the classroom and the importance of mobility and digital tools in education.

The study revealed that far from being reluctant to admit mobile devices to their classrooms, educators strongly believe that the proliferation of mobile devices is already having a positive impact, and influencing the way instruction is delivered to students. While traditionalists may claim that mobile devices in the classroom can be a distraction, 77% of educators from Asia Pacific felt that there was a positive overall net effect to having mobile devices strategically integrated into the teaching process.

The reason behind this support for mobility is simple – 83% of the educators felt that the accessibility of digital tools and applications on mobile devices helps them better understand and improve concepts and information before including them in lesson plans for their students. However, educators also felt that more needs to be done by their institutions to provide students with access to mobile devices (89%)

The study also highlighted specific barriers to the propagation of mobile technology in educational institutions. Across Asia Pacific, educators felt that budget allocation (39%) and issues with integration of mobility with existing infrastructure (27%) were the top two crucial areas to overcome for faster adoption of mobile technology in academic institutions.

Commenting on the study, Wayne Weisse, Business Manager, Education, Adobe Asia Pacific said, "The ability to visualize or integrate interactive learning experiences in the classroom via a mobile device can make a huge difference in learning outcomes when engaging with today's millennial generation. As our study highlights, the challenge now is to provide support to enable greater mobile adoption. Educators and institutions need to work together to make this shift, ensuring that students are empowered not only to consume digital content but also to be the creators of that content."

The detailed survey report and infographics can be downloaded at http://www.adobe-eduforum.com/2015/mobility.

COUNTRY COMPARISONS ACROSS ASIA PACIFIC

- More educators in Southeast Asia and South Korea (both 85%) believe in the positive impact of mobility in education compared to their peers across the rest of the region. On the other hand, ANZ (69%) educators don't believe as strongly in the net positive effects of using mobile devices in education.

- Overall, most educators across the region (83%) believe in the potential of digital tools and applications to help both educators and students enjoy an enhanced teaching and learning experience. Educators in Southeast Asia (98%) and Greater China (90%) had the strongest convictions.

- All educators across the region strongly believed their educational institutions should ramp up support for students to provide the necessary facilities and tools for digital education so students could be prepared for an era of digital content (89%).

Percent who agree or strongly agree with the survey statement	TOTAL APAC	ANZ	India	Greater China	Southeast Asia	South Korea
The proliferation of mobile devices is having a net positive effect	77%	69%	78%	80%	85%	85%
Accessibility of digital tools and applications assists in the improving and understanding of concepts and information before being imparted to students	83%	81%	83%	90%	98%	82%
There is a strong need for institutions to provide the necessary facilities for students	89%	88%	86%	90%	100%	89%

About Adobe Education Leadership Forum 2015:
The Adobe Education Leadership Forum is Adobe's flagship education thought leadership event in Asia Pacific. This year, more than 107 education leaders from 10 countries across Asia Pacific will attend the forum. The theme of this year's event is "Sparking Creative Catalyst: Fueling the Future." The forum will bring together Asia Pacific's eminent thought leaders, researchers and educators to discuss key trends in education, emerging technologies, challenges, opportunities and the necessity of fostering creativity.

Adobe Education Leadership Forum 2015 is an opportunity to hear from industry leaders from across APAC on the latest trends and success stories.

Key speakers at this event include:

- **Dan Haesler,** Educator, Writer and Consultant. Dan works with schools across Australia around issues of engagement and wellbeing. He is passionate about equity in education and engaging the hardest to reach kids. Over the recent years, Dan has developed a reputation as one of the Asia Pacific's most dynamic educational thinkers and speakers.

- **Assoc. Prof. Bundit Thipakorn,** Vice President for Educational Development, King Mongkut's University of Technology Thonburi, Thailand. Prof. Thipakorn is the Vice President for Educational Development at the King Mongkut's University of Technology Thonburi (KMUTT). With over 20 years of experience in teaching engineering students, his research passion in engineering education has been transformed into several initiatives that drive continuous, collaborative and transformative efforts in KMUTT and Thailand's higher education scene.

- **Trevor Bailey**, Senior Director, Worldwide Education & Government, Adobe Systems Incorporated. Trevor Bailey leads the programs and strategies that make Adobe products easily available to education institutions. This includes working closely with primary, secondary and tertiary education organizations worldwide to ensure that Adobe solutions support the needs of students, faculty and administration staff. Trevor's primary goal is to empower educators by effectively integrating technology into the classrooms, creating the best possible learning environments for this generation of students.

- **Tony Katsabaris,** Director of Education & Government, Adobe Systems Incorporated, APAC. Tony runs Adobe's Government and Education business across the region and is focused on helping governments and educational institutions to efficiently deliver citizen and student experiences via the use of Adobe's Marketing Cloud solutions.

The Forum is being held 26th March to 27th March in Bali, Indonesia. For more details on the event, visit: http://www.adobe-eduforum.com/2015 or follow @AdobeEDU and join the conversation using #EduForum15.

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