



## **TECTERRA Supports Mount Royal University Project to Help Bridge the Gap in Geographic Education Across Canada**

**Calgary, Alberta (April 16, 2015)** – Calgary-based experts are charting a bold new course in geographic education by introducing geospatial software designed for the next generations of tech-savvy learners.

During an event at Mount Royal University on Thursday, TECTERRA was honoured to partake in the unveiling of a new-age mapping tool known as WorldView Studio™. This software package, developed with support from TECTERRA, creates 3D maps combining multiple data streams (such as traffic flows, wildlife migration patterns and watersheds) on one digital platform to see how they interact with each other.

The WorldView software is fuelled by geospatial data provided by Canadian Geographic, and was adapted for classroom-based settings based on extensive research from Mount Royal Associate Professor Dr. Lynn Moorman.

“This is an easy-to-use tool that empowers students to better understand the world around them,” said Dr. Moorman, who teaches Earth Science at Mount Royal. “We know that geographic education is at a crossroads right now and it’s vital for educators to find new approaches to teaching geography in Canadian classrooms.”

TECTERRA contributed to this project through its Alberta Applied Research Funding Program.

“We believe that this project offers a great deal of societal value by building interest and curiosity about science and technology in school-aged children,” said Dr. Mohamed Abousalem, Chief Executive Officer at TECTERRA. “These children will be the future contributors to the Canadian economy, and science and technology represent a key factor in the future growth of our economy.”

WorldView Studio™ is a classroom version of The PIXYS Innovation’s WorldView™ digital Earth software.

“Canadians have always been leaders in the field of geographic information sciences and mapping,” said PYXIS Chief Executive Officer, Perry Peterson. “We are defined by our geography. So it’s not surprising that a breakthrough in technology — we call Digital Earth — will allow children of a very young age to search and explore their world,”

Dr. Moorman’s efforts to make geography accessible to our video game savvy kids is important, said Gilles Gagnier, Chief Operating Officer and Publisher of Canadian Geographic Enterprises. “We look forward to the day when we can deliver Professor Moorman’s Geoliteracy Project to our 14,000 teacher members across Canada. Our students will only benefit from her trailblazing efforts.”

View children interacting with WorldView™ here: <https://vimeo.com/117639516>

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