

New iPhone Application to Help Children Learn to Read using Phonics

London. January 28, 2009

Apps in My Pocket Ltd launches abc PocketPhonics for iPhone. Children can now enjoy learning to read using synthetic phonics on an iPhone or iPod Touch. Synthetic phonics is the reading system recommended by education specialists in both the US and UK.

Teacher, Sue Keen, said: “As a teacher of young children, I am always anxious that new resources for the classroom have a strong educational basis and actually work. I’ve used PocketPhonics with children aged 4 to 6 and the results have been very encouraging. You know you’re winning when the child doesn’t want to stop.”

John Friend, company director at Apps in My Pocket, said: “PocketPhonics starts by saying the sounds and showing children how to write them. It’s been developed from scratch with children in mind, for parents to use with their children or for use in the classroom. Children love to copy the writing on the handheld screen using their finger, and shake the iPhone to make their writing disappear. Sounds are taught in small groups so they can be quickly used together in a game to make short words.”

Pricing and Availability:

PocketPhonics costs \$2.99 (USD) in the US and £1.99 in the UK. There’s also a free “lite” version so parents can try before they buy.