

Apple 4 Teacher BETT 2010

Connect with your students in ways they already love

Technology shapes the way your students interact with the world. So it only makes sense to teach them with the tools and media they're already using. With Apple, it's easy to do.

The Mac is ready for class as soon as you start it up. With powerful tools for digital content creation, wireless access, and virtual collaboration all built in, you and your students can suddenly do things you couldn't do before. You can also use Microsoft Office and many other PC applications made for the Mac. In fact, you can even run Windows if you want to. It's like getting two computers in one.



The new iMac, like all Macs, is designed with education in mind. With its unmatched performance, it gives both pupils and teachers a robust set of creative and collaborative tools, plus many engaging new ways to learn. Reliable and easy to use, the iMac integrates seamlessly into any curriculum and makes teaching and learning more intuitive than ever.

Get them learning anywhere

Sparked by the enormous popularity of the iPod and iTunes, mobile learning is changing education in a big way. Secondary school and 6th form college students already have mobile access, not just with the iPod, but also with iPhone devices and portable computers; they come to class with the Internet in their pockets. We can help you provide those mobile devices for K-12 students, so they can access the internet, too (under the supervision of their teachers, of course). If educators can tap into that access, then any place - a bus stop, a cafe, wherever - is a place to learn.



All the tools for mobile learning

Apple offers everything you need to implement mobile learning, so it's easy to dive right in. You'll have the tools to create digital content, the tools to get that content to students, and the tools to let them play it back anytime, anywhere. You can even introduce students to educational mobile applications for iPod touch and iPhone, so they can access reference information, write blog posts, develop physics models, or simulate flying over the earth; as well as iTunes U which is fast becoming the leading free education resource. And they can do those things wherever they go.

About Western Computer

Western Computer is a leading Apple Solution Expert. Apple Solution Experts are resellers that have committed resources to support education customers and have been certified as education specialists by Apple UK. Established in 1984, the company has been providing Apple based technology to schools and institutions for over twenty years.

If you are looking for an ICT provider that can help you deploy Apple technology in the classroom to best effect, then visit stand S52. Western Computer offers friendly and expert advice on Apple computers and related technology.

Services include procurement, installation, training and ongoing technical support and service.

Macs and Active Directory

A main concern for schools and colleges when considering a suite of Macs is managing them. Controlling what students can and can't do on the systems and ensuring they are always ready for use is essential. Managing Macs in a school environment is a particular area of expertise for Western Computer.

Western provides integration of Macs into existing Windows Active Directory systems or use Apple's own Open Directory software. This gives ICT managers control of the Macs in the same way as the PCs. Students can log on to a Mac or a PC and have access to their work on either platform.



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Digital Content Creation



Let nothing get in the way of a good idea

The process of expressing creative ideas shouldn't be challenging. Apple provides easy-to-learn tools that allow students to communicate their best thinking in compelling new ways.

Every Mac comes with iLife, an award-winning software suite that makes digital content creation easy for students and helps educators design more engaging lessons. iLife was designed with full integration in mind - so everything just works. It supports the ISTE National Educational Technology Standards for Students by cultivating a learning environment surrounded by creativity and innovation. And with Apple's one-of-a-kind media browser, it only takes a click or two to insert video clips, photos, and audio files from one application into another.

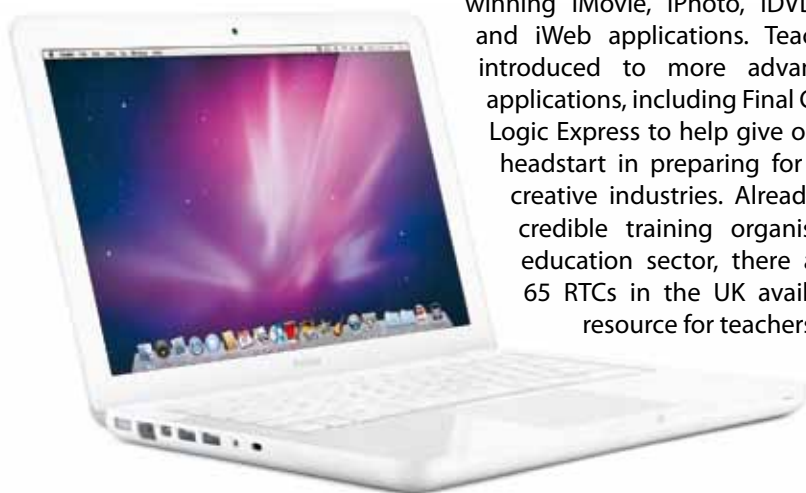
Apple's professional applications (sold separately) have become the industry standards for filmmakers, editors, photographers, sound designers, music producers, and multimedia artists. With access to these applications, students at your institution can master the same amazing tools used daily by professionals in the creative fields.

Apple Regional Training Centres

FREE training, for dates visit www.western.co.uk/education/rtc/

The Regional Training Centre programme builds on the experience and achievements of many teachers already using Apple technology in the classroom. The programme offers schools the opportunity to attend a course relevant to their curriculum interests and needs.

RTCs focus their training on the curriculum-enhancing opportunities of using iLife, the multimedia software that comes with every new Mac, and features Apple's award-winning iMovie, iPhoto, iDVD, GarageBand and iWeb applications. Teachers are also introduced to more advanced software applications, including Final Cut Express and Logic Express to help give older students a headstart in preparing for careers in the creative industries. Already operating as credible training organisations in the education sector, there are now some 65 RTCs in the UK available as a free resource for teachers.



Apple and the Environment

Environmental protection is clearly a priority for the conservation of precious natural resources and the continued health of our planet.

Apple recognises its responsibility as a global citizen and is continually striving to reduce the environmental impact of the work they do and the products they create. From the earliest stages of product design through manufacturing to customer use and recycling, Apple take care to keep their activities and products environmentally sound.

For more information please see www.apple.com/uk/environment/

Training & Certification

Certifications for IT professionals who need to deploy, manage, and maintain Macs in their institutions. Those responsible for planning, supporting, and integrating Mac OS X, Mac OS X Server in a multi-platform environment. Also educators who want to create and share digital content to foster creativity and empower students are well catered for.

As an Apple Authorised Training Centre, Western is able to offer a vast array of courses in both Apple and other industry leading applications including Adobe and Quark. As a Prometric test centre the associated examinations can also be taken to gain accreditations.

Bespoke on-site training also available.

 Authorised Training Centre

Bristol

Victoria House, Temple Gate
Bristol, BS1 6PW
0117 922 5661

Cheltenham

Beechwood Shopping Centre
Cheltenham GL50 1DQ
01242 234 700

Oxford

14 Broad Street
Oxford OX1 3AS
01865 200 201

Swindon

Brunel Plaza, The Brunel
Swindon SN1 1LF
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