

Calgary's SMART Technologies: an industry game-changer

When SMART Technologies was established in 1987, Alberta's innovation landscape was starkly different than the one we see today. Start-up companies struggled to stay afloat, and SMART Technologies wasn't an exception – it was a constant uphill battle to gain a foothold in the technology market.

It wasn't until 1991 when the company sold its first breakthrough product, the [SMART Board™ interactive whiteboard](#). It is still the company's flagship product today and continues to allow SMART to soar above and beyond its competition. "Since we first conceptualized the interactive whiteboard, we saw the potential for the product in numerous teaching, learning and collaboration environments," says David Martin, SMART's Co-Founder and Executive Chairman. "It's rewarding to know that a growing number of customers have come to appreciate the product's benefits."



Today, more than 1.6 million SMART Board interactive whiteboards are installed worldwide in education, business, government, and media settings.

The SMART Board, coupled with [SMART Bridgit™ conferencing software](#) – another SMART product—allows users to interact and share information in real time from anywhere in the world, whether they're in another room in the same building or in another country on a different continent. The company has mainly focused on the SMART Board as an educational tool, achieving global success with units installed in classrooms in over 175 countries worldwide including Canada, the United States, Africa, and the United Kingdom.

But the product has been making appearances in other places as well, from meeting rooms and boardrooms to television screens. SMART Boards became 'media stars' when they appeared in programs such as *The West Wing*, *CSI (Las Vegas, New York and Miami)*, *Veronica Mars*, *Designer Guys*, *Maxed Out*, *Standoff*, and several others.

SMART Technologies is a prime example of how innovative Alberta ideas can grow into a thriving company when nurtured and supported properly, benefitting our economy and developing new industry opportunities.

For more information about SMART Technologies, please visit their website at <http://smarttech.com/>

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