



## **EDUSOFT LTD.**

### **Edusoft Overview**

Edusoft is a leading solutions provider of interactive multimedia educational content. Integrating the very latest in multimedia software with new approaches in teaching and e-learning, our products are used by over four million people in more than 50 countries worldwide, and have been localized into 25 languages.

We develop and produce cross-platform educational programs in English Language Learning, Early Childhood Learning, Sciences and Turnkey Projects. As well as providing award-winning CD-ROM courses, we also deliver personalized educational content via the Internet.

Edusoft was one of the first companies to introduce blended learning, combining computer-based learning tools with traditional classroom instruction to ensure maximum effectiveness. This scheme - delivered via turnkey Computerized Language Centers (CLCs) with private educational institutions and education ministries - is part of Edusoft's commitment to providing learners everywhere with access to the very best in educational software solutions.

### **Background**

Based in Rosh Ha'ayin, Israel, Edusoft was founded in 1990 and went public a year later. In 1999, the company was acquired by the CINAR Corporation, a leading children's entertainment and educational content provider. Since 2002, Edusoft has been a privately-owned company.

We employ over forty experts in multimedia technology, programming, educational methodology and content, research and development, quality assurance, and product support.

Logistics and product distribution are carried out by our well-established sales team and a global network of certified distributors.