

FOR IMMEDIATE RELEASE:

# BTL enters into a 3 year agreement with Cambridge International Examinations

**Shipley, United Kingdom, April 2008**

BTL, a leading UK Assessment and Learning development company have entered into a 3 year alliance with CIE, part of the Cambridge Assessment Group, the largest assessment agency in Europe.

BTL will be providing the CIE with multiple geography simulation tests over a 3 year period. The simulations will be integrated with Cambridge Assessment delivered exams to their international GCSE geography candidates.

Key features of the simulation assessments include:

- Flash based animation with audio
- Interactive simulation – a more enhanced user experience
- Allowing users to answer questions which would normally be field based e.g. measuring rainwater, size of pebbles etc.

BTL has previously worked for the Cambridge Assessment Group on numerous projects, so were the front runners in the choice for the project on the delivery and construction of high quality GCSE geography assessments.

Oliver Griffin from CIE states "CIE has worked with BTL for a number of years and collaborated on some highly innovative computer-based assessments. We are very pleased to be entering into this agreement."

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## About CIE

University of Cambridge International Examinations (CIE) is the world's largest provider of international qualifications for 14-19 year olds. CIE offers the Cambridge International Curriculum for 5 – 19 year olds, professional qualifications for teachers and vocational qualifications for adult learners. CIE qualifications are taken in 150 countries and recognised by universities, educational providers and employers across the world.

CIE is part of the Cambridge Assessment Group, a not-for-profit organization and part of the University of Cambridge. CIE has a strong pedigree in development and research and offers unrivalled support to its network of registered centres.

## About BTL

BTL is a leading UK owned and run, Assessment and Learning Development and delivery company. With over 1 million certified exams powered by BTL our content development and delivery tools are helping some of the UK's largest agencies face the challenge of onscreen delivery.

Since 1985 we have been successfully helping our customers exceed their Assessment and Learning expectations, and continue to develop some of the most innovative onscreen content, engaging learners anywhere.

For further information about BTL and its product offering, please visit <http://www.btl.com>

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