

MEDIA RELEASE

SMART Revolutionizes the Dry Erase Board with SMART kapp™

- *New SMART kapp product instantly transfers written content onto any device as if by magic*
- *Content shared from SMART kapp via your device easily and intuitively to anywhere in the world*
- *SMART kapp to launch at InfoComm in Las Vegas June 18-20*

CALGARY, Alberta --- May 12, 2014 --- [SMART Technologies Inc.](#) (NASDAQ: SMT) (TSX: SMA), a leading collaboration company and global provider of visual collaboration solutions, announced today its new SMART kapp digital capture board product line. SMART kapp capitalizes on the company's 20 year history as the inventor of the SMART Board® interactive whiteboard, their collaboration technologies and their patents.

SMART kapp allows you to write, draw and capture ideas using dry erase SMART ink markers – just like the old-fashioned dry-erase board—while enabling you to instantly save your work images, convert them to PDFs, and send to anyone, anywhere, instantly. SMART kapp eliminates the ineffective practice of photographing whiteboards and flipcharts or furiously typing notes during meetings to save and share valuable information and insights.

SMART kapp technology dramatically improves collaboration for people in remote locations as well, giving them the ability to follow the evolution of ideas in a SMART kapp session in real time. As if by magic, notes from SMART kapp appear real-time on your own device as well as remote participants' computers, tablets or smart phones.

If you know how to use a dry erase board you know how to use SMART kapp. Switch it on, wirelessly connect your device to SMART kapp and you are ready to go. Installing kapp is as easy as hanging a dry erase board and the only wiring needed is to plug it in to any standard outlet. There is no need for any IT integration.

“SMART kapp creates a brand new category that is set to open up incredible possibilities for the millions of people who regularly share information on a dry erase board,” SMART Technologies' President and CEO Neil Gaydon said. “We are thrilled to launch this unique and innovative new product that will empower people to capture information and share moments of inspiration, easily and intuitively, sharing it on any computer or mobile device, anywhere in the world. SMART kapp relegates dry-erase boards to a bygone era and brings the ability to simply share information to a whole new level. Each SMART kapp is a beautiful piece of design, it will grace any workplace, office, studio, school, conference hall, hotel, home office or any location where people try to capture ideas.”

SMART kapp™ product information—specifications, sizes, pricing, purchasing information and availability—will be released at InfoComm, June 18-20, 2014, at the Las Vegas Convention Center. For more information visit www.smartkapp.com or follow us on Twitter [@SMARTcollab](#).



About SMART Technologies

[SMART Technologies Inc.](#) is a leading provider of technology solutions that enable inspired collaboration in schools and workplaces around the world by turning group work into a highly interactive, engaging and productive experience. SMART delivers integrated solutions of hardware, software and services designed for superior performance and ease of use, and remains a world leader in interactive displays.

Reader's advisory

Certain information contained in this press release, including the introduction date of the SMART kapp digital capture board product and the impact of such product on collaboration activities and on the dry erase board market, may constitute forward-looking information or statements including product release dates and product features. By their very nature, forward-looking information and statements involve inherent risks and uncertainties, both general and specific, and risks that predictions, forecasts, projections and other forward-looking information and statements will not be achieved. We caution readers not to place undue reliance on these statements as a number of important factors could cause the actual results to vary materially from the forward-looking information or statements. We do not assume responsibility for the accuracy and completeness of the forward-looking information or statements. Any forward-looking information and statements contained in this press release are expressly qualified by this cautionary statement.

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For more information contact:

John Lee, Tall Grass Public Relations

Email: John.Lee@tallgrasspr.com

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