



FOR IMMEDIATE RELEASE

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[Inset text: *"The overall sum of both the public and private BASD Websites will be one of the most comprehensive, architecturally scalable and programmatically exciting online collaboration environments ever owned by any school district."* ~ Darrell Kean]

MEDIA FUSION TECHNOLOGIES DELIVERS ADVANCED INTRANET SOLUTION TO BOYERTOWN AREA SCHOOL DISTRICT

Boyertown, PA – (November, 2007) **Boyertown Area School District** (BASD) and **Media Fusion Technologies, Inc.** (MFT) of Boyertown; announce the release of the new BASD Intranet, delivering BASD's internal communications and administration into the very latest in secure and dynamic website technologies. This release marks phase II of a collaborative effort to substantially augment BASD's web presence and Intranet administrative capabilities, with phase I (the public *boyertownasd.org* website) debuting in July of this year.

"Having an Intranet in Boyertown Area School District will enable us to better utilize the technology that we have in place, and it will allow us to expand how technology supports students and teachers," said BASD Superintendent, **Dr. Harry Morgan**. "We are always looking for ways to better support strong student achievement and the MFT Intranet can support our desire to have high-performing school system."

The new Intranet – hosted and maintained on MFT's servers – features custom design and programming by MFT in the latest Microsoft .NET 2.0 framework allowing for maximum dynamics, functionality, stability and security. Authorized BASD staff control the Intranet content live-time 24/7 via MFT's custom Content Management System (CMS), a comprehensive and secure remote administration control panel that is accessible through any web browser.

"The Intranet developed by Media Fusion Technologies will provide a much needed communication and collaboration tool for faculty, staff and students," said BASD IT Manager, **Steve Reynolds**. "In part, it will provide technology tools and information for teachers, class information for students, and training resources for all district employees. It will very soon become the key repository for information that is needed every day by students and District employees."

Dr. Karen Beerer is the Assistant Superintendent for Curriculum, Instruction and Assessment at BASD and has also been actively involved in overseeing the development of the District's Internet presence. "As a district, we have recognized the power of teacher collaboration on student achievement," she said. "When teachers have the opportunity to work together, share lessons and resources, their instruction improves and so does student learning. The MFT Intranet is another mechanism to support collaboration. Teachers will have the opportunity to share their tools and resources with each other in a quick, efficient way."

Although multi-tiered and extensible, the Intranet is currently divided into two primary sites: a staff site and a student site, both of which seamlessly gather user information and login credentials from BASD's pre-existing, in-house database. Apart from the staff / student login security separation, both sites offer the same core functionality.

The BASD Intranet centrally networks more than 900 staff members and 7,000 students into one virtual classroom. With no knowledge of web design, each user can easily create and maintain their own Intranet profile page including image uploads, information and HTML formatting through MFT's proprietary technology. This provides staff members with the ability to share confidential information among themselves as well as post homework and other important information which students and parents can view remotely from any Internet web browser upon student login.

Additionally, this BASD login interface creates a secure private social network, the content of which is monitored by BASD staff. While students can share information and network with other students and staff, parents can rest easy knowing that their sons and daughters are doing so within the secure, closed network of BASD rather than on the public Worldwide Web.

For security purposes, further details regarding the architecture of MFT's applied technologies were not made available.

Darrell Kean, CEO of Media Fusion Technologies stated, "MFT has ensured that every possible resource has been available when necessary in order to support the Boyertown School District first, with the public online environment, and now with the private district Intranet Site.

"Along with the fantastic long-term support of Body-Borneman Insurance for the entire term of MFT's involvement in the District's online presence, MFT has been able to provide additional resources for the continued research and development of technologies necessary for the furthering of the School District's public Website, and private online staff and student collaboration areas," he said.

According to Kean, MFT will be leading the way in obtaining consistent sponsorships from businesses and community leaders to help offset the ongoing costs associated with keeping the district's staff included in the latest in online collaboration technology, including a perpetual commitment to hosting the district's Website and private Intranet solutions.

Kean concluded, "As a whole, the overall sum of both the public and private BASD Websites will be one of the most comprehensive, architecturally scalable and programmatically exciting online collaboration environments ever owned by any school district; and on top of all of that – it will simply be an awesome tool for both District residents and BASD teachers and staff."

ABOUT MEDIA FUSION TECHNOLOGIES, INC.

Media Fusion Technologies, Inc. (MFT) is a multi-media marketing services company specializing in online application development, custom programming, website design and in-house hosting and maintenance. MFT's network is comprised of multiple racks and multiple servers, all running Microsoft OS and utilizing Microsoft database management systems. MFT's Internet connection is powered by multiple trunk lines and fiber optic lines to their upstream provider(s) with the data connections being maintained using the latest in Cisco, SonicWALL, Barracuda and other bandwidth routing and management appliances and software. Further information regarding MFT's network is not available for general release.

As a result, MFT has firmly established itself as a leading source for all graphic design, Internet, Intranet, full online web application development, CDROM/DVD presentations, commercial photography, commercial print design and production, radio & TV production & placement, and other video needs for

customers regionally, nationally and internationally. For more information visit www.gomft.com or call (800) 307-3533.

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