

Apps in My Pocket Launches Free Guide on Teaching Kids to Read for iPhone Parents

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iPhone parents can now order a free guide to teaching their kids to read direct from their iPhone. The guide is available from the latest version of abc PocketPhonics (both paid-for and lite versions).

The award-winning abc PocketPhonics is one of the best-selling apps for teaching kids to read on the iPhone with over 75,000 sold. The free, lite version has been downloaded by over 290,000 parents.

Apps in My Pocket owner, John Friend, said:

Since launching abc PocketPhonics, many parents have asked us questions about the approach to teaching reading embodied in abc PocketPhonics: synthetic phonics. Although the approach has in recent years been heralded and selected by US, UK and Australian governments, many parents have been left behind in understanding what the fuss is all about. The guide aims to close that gap for hundreds-of-thousands of iPhone parents.

abc PocketPhonics is developed by UK start-up, Apps in My Pocket Ltd. It costs \$0.99 in the US and £0.59 in the UK, and is the top-rated app of its type with 4 out of 5 stars.

Editor's notes

Apps in My Pocket Ltd started in October 2008 to create apps for the iPhone that deliver best educational practice to 21st century kids. Visit <http://appsinmypocket.com/press-and-media/> for a full media kit.