EEPG Meeting 8th-9th June 2015
Israeli Education System

- 8M citizens (20% Arabic) GDP $33.5K per capita
- 1.5 Million students
- ~4000 schools (95% Public schools)
- 20% Arabic schools
- 20% Ultra Orthodox schools
- ~130K teachers
- Centralized system
- Till now parents pay for the textbooks, now the government is in a transition phase to buy usage rights
- The Government is considering if the cost of the digital book should be 40%-60% of the printed cost
- Regulation around digital textbooks (3 levels)
- CET until now packaged the digital offering with the print (buy the print and get the digital version ‘for free’). Now we are in a process of changing the model (due to high costs of a premium digital book).
Our mission is to position students and teachers at the forefront of knowledge and prepare them for the challenges of the 21st century.

- Content experts
- Pedagogic specialists
- Research & Development

Established: 1971
Employees: 450
Years of experience: 43
CET in Numbers

- 60% of K-12 students in Israel are learning with CET's content (both print and digital)
- Over 700 K-12 Textbooks published to date
- 2,000,000 monthly users in CET's content websites
- 80,000 Yearly synchronous teacher training hours via CET's virtual campuses
- 2,000 schools using CET's Learning management system
- 15,000 Teachers participating yearly in CET's online teacher training programs
- 550 National tests are developed and delivered for the Israeli MOE and Israeli Ministry of Economy and Trade
Harmonizing technology, content, and pedagogy on a nationwide scale
Premium content for STEM education
Advanced solutions for online and blended learning
Nationwide deployment of virtual high school and virtual tutoring
Technology platforms and tools to enhance teaching, learning and assessment
HORIZON
### Active tasks (8)

#### Today and tomorrow (1)
- **Class fourthgrade: The energy of pendulum**
  - Average mark:

#### Other tasks (7)
- **Class fourthgrade: Pond food chain**
  - 12.1.2015 - 26.1.2015
  - Average mark: 20 (1)

- **Class fourthgrade: Carbon Cycle**
  - 12.1.2015 - 26.1.2015

- **Class fourthgrade: Pond food chain**
  - 12.1.2015 - 26.1.2015
  - Average mark:

- **Class fourthgrade: Pond food chain**
  - 14.1.2015 - 27.1.2015
  - Average mark:

- **Class fourthgrade: Pond food chain**
  - 12.1.2015 - 26.1.2015
  - Average mark:
The Function and Structure of the Human Heart

The heart is one of the body's most important organs because it pumps life-giving blood to each and every cell in the body.

How does the heart function?
The heart functions as two pumps that work together to pump blood from the body to the lungs, where it receives oxygen, and back to the body. One pump, on the right-hand side of the heart, pushes de-oxygenated blood from the body to the lungs and back to the body. Then, a second pump, on the left-hand side, pushes oxygenated blood from the heart back to the body.
PROMOTION

Promote your new titles
Increase satisfaction and loyalty by introducing relevant content and activities during school year.
PUBLISHER OWN CONTENT

Simple & Intuitive access to your content
Configured by Grade level, Subject area or any other specification
Revenue from other content

Collaborate with other content vendors to distribute and promote their content and generate new revenue streams
Tile

Welcome to Horizon

Text
Image
Video
Digital Textbook
Simulation
Learning Activity
Marketing Banner
Widget: Login, My Tasks, Micro activity...