

SMART Vantage™ Offers New Insight into Classroom Technology Use

Application provides key data to reduce costs and offer greater return on investment

PHILADELPHIA, Pennsylvania --- June 27, 2011 --- SMART Technologies Inc. (NASDAQ: SMT) (TSX: SMA), a leading provider of collaboration solutions, announces SMART Vantage technology-management software, an easy-to-use software application that provides key data to administrators and technology directors so they can manage and understand how SMART Board™ interactive whiteboards and projectors are being used. Simply by logging in to the web-based interface, educational and IT administrators can access data on all aspects of SMART Board interactive whiteboard and projector use in individual classrooms, throughout schools and across entire districts. This comprehensive information provides valuable insight into technology use, enabling administrators to reduce operating and maintenance costs, decrease hardware downtime and make more informed decisions about professional development opportunities. SMART Vantage technology-management software will be available in two modules – a Manage and Report module that manages SMART Board interactive whiteboards and SMART projectors, and a Manage, Report and Integrate module that manages SMART products and third-party projectors. A beta version of the software will be available in North America beginning July 20, 2011. Full versions of both the Manage and Report and the Manage, Report and Integrate modules will be available on an annual subscription basis in North America in October 2011 and in all other markets in the spring of 2012.

SMART Vantage technology-management software is the first software tool from SMART to enable technology administrators to inventory and proactively manage their SMART Board interactive whiteboards and projectors. Schedules can be created to turn interactive whiteboards and projectors on and off, reducing energy consumption. Projector lamp life can also be monitored, greatly reducing the chance that a projector will fail and disrupt lesson delivery. Using the intuitive interface, administrators can see how many times an individual SMART Board interactive whiteboard has been touched, which applications have been used and which subject areas and grade levels are making the most effective use of the interactive whiteboard. Information on usage can then assist in determining training and professional development allocations, enabling administrators to gain the highest return on investment from their SMART purchases. For more information on SMART Vantage software and to watch a video demonstration of the software, or to participate in the beta, visit smarttech.com/SMARTVantage

“As more and more schools around the world continue to adopt ICT solutions into classrooms, administrators require the necessary tools to manage those solutions efficiently, within their budgets and also to have a comprehensive understanding of their return on investment,” says Linda Thomas, SMART’s Vice President, Products. “Using SMART Vantage software gives educators instant insight into how, when and in what subject areas SMART Board interactive whiteboards are being used, helping them to make informed decisions that

will support teaching and learning at all levels.”

Features

Inventory – Use the Manage and Report module to identify and manage SMART Board interactive whiteboards and SMART projectors. Use the Manage, Report and Integrate module to identify SMART Board interactive whiteboards that are used in conjunction with third-party projectors and directly connected to the network or to computers in the classroom. Then set up automatic monitoring for these third-party projectors.

Profile configuration – Assign personnel to defined administrator or report roles

Power maintenance and schedule – Create system power schedules to automatically start up systems and activate sleep mode to reduce energy consumption while not in use

Projector bulb warning – Proactively manage overall projector bulb health when an e-mail notification indicates when the projector bulb has decreased to a designated level

Customized reports – Issue reports on a daily, monthly or yearly basis with the customized options that provide insight into SMART Board interactive whiteboard usage. The information includes frequency of use, number of touches during hours of operation; software applications usage providing data on the number of hours each application is used; an inventory report by site or department; and projector bulb status.

Future-proofed – Supports all current and future SMART Board interactive whiteboards, SMART Board interactive whiteboard systems and SMART projectors using SMART Notebook™ 10.8 collaborative learning software or a later version

Availability

Both the Manage and Report module, which supports only SMART products, and the Manage, Report and Integrate module, which supports both SMART products and third-party projectors, will be available for beta beginning July 20, 2011, in North America. Full versions of both modules will be available on an annual subscription basis in North America in October 2011 and in other markets in the spring of 2012.

About SMART

[SMART Technologies Inc.](http://www.smarttechnologies.com) is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so collaborating and learning with digital resources are more natural.

Reader's advisory

Certain information contained in this press release may constitute forward-looking information or statements. By their very nature, forward-looking information and statements involve inherent risks and uncertainties, both general and specific, and

risks that predictions, forecasts, projections and other forward-looking information and statements will not be achieved. We caution readers not to place undue reliance on these statements as a number of important factors could cause the actual results to vary materially from the forward-looking information or statements. We do not assume responsibility for the accuracy and completeness of the forward-looking information or statements. Any forward-looking information and statements contained in this press release are expressly qualified by this cautionary statement.

###

For more information, please contact

Laurie Long
Public Relations Specialist
SMART Technologies Inc.
Phone +1.403.407.5085
E-mail LaurieLong@smarttech.com
smarttech.com

© 2011 SMART Technologies. SMART Vantage, SMART Board, SMART Notebook, smarttech and the SMART logo are trademarks or registered trademarks of SMART Technologies in the U.S. and/or other countries.

Please note that SMART is written in all capital letters.