

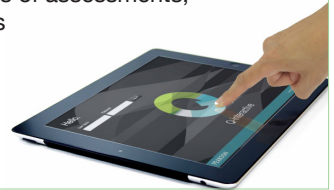
Press Release March 2013

Q-interactive, Groundbreaking Mobile Solution for Interactive Assessments, Now Available to Qualified Clinicians

Customer Review Phase Highlights Significant Time and Cost Savings with Platform Leveraging Ease and Portability of iPad Technology

Pearson Clinical Assessment have launched Q-interactive™ a new online, digital platform which gives clinicians access to the world's most advanced assessment tools, via tablet technology. Intuitive and comprehensive, Q-interactive™ uses two tablets that “talk” to each other via Bluetooth connection to facilitate administration. Benefiting from unprecedented flexibility, portability, convenience and efficiency; Q-interactive™ enables clinicians to create unique, client-centric batteries at both the instrument and subtest levels.

After 90 years, thousands of customers, and millions of assessments, it all comes down to this.



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Data from a four-month public review project throughout the United States has revealed that clinicians using Q-interactive™ realised an average time savings of 30 percent when compared with using paper and pencil, and an average of 35 percent in cost savings. A similar customer review period has been underway in the UK since November last year.

Commenting on the UK's project Chris Hall, Managing Director, Pearson Assessment said: “Q-interactive™ offers a truly revolutionary approach to assessment. During our review phase we have already begun to see first hand the ways in which tablet technology has captured the minds of today's clinicians; whether it be through improvements in administration, the ability to customise batteries on the fly or the way in which critical client behaviours and nuances can be recorded. Q-interactive™ is an exciting leap forward for our global portfolio.” Findings from the public review project have been positive:

- “Q-interactive™ has moved psychological testing into the 21st century! The portability and accessibility of the materials and my data are unrivalled in the testing industry. Flying with two iPads is much easier than transporting kits, or spending extra money to purchase multiple sets of materials. The platform is extremely easy to learn and use, and made my transition from paper materials to electronic administration seamless.”
- “I love the way Q-interactive™ reduces examiner fatigue.”
- “Q-interactive™ has single-handedly changed the future of psychological assessments for us as school psychologists. It is very user-friendly and has dramatically cut down the amount of time I need to both administer and score assessments. The days of carrying bags and briefcases full of heavy testing instruments are a thing of the past.”

The assessment library within Q-interactive™ offers an array of test batteries and subtests for assessing domains such as ability, achievement, memory, executive function and language. Currently, the following assessments and subtests are available, with an evolving library of over 300 tests and subtests to be designed in the near future:

- WAIS-IV^{UK} (Wechsler Adult Intelligence Scale – Fourth Edition)
- WISC-IV^{UK} (Wechsler Intelligence Scale for Children – Fourth Edition)
- CVLT-II^{UK} (The California Verbal Learning Test – Second Edition)
- CVLT-C (The California Verbal Learning Test – Children's Version)
- D-KEFS (Delis-Kaplan Executive Function System) – Selected tests

Q-interactive™ makes capturing data easier, provides immediate, accurate scoring and facilitates proper administration. All Q-interactive™ tests and subtests are backed by rigorous studies. Each new type of subtest has undergone an equivalency study to evaluate whether scores generated via testing with Q-interactive™ are interchangeable with those generated via testing with our standard paper-and-pencil versions. Currently, raw scores obtained using Q-interactive™ are interpreted using paper-pencil norms, and the equivalency studies provide support for the validity of this practice.

Pearson Assessment will be hosting a free webinar to introduce Q-interactive™ to clinicians on March 19th at 3.30pm GMT.

For more information and pricing on Q-interactive™ please visit www.HelloQ.co.uk/home

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For more information about HelloQ, please contact Simone Gilson, Marketing Communications Manager, on 0207 010 2880 or email simone.gilson@pearson.com

Notes for editors

About Pearson Assessment

- Pearson Assessment is the world's largest commercial developer and distributor of educational assessments and psychological testing materials with a 90 year history of commitment to researching and developing products to a reliable high standard.
- Pearson Assessment is dedicated to the pursuit of professional excellence, leadership, and growth through acquisition, development, publication, and the maintenance of quality assessment tools in order to anticipate and meet the needs of its customers.
- For more information, visit www.pearsonclinical.co.uk or follow @PsychCorpUK
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