

Intel® Learning Series

Preparing Students for 21st Century Success



BRAZIL

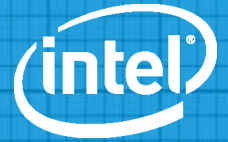
“One Computer per Child”

Um Computador por Aluno

Intel
Learning
Series

Advanced Education
Worldwide

Brazil's Vision for Tomorrow: Transform Education through Technology



MISSION

- **Advance students and their communities** by catalyzing partners in the global education ecosystem through Intel® Learning Series adoption in the classroom

CHALLENGE

- **Limited preparation** to compete in 21st century economy
- **Decentralized control** of school policies and curricula

SOLUTION

- **National commitment:** “One Computer per Child”
- **Intel® Learning Series** expertise and support

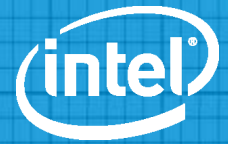
RESULTS

- **750,000 PCs** being distributed
- **6 “total cities:”** Access to 1:1 eLearning for all students
- **Teacher training** successful



Brazilian government's vision:
“One Computer per Child”
Um Computador por Aluno

The Path to Achieve the Vision: A National Technology Program



Step 1: RESEARCH

Document requirements

Step 2: PARTNERSHIPS

Bring together public and private sector entities

Step 3: PILOTS

Select five test sites

Step 4: BUILD & DISTRIBUTE

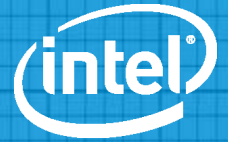
Develop and deploy a localized solution with local companies

Step 5: EXPAND

Build from pilot sites in a phased rollout toward universal 1:1 eLearning access



Build on Successes: Pilot Program in Five Cities



Verifying the Core Idea:

- Ministry of Education chooses five pilot sites, including Pirai
- Pirai teaching quality indicator score improves from 2.6 to 4.2

Spreading the Success:

1:1 eLearning spreading throughout country:

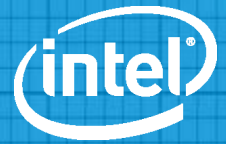
- Municipalities own their eLearning vision
- Federally phased rollouts build grounds-up capabilities
- Pool of eLearning program experts facilitate success

Planning for the Long Term:

- Federal policies and access to funding assist local entities
- Long-term partnership with Intel® Learning Series lends insight and experience



Multi-Level Benefits: Near-Term and Longer-Term Advantages



Benefits to Students

Enhanced Collaboration

Increased Access

Improved Quality



Benefits to Society

Computer Literacy

Future Business Growth

Local Economic Development



Benefits to Government

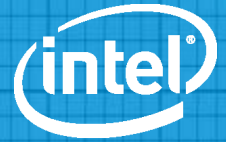
Increased Visibility

Intra-Government
Collaboration

Effective Outreach



Brazil's Um Computador por Aluno: Transform Today's Classroom for Tomorrow



Economic Development

- Intel® Learning Series boosts local economies
- Brazilian government invests \$55-\$60M
- 650 jobs at 4x national minimum wage

Education Transformation

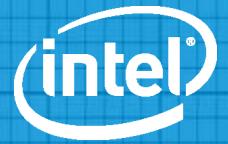
- Grassroots models transform education
- Piraí pilot improves scores of teaching quality

Partner and Ecosystem Readiness

- Intel Learning Series brings together local partners
- Local solutions are being exported worldwide
- Companies credit Intel Learning Series for 15-20% of revenue



Achieve Your Vision: Build a Technology-Based Education Program



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