

ShowMe Technology Behind New Princeton Review SAT iPad App

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The Princeton Review launched a new iPad app called SAT Score Quest. Each question comes with a whiteboard video tutorial with a voice over from an instructor explaining the solution.

The ShowMe whiteboard technology is licensed from Easel Learning, a bootstrapped NYC startup, which is also developing its own app and a related web site where tutors and teachers can share lessons with students, and be rated by the community.

Easel CEO San Kim demonstrated both the Princeton Review app and the ShowMe app which is still in development. [Click here](#) to watch the TechCrunch video, also available at: <http://techcrunch.com/2011/04/05/easel-showme-ipad-sat/>

The Easel technology in conjunction with the iPad has the potential to change the way people learn. Any teacher could easily record their lessons, which would be available to students via the iPad. With real-time chat and video, the iPad can turn into a personalized classroom.