

# Education

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## Technology Insights

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CANADA SPECIAL

**STUDENT  
ENGAGEMENT**  
EDITION



**Education**  
Technology Insights  
**TOP 10 STUDENT ENGAGEMENT**  
SOLUTIONS PROVIDERS IN CANADA - 2024

## Presentria Canada Inc.

### Offering Canada's First Experiential Place-Based Online Learning Tool

**P**resentria is driven by the mission of addressing the evolving needs of the modern classroom. The company was founded by a visionary and an award-winning professor in Canada's higher education sector, Dr. Ken Kwong-Kay Wong.

Presentria's philosophy is deeply rooted in his extensive teaching experience.

The story began at the University of Toronto School of Continuing Studies in the spring of 2003 when Dr. Wong embarked on his teaching journey in Canada. With each passing class, he observed that certain students consistently faced challenges in the form of confusion, shyness, fatigue, and distraction within the classroom.

As an educator deeply committed to the principles of inclusive teaching and learning, he strongly believed that there must be a more effective way to engage students, irrespective of whether they were attending classes on campus, online, or in the field. By 2011, after instructing his 6000th student, he recognized that the time was right to actualize inclusive teaching and learning through the use of technology.

He initiated a partnership with Professor Paul Lam from the Centre for Learning Enhancement And Research at The Chinese University of Hong Kong (CUHK) and collaborated with skilled developers at Edvant Hong Kong to work on a classroom response system named uReply. Following its initial software release in September 2012, this ground-breaking system garnered interest from over 2,000 professors at CUHK alone, leading to more than 20,000 sessions and 4.5 million pageviews.

The notion of developing a classroom response system tailored to the Canadian educational landscape had been brewing in Dr. Wong's mind after implementing uReply



Dr. Ken Kwong-Kay Wong,  
Founder

in his classes at the University of Toronto, Ryerson University, and Seneca Polytechnic. After two years of diligent preparation, Presentria was officially established in 2020, alongside the launch of Presentria GO — Canada's pioneering experiential place-based learning tool.

"Presentria GO offers students a fresh approach to learning beyond the classroom, transforming any neighborhood into an educational environment," says Dr. Wong. "Students embark on immersive journeys, exploring real-world environments while engaging with curated educational content tailored to their surroundings. By transcending the boundaries of physical classrooms, it fosters inclusivity and accessibility, catering to diverse learning needs." Dr. Wong is democratizing learning through his product innovation. In recognition of his accomplishments, he was honored with the Minister of Colleges and Universities' Award of Excellence from the Government of Ontario in September 2020.

"For nearly half a century, Canadian post-secondary institutions have recognized

the profound impact of experiential learning on students' academic journeys and career success. Seneca Polytechnic has been at the forefront of this movement, dedicated to providing experiential learning opportunities for all students," says Dario Guescini, Dean of Seneca Works. "As the department overseeing experiential learning and career development, Seneca Works is excited about the bright future ahead in this space." The pilot testing of Presentria GO at Seneca has stirred excitement in Dr. Alireza Faed, Professor and Program Coordinator (BAM) at Seneca's School of Marketing. Dr. Faed remarked, "Presentria GO offers engaging experiential learning for students and effectively links them to the learning components in real time."

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Presentria goes beyond traditional teaching methods, providing educators with a diverse range of tools to enhance learning experiences. These tools, including dynamic polling, interactive activities, and gamified learning modules, engage students and drive meaningful educational outcomes. By leveraging cutting-edge technologies like AI, Presentria leads the way in educational innovation, reshaping how students engage with learning. Committed to excellence, Presentria aims to make quality education accessible to all through strategic partnerships, fair pricing, and ongoing improvements. Dr. Wong's vision ensures that Presentria is paving the way for a future where every learner can thrive without limits. **ET**

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*The annual listing of 10 companies in Canada that are at the forefront of providing Student Engagement solutions and impacting the industry*