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**FOR IMMEDIATE RELEASE**

## OSC World Signs Strategic Marketing Alliance with

 digital fly for Real-Time

The logo for Digital Fly consists of the words "digital fly" in a green, lowercase, sans-serif font. Above the word "fly" is a graphic of a dotted line forming a curved path that ends in a small fly icon.

## Social Media Monitoring For School Districts

**OSC World to be exclusive marketing company for  
Eastern United States and Texas**

**LYNBROOK, NY – July 16, 2015** – OSC World, a pioneer and developer of industry-leading educational test scanning technology and educational technology services, has been named as the exclusive marketing partner of the real time social media alert software “Digital Fly” (<http://www.digitalfly.net/>) for the Eastern United States and Texas. Since partnering, OSC World has brought Digital Fly to dozens of schools and school districts across the country. More than a dozen schools districts in New York will be using the system and preparing to implement Digital Fly for the 2015 Fall semester.

Developed for school districts, Digital Fly alerts school officials to potential threats to students, staff members and property. Using geolocation, the proprietary Fly Paper Engine monitors and tracks social media search terms, watch lists, keywords, hashtags, users and groups, which have been hand-selected by school administration personnel, and identifies patterns and movement over time. Information is secured from open social media sites accessible to the public; ***no private personal data is ever searched.***

Social media data is analyzed and ranked for potential threats and sent to district officials when potential threats are identified. School officials and authorities then have the ability to act to ensure student safety. Data can also be used forensically for up to a 3 month look back for investigation or to review trends. This can be done at any time with 24/7 web-based access from any computer with an authorized user.

“Digital Fly brings an important layer of protection to students, teachers and schools. Our partnership with Digital Fly leverages our experience and relationships in the educational space. We already work with hundreds of New York school districts, BOCES and BOCES regional information centers. Districts and administrators trust us to score over 1.2 million Regents and other mandated State exams every year. Digital Fly is a product and service that fits with our market and allows us to utilize our knowledge and experience in the education sector,” said Michel Richez, OSC World Executive VP of Business Development.

“Our partnership with OSC World allows us to seamlessly enter the education space. OSC World will bring our new approaches and products to institutions that must identify specific dangers to individual students such as cyber bullying or large scale threats of violence to schools, teachers or administrators. We live in a new reality that requires new approaches for enhancing security of students and schools and we are confident that OSC World has the right team and plan in place for success,” said Derek Petersen, Vice President & Chief Technology Officer of Digital Fly.

For information or a demonstration of Digital Fly, visit [www.oscworld.com](http://www.oscworld.com) , <http://www.digitalfly.net> or contact Michel Richez at [michel.richez@oscworld.com](mailto:michel.richez@oscworld.com) or (516) 247-5321.

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#### **About OSC World**

In business since 1991, OSC World has developed and patented FAST (Fast Accurate Capture Technology Solutions) one of the only data capture systems which automatically processes all documents, even damaged or torn surveys for the market research industry. Clients include Gallup, IBM, Experian Simmons, Scarborough Research, Maritz Research, Kantar Media, and the National Research Corporation. OSC World's Mark Sense software engine was also utilized by Lockheed Martin to aid in processing the 2000 and 2010 Census. OSC World's Document Management Systems allow for image indexing for all forms/documents in any industry. Additionally, their Digital Writing Solution for iPad and Android tablets allows clients to say goodbye to cumbersome paper-based forms that must be distributed throughout their organization. With Digital Writing from OSC World, forms & documents flow securely and efficiently, integrating with client back-end systems to provide seamless processing for mission critical applications. Documents/Forms are easily converted to XML, CSV, or PDF. For more information, please visit [www.oscworld.com](http://www.oscworld.com).