

**CONTACT:**

Reuben Staines

Samsung Electronics America

Enterprise Business Division

201-329-7415

[rstaines@sea.samsung.com](mailto:rstaines@sea.samsung.com)

@SamsungBizUSA

Molly Luby

Allison+Partners for

Samsung Electronics America

Enterprise Business Division

646-428-0611

[molly@allisonpr.com](mailto:molly@allisonpr.com)

**Eloy Elementary School District Boosts Student Engagement and Attendance with “Samsung School” Next-Generation Digital Learning Suite**

*Samsung Classroom Technology Helping Close the Digital Divide for Rural Arizona School District*

**Eloy, Arizona – Sept. 16, 2013 –** Samsung Electronics America Inc. today announced the successful launch of Samsung School, an integrated classroom technology solution, across 15 classes at [Eloy Elementary School District](http://www.eesd.k12.az.us/) in Eloy, AZ, marking the first school-wide deployment of [Samsung School](http://www.samsung.com/us/article/samsung-school-makes-the-grade/) in the United States. Samsung School is helping to close the digital divide for this rural Arizona district, which has experienced greater student engagement and nearly 100 percent student attendance since implementing the technology.

“Samsung School brings together all the technology components needed to create a dynamic learning environment that raises student engagement, fosters collaboration and enables personalized learning, addressing several of the challenges that Eloy’s teachers and leadership were facing,” said Tod Pike, senior vice president at Samsung Electronics America’s Enterprise Business Division. “We look forward to seeing the Samsung School technology continuing to have a positive impact on student learning at Eloy and many more schools in the future.”

**Click** [**here**](http://youtu.be/atqn7azL_s8) **to watch a video on the Samsung School implementation at Eloy Intermediate School.**

**Video footage for broadcast use can be downloaded** [**here**](https://silo.mediasilo.com/quicklink/0DC36BABAAA984CAD3E07DEC0DEFC438)**.**

“As a rural school district in Arizona, Eloy students historically have not had access to the latest technology and our teachers have been challenged with raising student engagement and attendance with limited resources,” said Ruby James, Superintendent of the Eloy Elementary School District. “Access to this caliber of classroom technology is life changing for our students and faculty. Following the implementation of Samsung School at the beginning of the 2013/14 school year, both student attendance and engagement have skyrocketed with teaching staff seeing nearly 100 percent student attendance and a new eagerness to learn. It’s opening new opportunities for learning for these students and helping give them the 21st century skills to compete at college and in the workforce.”

“Why Rural Matters 2011-12,” a report by the non-profit Rural School and Community Trust, identified Arizona’s rural districts as among the highest priority nationwide, with the second lowest funding per pupil and fewer than seven in 10 students graduating. Eloy Elementary School District’s deployment of Samsung School was enabled by a federal School Improvement Grant.

Samsung School is a complete digital classroom package combining Samsung [GALAXY Note 10.1](http://www.samsung.com/us/business/mobility/tablets/GT-N8013EAVXAR) tablets, interactive whiteboards and wireless printers, all tied together by powerful classroom management software to create a dynamic learning environment. The GALAXY Note 10.1, Samsung’s Android-powered tablet device, features advanced S Pen technology that provides the functionality and precision of a pen and paper on the tablet’s display, opening up new opportunities for digital learning.

To learn more about Samsung School as well as Samsung’s other education-focused offerings, please visit samsung.com/education.

**About Samsung Electronics America Enterprise Business Division**   
As a global leader in Information Technology, Samsung’s Enterprise Business Division (EBD) is committed to introducing new business experiences across a diverse spectrum of industries from retail to healthcare, hospitality to sales.  We believe technology brings business and customers together — to better share, collaborate and discover new opportunities. With a market-oriented approach to innovation, EBD is a division of Samsung Electronics America (SEA), Inc., a U.S. subsidiary of Samsung Electronics Company, Ltd. (SEC).  For more information, please visit [samsung.com/business.](http://www.samsung.com/business.), call 1-866-SAM-4BIZ or follow Samsung EBD via [Twitter: @SamsungBizUSA](https://twitter.com/SamsungBizUSA).

**About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors and LED solutions. We employ 270,000 people across 79 countries with annual sales of US $187 billion. To discover more, please visit [samsung.com](http://www.samsung.com).

###