



EDTECH DIGEST AWARDS PROGRAM NAMES PERFORMANCE MATTERS AND TRUENORTHLOGIC FINALISTS FOR COOL TOOL AWARDS

*Unify assessment platform named a finalist for collaboration solution;
Truenorthlogic PD named a finalist for professional development learning solution*

Winter Park, Fla. — March 29, 2016 — Since the merger of [Performance Matters](#) and [Truenorthlogic](#) last month, the combined company now has twice as much to celebrate when it comes to industry awards. The 2016 [EdTech Digest Awards Program](#) has recognized solutions from both companies as Cool Tool Award finalists in the annual competition, which highlights and celebrates the most effective products and the most innovative, inspiring people in edtech.

[Truenorthlogic PD](#), an online tool for managing professional learning content and processes, was honored as a finalist in the “professional development learning solution” category. Reinforcing the connection between professional growth and student achievement, Truenorthlogic PD increases educator effectiveness by putting a vast array of learning opportunities at educators’ fingertips, including traditional face-to-face workshops, job-embedded professional development, self-directed activities, traditional courses, online learning, and professional learning communities.

In addition, the [Unify](#) assessment platform from Performance Matters was selected a finalist in the “collaboration solution” category. Unify is the first social platform that allows educators to

author and administer authentic assessments, analyze student data from multiple sources, and act on that information to improve teaching and learning.

“We’re honored that our solutions are being recognized for their role in helping educators improve their performance so they, in turn, can improve student performance,” said Jeanette Haren, chief product officer. “As we integrate Truenorthlogic’s professional growth solutions with Performance Matters’ student assessment and data analysis solutions, it’ll be exciting to see all the new ways K–12 districts will use this combined platform to improve educator effectiveness and student outcomes.”

“This year’s program had some very stiff competition and hard decisions were made in selecting winners. The honorees here are among the best and brightest in the edtech space. We’re proud to honor these cool tools, leaders, and trendsetters in education technology,” said Victor Rivero, who oversees the awards program as editor-in-chief of EdTech Digest.

Together, Truenorthlogic and Performance Matters are creating the industry’s first SaaS platform that integrates professional growth and student assessment tools with powerful educational analytics capabilities. For more information, visit www.truenorthlogic.com and www.performancematters.com.

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