



*Educa y Entretiene*

June 27, 2019

---

## **HITN attends ISTE in Philadelphia**

An HITN Learning team descended upon the nation's largest educational technology conference, ISTE, held this year in Philadelphia June 22-26. General Manager David Rust and Director, Product Management MaryEllen McLaughlin (in photo), renewed relationships with potential school marketing partners, identified new partners, and surveyed environments and products being offered to support education in PreK-8 schools.

Senior Manager, Creative Innovation Lab Jackson Tam and Producer Federico Sanchez explored new horizons with Unity, the leading game engine development platform that HITH Learning uses for the Cleo & Cuquin Explore + Learn App; and the larger educational environments being developed by Google Education, and a resurgent Microsoft.

### **ABOUT HITN**

HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million viewers in the US and Puerto Rico via DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism and Cablevision. For more information, please visit [www.hitn.org](http://www.hitn.org).

###