

Storybooks can now help children read

London, 20 May, the launch of PocketPhonics Stories by Apps in My Pocket sees the introduction of a series of reading books that teach children how to become fluent readers. The 42 carefully levelled storybooks sit within an iPad app that teaches children to write letters, recognise letter sounds and blend them to make words.

Once children have mastered the first group of six frequently-used letter sounds, they tackle their first storybooks. If a typical four-year-old child uses the app for 15 minutes per day, they will be reading their first storybook within ten weeks*.

These books use the six letter sounds they've learned. If a child gets stuck on reading a word, they tap it and the app helps them use their phonics skills to read the word. Built-in quizzes ensure the child can read and spell the words in the storybooks.

Once they've mastered this set of books, they move onto the next set of letter sounds, followed by a set of books that use the 12 letter sounds they've learned so far. There are 12 sets of letter sounds each followed by a set of storybooks.

Children's progress can be tracked online, and certificates are emailed to teachers and parents as children master books and letter sounds.

Apps in My Pocket director, John Friend, said, "We've been delighted to already receive two awards for the app. Even better though has been the feedback from the sixty plus schools trialling the app. It's great to hear about children who've struggled with reading previously, becoming confident readers."

PocketPhonics Stories is available as a free app with in-app purchase where each phonics level and storybook costs 79p. You can also buy all 42 books and 12 phonics levels for just £16.99. This is less than what you'd normally pay for an equivalent set of paper reading books that don't help the child read them. There's also an upfront paid version of PocketPhonics Stories aimed at schools.

About Apps in My Pocket

Apps in My Pocket Ltd is a UK-based company established in 2008 to create apps for iOS that deliver best educational practice. There have been nearly 4 million downloads of their educational apps, and they are used in over 2000 schools.

Notes

*The figure of ten weeks for a typical four-year-old to start reading their first storybook is based on an analysis of several hundred four-year-olds using PocketPhonics where only 1 child who used the app for ten weeks did not reach this level.