FOR IMMEDIATE RELEASE

KEY CURRICULUM PRESS UNVEILS FIRST-OF-ITS-KIND DATA EXPLORATION SOFTWARE FOR ELEMENTARY AND MIDDLE SCHOOL STUDENTS

New TinkerPlots™ Software Provides Creative, Effective Approach to Exploring Data

Emeryville, Calif. – September 27, 2004 — Key Curriculum Press, publisher of the highly acclaimed Geometer’s Sketchpad® Dynamic Geometry® and Fathom Dynamic Statistics™ educational software, announced the immediate availability of the first software program designed to get students in grades four to eight excited about data.

TinkerPlots™ Dynamic Data Exploration software helps younger students grasp the key concepts that drive data analysis by providing colorful, user-friendly plotting tools that allow students to make their own graphs and charts. TinkerPlots empowers students to gather, explore, graph, analyze, and animate their own or built-in data.

“TinkerPlots was developed specifically with younger learners in mind,” said TinkerPlots developer Cliff Konold of the Scientific Reasoning Research Institute at the University of Massachusetts. “The software starts where students start; they don’t need to understand data or graphs, and they don’t need to think in terms of variables or axes.” With a grant from the National Science Foundation (NSF) and in collaboration with four NSF-funded middle school mathematics projects, Konold and his team developed TinkerPlots over a five-year period, during which they made hundreds of classroom visits to test the software with students and gain feedback from teachers.

In addition to a fresh and intuitive approach to understanding data, TinkerPlots offers students and teachers many other benefits, including:

- **A new way of making graphs.** TinkerPlots provides a construction set of graph pieces that students add one at a time to build what they want, enabling them to order, stack, and separate icons, gradually organizing data to answer their questions.
- **A variety of data sources.** Students can create, import, or download data relevant to their classes or investigate the more than 40 data sets included with TinkerPlots.
- **Multiple ways to graph data.** TinkerPlots guides students to graph data with dot plots, map graphs, pie charts, histograms, and scatterplots, as well as graphs of their own invention.
- **Data coloring.** Distinct colors help students detect subtle relationships among data.
- **A motivating interface.** TinkerPlots’ colorful, easy-to-use interface captures students’ interest and encourages them to be active explorers.

“With TinkerPlots, students have a much stronger understanding of what the data they collect means. They’re able to get quickly to the point where they can formulate questions and create graphs that answer their questions,” said Teri Hedges, who teaches a multi-age fourth- and fifth-grade class at Huegel Elementary School in Madison, Wisconsin. “All of
my students, including regular education, special education, and ESL students, have responded favorably to TinkerPlots and frequently choose to use TinkerPlots in their free time.”

TinkerPlots was built upon the foundation of Fathom Dynamic Statistics, Key’s widely acclaimed data analysis software for students in secondary and higher education. Both programs share a common code base and allow young learners using TinkerPlots to make a natural progression to more advanced learning with Fathom. TinkerPlots meets the National Council of Teachers of Mathematics’ (NCTM) Principles and Standards for School Mathematics for data analysis and provides students with a strong foundation for high school mathematics and statistics.

Both TinkerPlots and Fathom are based on the same dynamic visualization and exploration design principles as Key’s award-winning Sketchpad™ software. All three members of Key’s software family encourage creativity and empower students to visualize, discover, and understand abstract concepts through their own explorations.

TinkerPlots is available now from Key Curriculum Press for Windows® and Macintosh® computers. Each package comes with a TinkerPlots CD-ROM containing extensive support help and five QuickTime movies giving basic instruction; Exploring Data with TinkerPlots guidebook; a Quick Reference Card; and access to the TinkerPlots Online Resource Center. Prices for TinkerPlots begin at $89.95 for a Single-User license, and the software is available in a variety of licensing and professional development combinations. Additional information on TinkerPlots and other Key products may be found at www.keypress.com.

About Key Curriculum Press
Founded in 1971 by mathematics educators, Key Curriculum Press is the leading publisher of innovative mathematics textbooks, supplementary materials, and dynamic mathematics software for middle school and high school students. Key Curriculum Press materials incorporate effective use of technology with an inquiry-based approach that actively engages students in meaningful learning. Key’s award-winning educational software line includes The Geometer’s Sketchpad®, the leading mathematics software product in grades 6 to 12, and two products for data analysis: Fathom Dynamic Statistics™ software (for grade 8 to college) and TinkerPlots™ Dynamic Data Exploration software (for grades 4 to 8). KCP Technologies, created by Key in 1998, conducts educational technology research and is the developer of Sketchpad and Fathom. In 1996, Key became affiliated with Springer, one of the world’s largest and most prestigious scientific publishers. With Springer, Key founded Key College Publishing, a higher education division that publishes innovative texts and software in undergraduate mathematics, statistics, and mathematics and statistics education. Key is based in Emeryville, CA.

The Geometer’s Sketchpad and Dynamic Geometry are registered trademarks of Key Curriculum Press. Fathom Dynamic Statistics is a trademark of KCP Technologies, Inc. TinkerPlots is a trademark of the University of Massachusetts.

###