



<<Date>>

<<First Name>> <<Last Name>>

<<Title>>

<<Company>>

<<Address>>

<<City, State Zip>>

<<Country>>

Dear <<First Name>>,

Lecture capture is one of the fastest growing technologies in education today. According to the 2010 Campus Computing Survey, more than 70 percent of private universities, and almost 80 percent of public universities agreed or strongly agreed that **"lecture capture is an important part of our campus plan for developing and delivering instructional content."**

Tegrity Campus is a cloud-based Lecture Capture that scales affordably campus-wide. ***It's completely automated for IT***, requiring no servers or classroom-based appliances. Instructors simply click a button to capture class time or supplementary course content, and the recordings are instantly available to students to view on their PC or Mac, or stream to their Apple iOS or Android device, using the Tegrity Mobile App.

Unlike other lecture capture solutions, student learning is the primary focus of Tegrity. Students can do much more than simply view a recording with Tegrity. They are able to search the content, collaborate with their instructors and classmates, set their own bookmarks, and much more. They can even take notes on their computer or iPad, and later click on any of their notes to review that specific class moment as they study for their exam. **Tegrity Campus is a powerful learning tool.**

In 2011, Tegrity passed the milestone of more than 21 million student views through our service. The impact this has had on student achievement is enormous. Consider the fact that **in a recent survey of more than 9,000 students, 75% said Tegrity improved their grades.**

We would like to schedule a brief 30 minute introductory call to discuss your specific plans and strategic goals for lecture capture and determine if Tegrity can help your institution as we have with so many across the United States, including the University of Louisville, Northeastern University, University of Missouri, University of Central Florida, Georgia Tech and hundreds more.

We will follow-up with you in the next few days, or please contact me directly. Thank you for your time and consideration, and we are hopeful you will grant our request.

Best regards,

Paul Ludwig
Business Development Manager
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